



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Product Management							
Course Code		PSY217		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach the students the basic concepts and decision areas of production and operations management, their relationship with other business processes and their strategic importance; to identify, identify and analyze the problems in production and operation processes; to give information about the analysis, design and management of these processes.							
Course Content		To teach the students the basic concepts and decision areas of production and operations management, their relationship with other business processes and their strategic importance; to identify, identify and analyze the problems in production and operation processes; to give information about the analysis, design and management of these processes.							
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	Yamak, Oygur. Üretim Yönetimi. 5. Baskı, İstanbul: Türkmen Yayınevi, 2007.
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Production and Efficiency
2	Theoretical	Production Management and Competition Strategy; Demand Forecasting Systems
3	Theoretical	Demand Forecasting Systems
4	Theoretical	Demand Forecasting Systems
5	Theoretical	Product and Service Design
6	Theoretical	Demand Forecasting Systems Case Analysis; Quality Function Deployment in Product and Service Design
7	Theoretical	Demand Forecasting Systems Case Analysis; Quality Function Deployment in Product and Service Design
8	Intermediate Exam	Midterm
9	Theoretical	Capacity Planning
10	Theoretical	Process Oriented Facility Placement Strategy
11	Theoretical	Capacity Planning Case analysis; Product Oriented Facility Placement Strategy
12	Theoretical	Collective (Integrated) Production Planning; Stock management
13	Theoretical	Collective (Integrated) Production Planning; Stock management
14	Theoretical	Material Requirements Planning
15	Theoretical	Mass Production Planning Case Analysis; Stock Management Case Analysis
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	2	20	44
Midterm Examination	1	5	7	12
Final Examination	1	5	14	19
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (*Retail Sale and Store Management*)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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	4	4	3	5	4
P2	5	4	4	3	3
P3	4	4	5	4	5
P4	5	4	4	3	4
P5	4	4	3	5	5
P6	5	4	5	4	4
P7	4	4	4	3	3
P8	5	4	3	5	4
P9	4	4	5	4	5
P10	5	4	4	5	4

