



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Management							
Course Code		HAT111		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	51 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Basic concepts of business management are taught. Basic concepts of organization theories and organizational forms are taught.							
Course Content		Basic Concepts of Economics, Basic Concepts Related to Business, Types of Businesses and Classification, Legal and Economic Types of Businesses, Selection of Place of Establishment Methods, Establishment Studies (Feasibility)							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Business Management, Tutar, H., Ankara, 2007.
2	Business Management, Koçel, T., İstanbul, 2011.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Economics
2	Theoretical	Basic Concepts of Business
3	Theoretical	Business Types and Classification
4	Theoretical	Legal Classification of Businesses
5	Theoretical	Establishment Studies
6	Theoretical	Establishment Location Selection
7	Theoretical	Management Function, Organizational Theories And Organizational Forms
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	Production Function
11	Theoretical	Quality Concepts and Total Quality Management Philosophy
12	Theoretical	Marketing Function
13	Theoretical	Finance Function
14	Theoretical	Human Resource (Personnel) Function
15	Theoretical	Public Relations Function
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	1	2	39
Midterm Examination	1	4	1	5
Final Examination	1	6	1	7
Total Workload (Hours)				51
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to obtain basic information about the enterprises that constitute the basic elements of the economy.
2	To be aware of the importance of business for a healthy economy.
3	To be able to learn important issues such as quality concept and productivity concept in connection with technological developments and changes.
4	To be able to have information about the selection methods of establishment of enterprises.
5	To be able to explain the Human Resources, Public Relations and Research-Development function of enterprises.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	2	4	2	3	2
P2	5	5	3	3	2
P3	5	5	5	5	2
P4	1	4	2	3	2
P5	1	1	1	1	2
P6	1	1	1	1	2
P7	4	4	4	4	2
P8	2	2	2	4	2
P9	2	2	2	3	2

