



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction To Management							
Course Code		İŞT103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		This course aims to learn the business functions and activities of the learners and to participate in the management activities.							
Course Content		Introduction to business administration, Business organization and its types, Manager and leadership, Business functions,							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Lec. Aylin DİLEK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İsmet Mucuk, Modern İşletmecilik, Türkmen Kitabevi, İstanbul
2	Tamer Koçel, İşletme Yöneticiliği, İstanbul
4	Ders notları
5	Diğer kaynaklar

Week	Weekly Detailed Course Contents	
1	Theoretical	Concepts of management and business
2	Theoretical	Classification of businesses
3	Theoretical	Operator's surroundings
4	Theoretical	Purposes and responsibilities of the operator
5	Theoretical	Location and choice
6	Theoretical	Location and choice
7	Theoretical	Establishment place factors and purpose of establishment
8	Theoretical	Capacity
9	Intermediate Exam	Midterm
10	Theoretical	Business management functions
11	Theoretical	Business management functions
12	Theoretical	Basic business functions
13	Theoretical	Production function
14	Theoretical	Marketing function
15	Theoretical	Financing function
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	14	0	1	14
Assignment	32	0	1	32



Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Will have general information about the business.
2	Have information about the establishment and structure of the business.
3	Have knowledge about legal structures of businesses.
4	Evaluate the size and capacity of enterprises.
5	Learn different business applications

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2
P2	5	5

