



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Applied Management and Consulting							
Course Code		BFN543		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course intends to introduce the management consulting process. Management in this framework the main activity of counseling, the relationship between the client and the counselor, dimensions will be covered.							
Course Content		Meaning, purpose, development, manager development, consultant-client relations, manager data collection and research methods for counseling, key activities in management consulting, communication consultancy, role of management consultancy in the formation of company strategy.							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	İsmet BARUTÇUGİL, Manager's Management, Kariyer Yayınları, İstanbul, 2006
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and Scope of Management Consulting Service
2	Theoretical	Management Consulting Services of development in the world and in Turkey
3	Theoretical	Management Consulting Process and Steps
4	Theoretical	Parties and Expectations in Management Consulting Service
5	Theoretical	Management Consulting Service Problems
6	Theoretical	Management Consulting Service Contract
7	Theoretical	Diversity of Services Provided by Management Consultants
8	Theoretical	Relationship Between Management Consultants and Development of Management Models
9	Intermediate Exam	Midterm
10	Theoretical	Functions of Management Consultants
11	Theoretical	Successful Business Owner Management Consulting Services Samples from Turkey
12	Theoretical	Successful Business Owner Management Consulting Services Samples from Turkey
13	Theoretical	Examples of Successful Management Consulting Services in the World
14	Theoretical	Creating Effective Control Systems in Management Consulting Service
15	Theoretical	General Evaluation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	27	1	28
Final Examination	1	31	1	32
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	It can grasp the growing importance of management of organizations providing management consultancy services today.
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2	It evaluates the scope and process of management consulting service.
3	To be able to analyze the problems and necessities at business management and organization system.
4	To be able to comprehend and apply planning, organising, directing, coordinating and controlling of business administration.
5	To be able to analyze how employees behaviours are comprised and changed in organizations.

Programme Outcomes (Economics - Finance and Banking Interdisciplinary Master's Without Thesis)

1	To be able to use correctly the basic concepts in the field of economics, finance and banking
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics, finance and banking
3	To be able to analyze economical, financial and bank-related events theoretically and empirically
4	To be able to evaluate any economical, financial or banking-related problem in accordance with scientific principles
5	To be able to prepare solutions for an economical, financial or banking-related problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications in economics, finance and banking
7	To be able to prioritize scientific methods and ethical principles in economics, finance and banking while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics, finance and banking
9	To be able to create value for economics-finance and banking profession as an occupational identity

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

