



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Management and Organization							
Course Code		HİT157		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Öğrencilere yönetim ve organizasyon hakkında temel bilgilerin verilmesi ve yönetim kuram ve fonksiyonlarının öğretilmesi							
Course Content		Topics such as scientific overview of business management, decision-making and planning, organizational theories, management and motivation, groups in organizations, organization change and management are the content of the course.							
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

1	Yönetim ve Organizasyon, Nurullah Genç, Seçkin Yayınları, 2007.
2	Organizasyon ve Yönetim, Halil Can, Siyasal Kitapevi, 2011

Week	Weekly Detailed Course Contents	
1	Theoretical	
2	Theoretical	
3	Theoretical	
4	Theoretical	
5	Theoretical	
6	Theoretical	
7	Theoretical	
8	Theoretical	
9	Theoretical	
10	Theoretical	
11	Theoretical	
12	Theoretical	
13	Theoretical	
14	Theoretical	

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Quiz	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	
2	



3	
4	
5	

**Programme Outcomes (Public Relations and Publicity)**

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L4
P1	4	4	5
P2	4	5	5
P3	4	4	5
P4	4	4	5
P5	4	4	5
P6	4	4	5
P7	4	4	5
P8	4	4	5
P9	4	5	5
P10	4	4	5
P11	4	4	5

