



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction To Management							
Course Code		İŞT103		Couese 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 (Business Administration Management)

1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values ??sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

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

	L1	L2
P1	4	
P5		4

