



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Business Management I								
Course Code	PZL107			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	This course provides general information about business administration and management								
Course Content	Microeconomic Data to Track Analyzing Macroeconomic Indicators To identify gaps in the market Appraise selecting the most appropriate investment alternatives Conducting feasibility studies Knowing the business Environment Demand Analysis and Forecast to make Determine the location of the business organization Determine the location of the business organization Determine the structure of legal entity Determine the structure of legal entity Determining the Capacity of the place of business Provide Financing Total Investment Cost by setting Make Estimated Income and Expenditure Account Make Estimated Income and Expenditure Account Doing Business and Production Plan Doing Business and Production Plan To carry out the installation of Investment Open structure in place to create the appropriate business								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Genel İşletme, Anadolu Üniversitesi Yayınları
2	MUCUK, İ., Temel İşletme Bilgileri, Türkmen Kitapevi

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to some basic concepts
2	Theoretical	Production and production factors
3	Theoretical	Business process (explanation on the diagram)
4	Theoretical	Productivity, economic efficiency, profitability
5	Theoretical	Practical application (sample
6	Theoretical	Business costs and revenues
7	Theoretical	Business environment, business objectives
8	Intermediate Exam	Midterm Exam
9	Theoretical	Management (definition, characteristics of management
10	Theoretical	Planning
11	Theoretical	Organizing
12	Theoretical	Directing
13	Theoretical	Controlling and Forms of management
14	Theoretical	Decision making and decision making models
15	Theoretical	An overview of the course
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	2	8	0	16
Reading	14	1	0	14
Midterm Examination	1	10	1	11



Final Examination	1	16	1	17
			Total Workload (Hours)	100
			[Total Workload (Hours) / 25*] = ECTS	4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to Learn the basic concepts of business
2	To be able to comprehend and apply the planning.
3	To be able to Learn and to contribute to apply organize
4	To be able to Learn and to contribute to apply coordinated and audit
5	To be able to Understand management forms

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	5	5	5	5	5
P2	3	5	5	3	5
P3	3	5	5	5	5
P4	4	3	3	3	5
P5	4	5	3	3	4
P6	4	3	3	3	5
P7	4	4	3	4	4
P8	4	3	5	5	3
P9	4	3	3	4	5
P10	5	5	3	3	5
P11	3	3	3	3	5
P12	4	3	3	3	4
P13	4		3	5	3
P14	4	4	3	3	3
P15	4	3	3	4	

