



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Business							
Course Code		BYP103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Recognize the business according to its functions and understand the operation of the business							
Course Content		Introduction to business, Business organization and types, Manager and leadership, Production and marketing, Branding in business and Human resources							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Gökçe KADERLİ							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	İsmet MUCUK, Modern Business
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of business, objectives of business
2	Theoretical	Functions of business, classification of business
3	Theoretical	business environment
4	Theoretical	establishment of enterprises
5	Theoretical	işletmelerde yönetim
6	Theoretical	marketing in businesses
7	Theoretical	production in enterprises
8	Intermediate Exam	Midterm exam
9	Theoretical	human resources management in enterprises
10	Theoretical	financial management in enterprises
11	Theoretical	public relations in enterprises
12	Theoretical	research and development in enterprises
13	Theoretical	business management decision making
14	Theoretical	An overview
15	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	3	4	0	12
Midterm Examination	1	14	1	15
Final Examination	1	19	1	20
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	To be able to explain the basic concepts, objectives and relations with other disciplines of business
2	To be able to explain the relationship between business and internal and external environment.
3	To be able to sort business types.



4	The establishment of the business, the selection of the location and comprehend the determination of the capacity of the enterprise.
5	Business functions (management, marketing, production, financing, accounting, etc.) and the relationships between them.

**Programme Outcomes (Agricultural Management)**

1	To be able to use basic knowledge about agricultural, the struggle to preserve and marketing
2	To be able to use theoretical and practical knowledge gained in the basic fields of farm management
3	To be able to take duties and responsibilities at all levels of the agricultural business management
4	To be able to comprehend economic problems of agriculture, have the abilities of data collection, analysis, interpretation and project based solution production
5	Ability to predict and interpret the potential effects of national and international economical and political developments on Turkish agricultural sector
6	Having necessary skills for management and planning of agricultural and rural development projects
7	To be able to collaborate with stakeholders at producer and institutional levels to improve communication and education
8	To be able to use computer programs and technology to an adequate level required by business practices
9	To be able to comprehend knowledge of law that is necessary for farm management field and to be able to use this information
10	To be able to apply professional, moral values and sense of social responsibility
11	To be able to work independently in the major by communicating effectively through expressing ideas orally and written.

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3	L4	L5
P1	4	3	2	3	4
P2	5	4	4	5	3
P3	5	5	4	5	4
P4	5	4	4	5	4
P5	5	4	4	4	4
P6	4	4	3	5	4
P7	4	2	3	2	5
P8	3	3	3	2	5
P9	3	4	3	3	5
P10	3	5	3	4	4
P11	3	3	5	4	5

