



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Administration							
Course Code		İŞT125		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach the basic concepts and objectives of business and business management, to determine the relations with the environment, to classify the businesses, to list the establishment phases of the business, to teach business functions.							
Course Content		This course is designed to teach business and business management concepts in an integrated structure.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Lec. Zekiye ÇAMLICA							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Modern İşletmecilik (İsmet Mucuk)
2	İşletme Yönetimi I-II (Özgür Yılmaz)
3	İşletme Yöneticiliği (Tamer Koçel)

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course, methodology and discussion of course content
2	Theoretical	Basic Concepts of Business and Management
3	Theoretical	Purposes of Businesses
4	Theoretical	Business and Environment
5	Theoretical	Classification of businesses
6	Theoretical	Establishment Stages of Businesses
7	Theoretical	Establishment Stages of Businesses
8	Theoretical	Business Functions: Management (Midterm Exam)
9	Theoretical	Business Functions: Marketing
10	Theoretical	Business Functions: Accounting and Finance
11	Theoretical	Business Functions: Human Resources
12	Theoretical	Business Functions: Public Relations and Research-Development
13	Theoretical	Business Functions: Production
14	Theoretical	Case Study

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	25	0	2	50
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explaining the basic concepts about business
2	Sort businesses' organizational steps



3	Explanation of business functions
4	Have knowledge about legal structures of businesses.
5	Evaluate the size and capacity of enterprises.

Programme Outcomes (Accounting and Tax Practices)

1	Being an individual who is respectful to his own values, fits ethical rules, investigates and examines environment, events, and takes lessons.
2	To have theoretical knowledge and to manage the process which will contribute to the solution of the various problems that may arise during the professional activity and to obtain the expected practical results in practice.
3	To have theoretical knowledge supported by textbooks with current information, application tools and other resources, and to be able to discuss using any kind of information related to this field.
4	Be able to apply and evaluate all the techniques that the accounting profession should have.
5	Ability to plan, implement and evaluate all activities (such as financial statements and financial statements, keeping accounts in a computer environment, etc.) performed in the business and finance world, accounting bureaus and tax-related institutions.
6	In the sector or institutions that it supports during its activities; to be able to interpret and evaluate data using the knowledge and skills gained in the field, to be able to recognize and analyze problems, and to be able to develop evidence-based solutions.
7	Ability to gain personality traits showing planning and decision making skills.
8	To be able to comprehend the importance of the developments of the business and financial world and the knowledge that they have in this direction, to be able to develop the concepts of creativity and creative thinking, to be able to realize the effects of professional activities in the applied fields.
9	To be able to evaluate and interpret the knowledge and skills gained in the professional field.
10	Be able to develop personality traits that develop environmental awareness, respect for differences, and adapt to different situations and social roles.
11	To be able to use communication techniques properly while maintaining human relations.
12	To be able to use information and communication technologies together with the computer software required by the professional field
13	To be able to inform related persons and institutions about the issues related to the field during the professional work, to be able to transmit suggestions of solutions to problems and problems in writing and orally.
14	To have sufficient consciousness about the universality of social rights, social justice, protection of quality culture and cultural values and environmental protection, occupational health and safety issues.

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

	L1	L2
P1	4	5
P2	4	5
P3	4	4
P4	5	5
P5	5	5
P6	5	5
P7	3	3
P8	3	4
P9	5	5
P10	2	2
P11	1	1
P12	1	3
P13	4	5
P14	3	3

