



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|----------------------------|---|----------------------------------|---|------------|---|
| Course Title | | Strategic Planning in Public Administration | | | | | | | |
| Course Code | | YY258 | | Couse Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 3 | Workload | 74 (Hours) | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | It has been witnessed a significant reform about public administration and especially local government for last years. This reform has in question the administrative, financial and legal dimensions. Strategic planning is very important in this reform of administrative dimensions. The staff is very important that know both the process of strategic plan and local government. It is necessary to be specialized about this topic in Turkey. This course's goal has adopted to administrative reform about local government and to meet the need for human resources who are known local government and strategic planning process. | | | | | | | |
| Course Content | | Strategic Planning in Local Governments | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation) | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

Recommended or Required Reading

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| 1 | SONGÜR, Neşe; Kamu Yönetiminde Stratejik Planlama, TODAİE Yayınları, 2011. |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Transformation and change process in public administration and local government. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 2 | Theoretical | New management approach and reforms in public administration and local government. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 3 | Theoretical | Transition to strategic management in public administration. The factors and requirements affecting to this process. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 4 | Theoretical | Terms of strategy, strategic management and strategic planning. The term of strategic plan compare with plans, policies and tactic |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 5 | Theoretical | The legal basis at strategic planning in local government. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 6 | Theoretical | Strategic planning in local government, importance, purpose and basic features |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 7 | Theoretical | The benefit of strategic planning in local government and the factors of affecting at strategic plan to be successful in local government. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |



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| 8 | Theoretical | The process of strategic planning and the organization of this process in local government |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 9 | Intermediate Exam | Midterm exam. |
| 10 | Theoretical | Current situation analysis, internal environs (Knowledge about local government unit) and external environs (Knowledge about city) |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 11 | Theoretical | Stakeholders (internal and external) analysis, SWOT (strength, weakness and opportunities, threat) analysis. Trend and scenario analysis. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 12 | Theoretical | Mission and vision, definition, features, elements, the process of set and the examples, fundamental values and principles |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 13 | Theoretical | Strategic goals and objectives, features, elements, the process of set and the examples. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 14 | Theoretical | Examining strategic plans of a few municipalities and provincial administrations. |
| | Preparation Work | Kamu Yönetiminde Stratejik Planlama |
| 15 | Final Exam | Final exam. |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 2 | 42 |
| Midterm Examination | 1 | 14 | 1 | 15 |
| Final Examination | 1 | 16 | 1 | 17 |
| Total Workload (Hours) | | | | 74 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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| 1 | Students have been taught to change and transformation process of public administration and local government in Turkey with this course |
| 2 | Students can know and follow reforms about public administration and local government in Turkey for last year. |
| 3 | Students can adopt these reforms to the local government. Students can make out and learn new public management and process of strategic planning. |
| 4 | Students can realize practice of strategic plan for local government in this course. |
| 5 | To have information about strategic planning. |

Programme Outcomes (Local Authorities)

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| 1 | They can be informed in the filed of management and follow up improvements in Turkey and the world in the field of local government. |
| 2 | They have qualification of solving problems in the local level with following economic and social events up. |
| 3 | They will have basic theoretical knowledge to comment with following Turkeys' and The Worlds' current political problems up. |
| 4 | They will gain the ability of research independently and presenting in the field of Local Government with have basic information about research methods. |
| 5 | They will understand the relevant legal texts, interpret, and set up the relationship problems |
| 6 | They will informed about constitution, fundamental rights and freedom, civil service law, public law legislation and professional ethic. |
| 7 | They will use information technologies, documents management, archiving and reporting. |



Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

| | L1 | L2 | L3 | L4 | L5 |
|----|----|----|----|----|----|
| P1 | 5 | 5 | 4 | 3 | 5 |
| P2 | 4 | 4 | 4 | 2 | 4 |
| P3 | 4 | 5 | 5 | 5 | 4 |
| P4 | 5 | 3 | 5 | 5 | 3 |
| P5 | 4 | 5 | 5 | 3 | 4 |
| P6 | 3 | 4 | 3 | 3 | 3 |
| P7 | 4 | 5 | 2 | 2 | 2 |

