



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Planning in Public Administration							
Course Code		YY258		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It has been witnessed a significant reform about public administration and especially local government for last years. This reform has in question the administrative, financial and legal dimensions. Strategic planning is very important in this reform of administrative dimensions. The staff is very important that know both the process of strategic plan and local government. It is necessary to be specialized about this topic in Turkey. This course's goal has adopted to administrative reform about local government and to meet the need for human resources who are known local government and strategic planning process.							
Course Content		Strategic Planning in Local Governments							
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	SONGÜR, Neşe; Kamu Yönetiminde Stratejik Planlama, TODAİE Yayınları, 2011.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Transformation and change process in public administration and local government.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
2	Theoretical	New management approach and reforms in public administration and local government.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
3	Theoretical	Transition to strategic management in public administration. The factors and requirements affecting to this process.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
4	Theoretical	Terms of strategy, strategic management and strategic planning. The term of strategic plan compare with plans, policies and tactic
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
5	Theoretical	The legal basis at strategic planning in local government.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
6	Theoretical	Strategic planning in local government, importance, purpose and basic features
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
7	Theoretical	The benefit of strategic planning in local government and the factors of affecting at strategic plan to be successful in local government.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama



8	Theoretical	The process of strategic planning and the organization of this process in local government
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
9	Intermediate Exam	Midterm exam.
10	Theoretical	Current situation analysis, internal environs (Knowledge about local government unit) and external environs (Knowledge about city)
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
11	Theoretical	Stakeholders (internal and external) analysis, SWOT (strength, weakness and opportunities, threat) analysis. Trend and scenario analysis.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
12	Theoretical	Mission and vision, definition, features, elements, the process of set and the examples, fundamental values and principles
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
13	Theoretical	Strategic goals and objectives, features, elements, the process of set and the examples.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
14	Theoretical	Examining strategic plans of a few municipalities and provincial administrations.
	Preparation Work	Kamu Yönetiminde Stratejik Planlama
15	Final Exam	Final exam.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	14	1	15
Final Examination	1	16	1	17
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Students have been taught to change and transformation process of public administration and local government in Turkey with this course
2	Students can know and follow reforms about public administration and local government in Turkey for last year.
3	Students can adopt these reforms to the local government. Students can make out and learn new public management and process of strategic planning.
4	Students can realize practice of strategic plan for local government in this course.
5	To have information about strategic planning.

