Course Syllabus

Code - Course Title	**YMİ301 - Management in the Age of New Media**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. DENİZ TAŞCI

Mode of Delivery	Face-to-face
Prerequisites	This course has no prerequisites or corequisites.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Management Thought	
Week - 2		Classical and Neoclassical Management Approaches	
Week - 3		Modern and Postmodern Management Theories	
Week - 4		Contemporary Management Paradigms (Lean Management, Learning Organizations, Quality-Oriented Approaches)	
Week - 5		Digital Transformation and Management	
Week - 6		Leadership Approaches	
Week - 7		New Generation Work Models	
Week - 8		Virtual Organizations	
Week - 9		New Approaches in Human Resource Management	
Week - 10		Strategic Management and Decision Making	
Week - 11		Corporate Communication and Reputation Management	
Week - 12		Innovation Management	
Week - 13		Crisis Management	
Week - 14		General Review and Course Evaluation	

Learning Outcomes

#	Learning Outcome

Learning Outcomes

#	Learning Outcome
1	1. Explains management theories within their historical development.
2	2. Evaluates the impact of digital transformation on management processes.
3	3. Interprets current management approaches.
4	4. Analyzes new-generation working models.
5	5. Explains strategic decision-making and leadership processes.
6	6. Explains organizational communication and crisis management principles.
7	7. Explains the fundamental principles of innovation management.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.