

TURKISH NATIONAL POLICE ACADEMY INSTITUTE OF SECURITY SCIENCES	
NAME OF THE COURSE (ENG)	İAI-805 Perception Management
NAME OF THE COURSE (TR)	Algı Yönetimi
SEMESTER	Spring
INSTRUCTOR	Assoc. Prof. Ufuk AYHAN
	E-mail: ufukayhan2000@gmail.com
PROGRAMME	Department Of Security Strategies And Management - Master's Degree Program In Intelligence Studies

COURSE DESCRIPTION	
<p>Perception Management, as it is known that rituality has replaced reality and know perception is become real. What you perceive that become reality. In the course of the second half of the 20th century, the process and its relationship with security will be examined in the axis of Perception Management. First of all, the conceptual framework of Perception Management will be discussed, then perception and perception management together with modern management thought will be examined in the axis of globalization. In the last part of the course, the process affected and changed by the process will be discussed at the scale of global, regional and national level in the light of telecommunication era and revolution.</p>	
COURSE OBJECTIVES	
<p>Course Description; In order to make the management more effective and efficient and to find solutions to the structural and operational problems of the management, the participants who will take part in the management process in the future will be able to provide sufficient information on the understanding of Psychological Operation and Propaganda. It is a fact that in today's management, the behavioral dimension of responsibility, effectiveness, efficiency, coordination and management is of a scientific nature, and that these can be with original model and theory development. In addition, it is important that management has a legal and structural aspect and that management and organization, management and environment and personnel management should have a certain systematics. Participants taking this course; the development of skills related to the new security understanding with the philosophy of vision that will be the eye of the brain, the progress in the managerial processes in which they will be involved, the decision making, planning, implementation and evaluation stages in this field, and the progress in the way of being able to solve the problem, be effective in scientific research and be prepared and predictable against open or covered psychological operations. Today, the concept of security is differentiated in the global period in which the world reaches, gaining new forms as methods, tools and logic. This change of understanding is now perceived as different from the past in the new political conjuncture, the scope of military activities aimed at defending the country's territory and the survival of the country has expanded and the political, economic, social and technological dimensions as well as the existing military dimension have begun to gain importance. This process makes the issue even more important, in order to create a consciousness for deciphering the covert activities in the countries that cover the entire habitat.</p>	
EVALUATION	
<p>(Exam, Paper Works for Article, Presentations etc.) Paper % 50, Presentation %40 and attendance % 10</p>	

COURSE ORGANIZATION

1. Week	Course Description Conceptual Framework-Homework-Exam etc.
2. Week	Theories of learning and Definition of Perception Management
3. Week	Perception Management and New Security Approaches
4. Week	The Role of Media at The Perception Management
5. Week	Perception management, life and living space security
6. Week	Mass Psychology and Perception Management
7. Week	Social Segregation and Perception Management
8. Week	Perception Management of Public Policy and Public Diplomacy
9. Week	The Formation of Social Identity and Perception Management
10. Week	Strategic, Operational, Tactical of Percept Management Wars
11. Week	A Virtual Perception Wars
12. Week	Detect Operations Within The Scope Of Activities Covered
13. Week	Perception Management In Veiled (Undercover) Propaganda
14. Week	Agitation and Mental Breakdown With Percept Management

RECOMMENDED SOURCE BOOKS

Readings (English):

- 1 - Sherman Kent, Strategic Intelligence for American World Policy, Princeton Legacy Library, 2015.
- 2 - The Concept of the Political, Carl SCHMITT, The University of Chicago Press, 2007.
- 3 - Computational Intelligence Techniques For Trading and Investment, Edited By Christian DUNIS, Spiros.. the others,Routledge Taylor & Francis Group, London & New York, 2014.
- 4 - Securing Corporate Value, Business Wargaming, DanielF. Oriesek and Jan Oliver SchwarzGreat Britan/Cornwall, 2008.
- 5 - Computational Intelligence Paradigmas in Economic and Financial Decision Making, Marina RESTA, Intelligence System Reference Library 99, Springer International Publishing AG Switzerland, 2016.
- 6 - Economic Intelligence & National Security, Carleton Security Press, 1998.
- 7 - International Dimensions Of Organizational Behavior, Nancy J.Adler, 2002, Copyright, OHIO, 4th Press.
- 8 - Management, John R.SCHERMERHORN, 2004, Copyright, HOBOKEN, 1st Press.
- 9 - Political order and political decay, Francis FUKUYAMA, 2014, Gopsons Papers, noida, 2nd Press.

