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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Business Management-II** |  | II | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Field Elective |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | of management historical development process and modern day management approaches in matters competence bring |
| Course Learning Outcomes | This lesson finally student ;1. Management of science development processes knows .
2. modern management their approach understands .
3. modern management from their approach in need appropriate the ones implements
 |
| Course Content | Business management historical development process modern management application and functions with in business Administration skills . |
| **Weeks** | **Topics** |
| one | Historical development of theories of management |
| 2 | Management and business functions |
| 3 | Management approaches neoclassical approaches |
| 4 | Scientific management Bureaucratic management and System approach |
| 5 | management approaches contingency approaches |
| 6 | Total quality Management |
| 7 | Modeling-Benchmarking |
| 8 | Strategic management and partnerships |
| 9 | Lean management and change management |
| 10 | Conflict, stress management and leadership |
| 11th | Outsourcing \_ \_ |
| 12 | Staff empowerment and organizational culture |
| 13 | Reengineering and **innovation** management |
| 14 | Customer relationship management and customer loyalty |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |

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| --- |
| Fevzi Okumuş, F. and Avcı, U. (2017) Contemporary Management Techniques in Tourism Businesses. (2nd Edition). Detail publishing.Minister, I. (2011) Contemporary Management Approaches (5th Edition), Beta publications.Aksu, AA and others. (2007) Contemporary Management Techniques in tourism enterprises, Detay publishing . |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| **LO1** | 5 | 5 | 4 | 3 | 4 | 3 | one | 2 | one | one | 3 |
| **LO2** | 5 | 5 | 4 | 4 | 4 | 3 | one | 2 | one | one | 4 |
| **LO3** | 5 | 5 | 4 | 5 | 4 | 3 | one | 2 | one | one | 4 |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Business Management II | 5 | 5 | 4 | 4 | 4 | 3 | one | 2 | one | one | 4 |

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