



**AYDIN ADNAN MENDERES UNIVERSITY**  
**ATÇA VOCATIONAL SCHOOL**  
**ECONOMICS AND ADMINISTRATIVE PROGRAMS**  
**PUBLIC RELATIONS**  
**COURSE INFORMATION FORM**

Course Title	Information Management								
Course Code	HIT214			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	54 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Today, a different management approach known management understanding, to examine having regard to the expectations of today's business world.								
Course Content	In general, the following information will be given: 1. Internet and Economic Consequences 2. Operational and Strategic Information Management								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Case Study								
Name of Lecturer(s)	Lec. Volkan ERHAN								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Lecturer's Notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Internet and Economic Consequences, Transition to Knowledge Economy
2	Theoretical	Characteristics of Knowledge Economy, Effects of Knowledge Economy and Its Consequences
3	Theoretical	Information Management, Information Spectrum, Information Classification, Information Types,
4	Theoretical	Fundamentals of Information Management, Solutions, Model Strategic Information Plan
5	Theoretical	Acquisition of Information, Information Management Cycle, 10 Policy of Information Management,
6	Theoretical	Operational and Strategic Information Management
7	Theoretical	Information Management Applications
8	Intermediate Exam	Mid-term
9	Theoretical	Starting a Information Management Initiative, Information Team Building
10	Theoretical	Organizing information and the Learning Organization,
11	Theoretical	Strategies for Obtaining Information Assets
12	Theoretical	Information Management Initiative, Establish Information Network
13	Theoretical	The Success in Information Management
14	Theoretical	The Success in Information Management
15	Theoretical	Case Study

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				54
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	Internet and Economic Consequences
2	Operational and Strategic Information Management



3	Understanding to the Operational and Strategic Information Management
4	Understanding to the Information Management Applications
5	Information Management Initiative, Establish Information Network