Readings (Turkish):

- 1 - Casuslar Savaşı, (Feridun Akkor), Ankara Basım ve Ciltevi,1969
- 2 - Mayıs'ta Yedi Gün, F. Knebel, C. W. Bailey., Zodyak Kitap
- 3 - Gobelsin Savaş Notları, Dr. Gobels, Nadir Kitap, 1968.
- 4 - 21.Yüzyılda Yönetim ve Yöneticiler, (M. Akif Özer), 2. Baskı, Nobel Yay., Ankara, 2011.
- 5 - Avrupa Birliği Yolunda Türk Kamu Yönetimi, (M. Akif Özer), Platin Yay., Ankara, 2006.
- 6 - Sherman Kent "Stratejik İstihbarat", Nadir Kitap.
- 7 - Bürokrasi, Ludwig von MISES, 2000, Liberta Yayınları, Ankara, 2.Baskı
- 8 - Doğu Akdeniz'de Hukuk ve Siyaset, Sertaç Hami BAŞEREN, 2013, A.Ü.Siyasal Bilgiler Fakültesi, Ankara, 1.Baskı
- 10 - 15 Temmuz Kıyam (et) Gecesi ve Milli Vuruş, Dr.Mustafa Çalışkan, 2018, Beta Basım Yayım Dağıtım A.Ş, İstanbul, 2.Baskı
- 11 - Kanunilik ve Meşruiyet, Carl SCHMITT, 2012, İthaki Yayınları, İstanbul, 8.Baskı

- 12 - Türkiye'de Kültürel İktidarın Kuruluşu, Yılmaz ÇOLAK, 2017, Liberte Yayınları, Ankara, 1.Baskı
- 13 - Siyasal Kavramı, Carl SCHMİTT, 2018, Metis Yayınları, İstanbul, 4.Baskı
- 14 - Parlemlenter Demokrasinin Krizi, Carl SCHMİTT, 2017, Dost Kitabevi, Ankara, 4.Baskı
- 15 - Siyasi İlahiyat, Carl SCHMİTT, 2016, Dost Kitabevi, Ankara, 5.Baskı
- 16 - Partizan Teorisi, Carl SCHMİTT, 2017, Nika Yayınevi, Ankara, 1.Baskı
- 17 - Demokrasinin Temelleri, David BETTHAM, Kevin BOYLE, 1998, Liberte Yayınları, Ankara, 1.Baskı
- 18 - XVI-XVIII.yüzyıllarda Osmanlı İmparatorluğu, Robert MANTRAN, 1995, İmge Kitabevi Yayınları, Ankara, 1.Baskı
- 19- Tanrı Devletinden Kral-Devlete, Mehmet Ali Ağaoğulları, Levent Köker, 1997, İmge Kitabevi Yayınları, Ankara, 2.Baskı
- 20 - İmparatorluktan Tanrı Devletine, Mehmet Ali Ağaoğulları, Levent Köker, 1996, İmge Kitabevi Yayınları, Ankara, 2.Baskı
- 21 - Ortaçağı Düşlemek, Umberto Eko, 1996, Can Yayınları, İstanbul, 1.Baskı
- 22 - Güz Sancısı, Yılmaz Karakoyunlu, 2000, Şefik Matbaası, İstanbul, 2.Baskı
- 23 - İlkel Topluluktan Uygur Topluma, Alâeddin ŞENEL, 1995, Bilim Sanat Yayınları, Ankara, 4.Baskı
- 24 - Seçilmişlerin İhaneti, Çetin ACAR, 2018, Truva Yayınları, İstanbul, 1.Baskı
- 25 - Zaman Ayarlı Kaos, Zekeriya IŞIK, 2017, Çizgi Kitabevi Yayınları, Konya, 1.Baskı
- 26 - Kölelik Yolu, F.A.HAYEK, 1999, Liberte Yayınları, Ankara, 2.Baskı
- 27 - Özgürlüğün Ekolojisi, Murray BOOKCHİN, 1994, Renk Yapımevi, İstanbul, 1.Baskı
- 28 - Tekkedeki İktidar, Zekeriya IŞIK, 2017, Çizgi Kitabevi Yayınları, Konya, 1.Baskı
- 29 - Ortaçağ Kentleri, Henri PİRENNE, 1990, İletişim Yayınları, İstanbul, 2.Baskı
- 30 - Fil Hamdi, Aziz NESİN, 1982, Kardeşler Basımevi, İstanbul, 7.baskı
- 31 - Zübük, Aziz NESİN, 1972, Tekin Yayınları, İstanbul, 5.Baskı
- 32 - Çağdaş Kamu Yönetimi 1 - 2, Muhittin ACAR, Hüseyin ÖZGÜR, 2004, Nobel Yayın Dağıtım, Ankara, 1.Baskı,
- 33- Rommel Çöl Tilkisi, Kuter ÇELEN, 2018, Karataş Yayınevi, İstanbul, 3. Baskı.
- 34- Sade Türk Kahvesi, Claire SHERİDAN, (Çev.Zeynep Güden), 2004, Arion Yayınevi, İstanbul, 1. Baskı,
- 35- Güvenlik, Luca ZEDNER, (Çeviren Defne ORHUN), 2015, Türkiye Polis Akademisi işbirliği ile hazırlanmıştır, Acar Basım, İstanbul.
- 36- Gölgede Kalan İzler ve Gölgeleşen Bizler, Kemal YAMAK,2006, Doğan Kitap, İstanbul.
- 37- Diplomatik Vahşet, Ferhat Ünlü, 2018, Turkuaz Kitap, İstanbul.