



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management and Planning							
Course Code		YYÖN108		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		There are various difficulties that arise from the understanding and practice of traditional public administration. As an example of such difficulties in public decision making strategic priorities and this is not detected so having examples of waste and extravagance in the use of resources. Indeed, today's market-driven management philosophy, the cam is in line with the understanding of strategic management and planning in the public sector is increasingly and so having examples of waste and extravagance in the use of resources. Indeed, today's market-driven management philosophy in line with the cam, it goes to the understanding of strategic management and planning in the public sector is gaining more importance.							
Course Content		This course is on the concepts of strategic management and planning applications will be analyzed on the basis of theoretical investigations of managers in the public sector and public decision-making process in how to act							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Şerife Gökçen YANIK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. Kamil TÜĞEN, Devlet Bütçesi, Bassaray Matbaası, 2011. 3. Ulvi SARAN, Kamu Yönetiminde Yeniden Yapılanma, Atlas yayıncılık, 2004 4. Mustafa TAMER, Belediyelerde Stratejik Planlama Süreci, Ümit Ofset, 2006. Yardımcı kaynaklar: Kalkınma Bakanlığı, Stratejik Planlama Kılavuzu, 2.Sürüm 2006. Referanslar: Diğer ders materyalleri: İlgili diğer kitap, makale, rapor, yargı kararı vb. kaynaklar.
2	Kamil Ufuk BİLGİN; Kamu Performans Yönetimi, TODAİE, 2004. 3. Ulvi SARAN,

Week	Weekly Detailed Course Contents	
1	Theoretical	Strategy and strategic management
2	Theoretical	the strategic management process
3	Theoretical	the strategic planning process
4	Theoretical	Situation Analysis Strategic Planning
5	Theoretical	Strategic Planning View Of The Future
6	Theoretical	Strategic Planning Strategy Implementation
7	Theoretical	Strategic planning, monitoring and evaluatio
8	Intermediate Exam	Midterm
9	Theoretical	General Budget Strategic Planning For Organizations
10	Theoretical	Special Budget And Strategic Planning For Organizations
11	Theoretical	An Independent Administrative Authority Strategic Planning
12	Theoretical	The Special Provincial Administrations In Strategic Planning Studies
13	Theoretical	Strategic Planning Studies In Municipalities
14	Theoretical	Strategic Planning Studies In Municipalities
15	Theoretical	general review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	0	42
Assignment	1	0	9	9
Individual Work	1	0	18	18



Midterm Examination	1	1	1	2
Final Examination	1	3	1	4
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Traditional management from a strategic management approach to providing the necessary knowledge about the development process
2	Criticize the current practices of public institutions in terms of strategic management and planning.
3	learn strategic planning process
4	To learn cooperation strategies
5	Understand the strategic planning process of local governments

Programme Outcomes (Local Authorities)

1	Theoretical knowledge in the field of public administration and local governments to use in working life and lifelong learning to be conscious.
2	To have the ability to use the functions of local government, public administration to adapt to contemporary approaches
3	Problems encountered in professional practice to identify, analyze and propose solutions to have the ability to bring.
4	Professional legal regulations to be equipped, and keep track of changes, use the.
5	Local and collective needs, expectations, and to have knowledge about efficient service delivery.
6	urkish political life, political orientations, political power, political culture and to have competence in matters of contemporary political ideologies.
7	Understanding of contemporary urbanism, urban planning, urban land management, housing and environmental issues and policies to be competent.
8	Decentralization, local democracy and civil society to gain competence on a case.
9	Having the necessary values in the field of professional ethics; written-verbal communication and correspondence with the field of information-communication technologies and be able to use.
10	Land use plans, zoning laws and regulations to have knowledge of subjects covered.
11	The process of globalization and the country's internal dynamics, to analyze the process of democratization.
12	The Constitution, fundamental rights and freedoms, civil servants, law and public law legislation have sufficient knowledge about professional ethics.

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

	L1
P1	1
P2	1
P6	5
P7	1
P9	2
P11	3
P12	2

