AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Social Media						
Course Code		İK255		Couse Level		First Cycle (Bachelor's Degree)		
ECTS Credit	6	Workload	151 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To indicate roles and effects of social media and its tools in HRM field.						
Course Content		In this course, various definitions of social media, differences between social media, conventional media, Web 1.0 and Web 2.0, the use of social media in business, political life, daily life etc. will be handled.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecture Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Emergence of social media
2	Theoretical	Usage of social media
3	Theoretical	Social media platforms: Blogs and management blogger relations
4	Theoretical	Social media platforms: Social networks and management of relations with social network users
5	Theoretical	Social media platforms: Management of relations with forum, news – discussion groups and dictionary users
6	Theoretical	Social media platforms: Media sharing sites and management of relations with their users
7	Theoretical	Social media platforms: Online games, cyber world and management of relations with their users
8	Theoretical	Social media platforms: Electronic Mails and management of relations with e-posta users
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Mobile platforms and social media
12	Theoretical	Content and activity management
13	Theoretical	Social media applications used in HRM field
14	Theoretical	Case Study
15	Theoretical	Evaluation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	3	39
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
			Total Workload (Hours)	151
			[Total Workload (Hours) / 25*] = **ECTS**	6
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understanding the development of social media.
2	Understanding the importance of social media.

3	Recognizing the tools of social media.
4	Understanding the interaction between social media and human resources.
5	Understands the interaction between social media and HRM
6	Indicates the place of social media.

Programme Outcomes *(Human Resources Management)*

1	Having adequte scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing emphathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of ´how´, ´why´ and ´where´ HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L2	L3	L4
P5	1	1	1	1
P6	1	1	1	1
P9	3	3	3	3
P10	3	3	3	3
P13	1	1	1	1
P14	1	1	1	1