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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **İşletme Yönetimi-II** | |  | II | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Yönetimin tarihsel gelişim süreci ve günümüz modern yönetim yaklaşımları konularında yetkinlik kazandırmak | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Yönetim biliminin gelişim süreçlerini bilir. 2. Modern yönetim yaklaşımlarını kavrar. 3. Modern yönetim yaklaşımlarından ihtiyca uygun olanlarını uygular | | | | | | | Dersin İçeriği | İşletme yönetimi tarihsel gelişim süreci, modern yönetim uygulama ve fonksiyonları ile işletmede yönetim becerileri. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Yönetimin teorilerinin tarihsel gelişimi | | | | | | | 2 | Yönetim ve işletme fonksiyonları | | | | | | | 3 | Yönetim yaklaşımları neoklasik yaklaşımlar | | | | | | | 4 | Bilimsel yönetim Bürokratik yönetim ve Sistem yaklaşımı | | | | | | | 5 | Yönetim yaklaşımları durumsallık yaklaşımları | | | | | | | 6 | Toplam Kalite yönetimi | | | | | | | 7 | Modelleme-Kıyaslama (benchmarking) | | | | | | | 8 | Stratejik yönetim ve ortaklıklar | | | | | | | 9 | Yalın yönetim ve değişim yönetimi | | | | | | | 10 | Çatışma, stres yönetimi ve liderlik | | | | | | | 11 | Dış kaynak kullanımı (outsoursing) | | | | | | | 12 | Personel güçlendirme ve örgüt kültürü | | | | | | | 13 | Değişim mühendisliği ve **y**enilik yönetimi | | | | | | | 14 | Müşteri ilişkileri yönetimi ve müşteri sadakati | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Fevzi Okumuş, F. ve Avcı, U. (2017)Turizm işletmelerinde Çağdaş Yönetim Teknikleri. (2. Baskı). Detay yayıncılık.  Bakan, İ. (2011) Çağdaş Yönetim Yaklaşımları (5. Basım), Beta yayınları.  Aksu, A.A. ve diğerleri. (2007)Turizm işletmelerinde Çağdaş Yönetim Teknikleri, Detay yayıncılık. | | **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** | **PÇ11** | | **ÖÇ1** | 5 | | 5 | 4 | | 3 | 4 | | 3 | 1 | | 2 | 1 | | 1 | 3 | | **ÖÇ2** | 5 | | 5 | 4 | | 4 | 4 | | 3 | 1 | | 2 | 1 | | 1 | 4 | | **ÖÇ3** | 5 | | 5 | 4 | | 5 | 4 | | 3 | 1 | | 2 | 1 | | 1 | 4 | | **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** | **PÇ11** | | İşletme Yönetimi II | 5 | 5 | 4 | 4 | 4 | 3 | 1 | 2 | 1 | 1 | 4 | |