AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Organizational Design and Management						
Course Code	HİT158		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 *(Hours)*	Theory	2	Practice	0	Laboratory	0

Objectives of the Course	This course focuses on researching, analyzing and evaluating the existing product / service, business / marketing processes and company structures of various firms that are considered as case studies; actors, product / production diversity and competition strategies, firm structures, existing and / or possible target markets and user profiles in terms of re-consideration and design strategies and action plans to be proposed in line with the design of new systems and services.
Course Content	This course includes the processes of strategic analysis, reconstruction and presentation of professional \ n service / product design process using design and design management tools and techniques.
Work Placement	N/A
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion
Name of Lecturer(s)	

Assessment Methods and Criteria

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

Recommended or Required Reading

1	TÜSİAD Rekabet Stratejileri Dizisi No:13: Tasarımı Yönetimi: Tanım, Kapsam ve Uygulama, TÜSİAD ve Sabancı Üniversitesi Rekabet Forumu, İstanbul.
2	Boyle, G. (2003). Design Project Management. Hampshire, England: Ashgate Publishing Limited.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction and Overview Design Process
2	Theoretical	Design Thought + DM: Organizational Chart and Structure, Business Network (Collaborations), Mission, Vision and Target Market.
3	Theoretical	Introduction to the Project Forming Desk Debates Groups Homework: Research on Similar Design Projects
4	Theoretical	Presentation of Creative Design Research + DM: Design Brief
5	Theoretical	Panel Critics - Developing Multiple Design Ideas Developing Design Ideas Initial Ideas DM: Design Based Strategy Development
6	Theoretical	Design Idea Proposal
7	Theoretical	Design Development 1 + DM: Action Plan and Actor Chart Proposal
8	Theoretical	Design Development 2 + DM: Action Plan and Actor Chart Final
9	Theoretical	Design Application 1
10	Theoretical	Design Communication and Exhibition Critics
11	Theoretical	Design Application 2
12	Theoretical	Design Communication and Exhibition Critics
13	Theoretical	Review of the Term
14	Theoretical	Midterm Exam

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	Student will be able to observe, compile, analyze, define the context and conditions of design / business problems by using design management tools and propose solutions within the framework of a system schema.
2	Student will be able to relate the business and marketing knowledge and skills necessary to carry out the product / service design project efficiently.
3	Student will be able to apply creativity, user needs, production needs and marketing oriented design problem solving techniques.
4	Student will be able to realize a design based system / service design project based on competitive advantage with a group project where advanced design and innovation management models are experienced.
5	Student will be able to associate product / service design with corporate identity and image.

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 eveluation 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 knowlegde 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	L5
P1	5	4	5
P2	5	4	5
P3	5	4	5
P4	5	4	5
P5		4	5
P6		4	5
P7		5	5
P8		4	5
P9		5	5
P10		5	5
P11		5	5