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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Etkinlik Yönetimi** | |  | 3 | 3+1 | 3,5 | 4 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Etkinlik Yönetimi dersi kapsamında, etkinlik kavramı ve türleri, paydaşları ve yönetim fonksiyonları, etkinlikte insan kaynakları yönetimi, finansal ve risk yönetimi, proje yönetimi, etkinliğin pazarlanması ve değerlendirilmesi başlıklarında öğrencilerin bilgi birikimini artırmak amaçlanmıştır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Etkinlik tanımını ve türlerini öğrenir, 2. Stratejik etkinlik yönetimini kavrar ve planlar, 3. Etkinlik yönetiminde medya ilişkilerini öğrenir, 4. Etkinlik yönetiminde ölçme ve değerlendirme yapar. | | | | | | | Dersin İçeriği | Ders; ulusal ve uluslararası nitelikli yarışma, turnuva, müsabaka, sergi, açılış, toplantı vb. etkinlikler ile bireysel ya da takım halinde katılım gerektiren etkinliklerin planlanması, hemen öncesi, sırası ve sonrasında yapılması gerekenlerin anlatımını içerir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Etkinlik kavramı ve türleri | | | | | | | 2 | Etkinlik yönetiminde planlama -1 | | | | | | | 3 | Etkinlik yönetiminde planlama -2 | | | | | | | 4 | Etkinlik yönetiminde planlama ve uygulama | | | | | | | 5 | Etkinlik yönetiminde ölçme, değerlendirme ve raporlama | | | | | | | 6 | Etkinlik yönetiminde zamanlama ve danışmanlık işleri | | | | | | | 7 | Etkinlik yönetimi ve medya ilişkisi | | | | | | | 8 | Etkinlik yönetiminde protokol | | | | | | | 9 | Etkinlik yönetiminde protokol ilkeleri | | | | | | | 10 | Etkinlik yönetiminde protokol türleri ve sıra düzenleri | | | | | | | 11 | Kurumsal etkinliklerde protokol kuralları -1 | | | | | | | 12 | Kurumsal etkinliklerde protokol kuralları -2 | | | | | | | 13 | Etkinlik yönetiminde yaşanan krizler | | | | | | | 14 | Etkinlik yönetiminde teknoloji kullanımı | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Göksu, N, F. (2017). *Etkinlik 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** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 2 | | **ÖÇ2** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 2 | | **ÖÇ3** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 2 | | **ÖÇ4** | 4 | | 4 | 3 | | - | 4 | | 3 | - | | 2 | 3 | | 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** | | Etkinlik Yönetimi | 4 | 4 | 3 | - | 4 | 3 | - | 2 | 3 | 2 | |