



## 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 (Public Relations and Publicity)**

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

**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	4	5	4
P2	5	5	5	4	4
P3	4	5	4	3	5
P4	4	5	4	5	4
P5	5	4	5	4	4
P6	4	5	5	4	3
P7	4	4	5	4	4
P8	5	4	3	5	5

