

Radio, Television and Cinema (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

## Course Introduction and Application Information

Course Code:	UNI188		
Course Name:	Building Managerial Skills		
Semester:	Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF- EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. GÜLSÜM GÖKGÖZ		
Course Lecturer(s):	Dr. Öğr. Üy. Gülsüm Gökgöz		
Course Assistants:			

## Course Objective and Content

Course Objectives:	The aim of the course is to give participants the knowledge and skills of leading managerial positions within the framework of modern management approaches. The students are taught the necessary skills and practices in order to take successful steps in the process of change and teach good results, focuses on the employee-manager relationship in the changing business world.

Course Content:	This course encompasses basic management concepts / management with goals, development of executive personality, development of managerial skills through decision making and problem solving, team building and management, leadership and motivation, time management and conflict management.
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## Learning Outcomes

The students who have succeeded in this course;

- 1) Explains the relationship between manager and related concepts.
- 2) Understand and link the evolutionary process of manager and leadership theories.
- 3) Interpret the effects of the manager inside and outside the business.
- 4) Understands the manager's decision-making process and employee relations.
- 5) Explains the changing roles of the managers.
- 6) Understands the causes of conflicts in the workplace and knows conflict management strategies.
- 7) Can apply the principles of time management.

## Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to the Course Best Choice: Being a Manager or a Leader?(1)	
2)	Best Choice: Being a Manager or a Leader?(2)	
3)	Conceptual Ability: Decision Making and Problem Solving	
4)	Foreseeing the Future: Planning	
5)	Leading Your Teams	
6)	A Way of Persuasion and Rapport: Communication	
7)	Midterm1 ( a session will be organized other than class hour) Willingness to Work: Motivation1	
8)	Willngness to Work: Motivation 2	
9)	Never Ending Need: Employee Education, Performance Evaluation and Feedback	
10)	Understanding the Inner Environment: Organizational Values, Culture and Climate	
11)	Disagreements are Normal: Conflict Management	
12)	Midterm2 (a session will be organized other than class hour) A Scarce Resource: Time Management and Handling Meetings	
13)	Student Presentations (Due to Eid Mubarek, a make up class will be organized)	

14)	Student Presentations	
15)	Final Exams	

## Sources

Course Notes / Textbooks:	Timothy A. Judge, Stephen P. Robbins, Organizational Behavior, 17th ed., Pearson Ltd, 2017 (pdf version is available) Stephen P. Robbins, Mary Coulter, Management, 14th ed., Pearson Ltd, 2019 (pdf version will be shared online)
References:	Lecturer's notes

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6	7
Program Outcomes							
1) By providing both theoretical and practical education, it prepares students for academic and business life.							
2) It provides a critical perspective on mass media.							
3) With the English curriculum, it allows students to follow the international market and academic studies from original sources.							
4) Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.							
5) Thanks to the media professionals, the students will be ready for the sector.							
6) Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.							
7) Have the basic knowledge and experience of image technologies.							
8) Thanks to sectoral cooperation, professional business life will be started.							
9) Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.							
10) With the technical training to be taken in studio environment, students gain experience in the sector.							

11) They will have skills such as negotiating with the group, taking initiative. <b>Course Learning Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
12) Acquire basic values related to media and business ethics.							
13) Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.							
14) Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.							

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	By providing both theoretical and practical education, it prepares students for academic and business life.	
2)	It provides a critical perspective on mass media.	
3)	With the English curriculum, it allows students to follow the international market and academic studies from original sources.	
4)	Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	
5)	Thanks to the media professionals, the students will be ready for the sector.	
6)	Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	
7)	Have the basic knowledge and experience of image technologies.	
8)	Thanks to sectoral cooperation, professional business life will be started.	
9)	Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	
10)	With the technical training to be taken in studio environment, students gain experience in the sector.	

11)	They will have skills such as negotiating with the group, taking initiative.	
12)	Acquire basic values related to media and business ethics.	
13)	Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.	
14)	Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Presentation	1	% 10
Project	1	% 10
Midterms	2	% 50
Final	1	% 30
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 70
PERCENTAGE OF FINAL WORK		% 30
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	15	60
Presentations / Seminar	2	6
Project	6	16
Midterms	2	22
Final	3	16
<b>Total Workload</b>		<b>120</b>