AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Business Management I						
Course Code	OT223		Couse 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 Overwiev
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.

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 *(Organic Agriculture)*

1	To have university life, to use computer technology and to have skills for raising of scientific data
2	To produce according to organic agriculture rules
3	To know and apply starter to organic agriculture,and to get product certification
4	To know genetic for organic vegetable and animal species
5	To know and apply organic production principle and regulations and protection of environment
6	Understand and apply production techniques for organic vegetable and animal
7	To understand control methods for diseases and pests in organic agriculture
8	Having knowledge of quality control, preserving and marketing of organic products
9	To having knowledge equipments and methods for new agricultural technologies
10	To have knowledge of proffessional ethics and responsibility
11	Ability to work in team and individual
12	To communicate orally and in writing
13	To have adopt life-long learning importance and to have follow professional developments

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

	L1	L2	L3	L4	L5
P8	4	3	4	4	3
P9	4	4	4	3	3
P11	3	3	4	3	3
P13	3	3	4	3	3