



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Management I							
Course Code		OT223		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To teach the importance of the business To teach the business principles To teach the business process To improve the skills of the students in business management							
Course Content		Definition and types of business Establishment works of business Start of work activity							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Lec. Ali GÖNCÜ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İşletme Yönetimi I-II - Öğr. Gör. Özgür Yılmaz, Detay Yayıncılık
2	İşletme Yönetimi I-II - Yrd. Doç. Dr. Erdal Ünsalan/Öğr. Gör. Bülent Şimşekler, Detay Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	Course Overview
2	Theoretical	Understanding the Fundamentals of Business and Economics
3	Theoretical	Practicing Ethical Behavior and Social Responsibility
4	Theoretical	Competing in the Global Economy
5	Theoretical	Selecting the Proper Form of Business Ownership and Exploring Business Combinations
6	Theoretical	Starting and Financing a Small Business
7	Theoretical	Understanding the Functions and Roles of Management
8	Theoretical & Practice	Midterm
9	Theoretical	Organizing and Working in Teams
10	Theoretical	Producing Quality Goods and Services
11	Theoretical	Motivating Employees and Handling Employee-Management Relations Managing Human Resources
12	Theoretical	Developing Product and Pricing Strategies
13	Theoretical	Developing Distribution and Promotional Strategies
14	Theoretical	Analyzing and Using Financial Information
15	Theoretical	Understanding Banking and Securities
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Individual Work	1	1	10	11
Midterm Examination	10	2	3	50
Final Examination	1	3	11	14
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Demonstrate knowledge of basic business concepts and terminology.
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2	Demonstrate an understanding of the role planning, organizing, leading and controlling plays in organizational success.
3	Identify the characteristics of the various forms of business organization.
4	Demonstrate an understanding of the nature of labor/management relations.
5	Recognize and appropriately respond to ethical, legal and strategic concerns relating to human resource and organizational management.

Programme Outcomes (Apiculture)

1	Understand to bee family (ecology, behavior), needs and diseases of bees. To make needs for healthy colony.
2	Produce of bee and bee products with modern techniques
3	Understand and use of tools and equipments used in Apiculture
4	Understand to nectar and pollen vegetables
5	To know nomadic apiculture conditions
6	Packing of bee products
7	Application to hygienic rules in apiculture enterprise
8	To have information of professional ethics and responsibility
9	Ability to work in team and individual
10	To communicate orally and in writing

