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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **İtibar Yönetimi** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu derste bireyler, kurumlar, toplumlar ve ülkeler için çok önemli bir değer olan itibarı değişik boyutlarıyla ele alacak, itibarın nasıl kazanılacağının öğrenilmesi hedeflenmektedir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Saygınlık ve değer kavramlarını kavrar, 2. Kültür, kurum ve davranış kalıpları ilişkisini öğrenir, 3. Sadakat, itibar ve güven arasındaki ilişkiyi kavrar, 4. Etkili kriz yönetimi ile kurumsal itibar ilişkisini kurar. | | | | | | | Dersin İçeriği | Bu ders; itibar kavramı, itibarın oluşmasında kurum kültürü, kurumsal imajın önemi, kurumsal sosyal sorumluluk, kriz iletişimi, itibar ve sorun yönetimi, itibar yönetimi ve etik değerler gibi konuları içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İtibar kavramı ve tanımları | | | | | | | 2 | Kurumsal itibarın oluşturulması | | | | | | | 3 | Kurumsal itibarın yönetilmesi ve halkla ilişkiler | | | | | | | 4 | Kurum kültürü | | | | | | | 5 | Kurum imajı | | | | | | | 6 | Kurumsal iletişim | | | | | | | 7 | Kurumsal sosyal sorumluluk | | | | | | | 8 | İtibar yönetiminde karşılaşılan sorunlar | | | | | | | 9 | Kriz yönetim stratejileri | | | | | | | 10 | Kriz iletişimi | | | | | | | 11 | İtibar ve algılama yönetimi | | | | | | | 12 | İtibar ve sorun yönetimi | | | | | | | 13 | İtibar yönetimi ve sponsorluk uygulamaları | | | | | | | 14 | İtibar yönetimi ve etik değerler | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Özkan, A. (2017) *İtibar Yönetimi,* İstanbul Üniversitesi Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 3 | | 3 | 3 | | - | 2 | | 1 | - | | 2 | 2 | | 2 | | **ÖÇ2** | 3 | | 3 | 3 | | - | 2 | | 1 | - | | 2 | 2 | | 2 | | **ÖÇ3** | 3 | | 3 | 3 | | - | 2 | | 1 | - | | 2 | 2 | | 2 | | **ÖÇ4** | 3 | | 3 | 3 | | - | 2 | | 1 | - | | 2 | 2 | | 2 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | İtibar Yönetimi | 3 | 3 | 3 | - | 2 | 1 | - | 2 | 2 | 2 | |