



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Management							
Course Code		THM251		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	99 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The course informs students about basic structures of managements, business basis and functions involved in hospitality managements.							
Course Content		Grasping the main purpose of managements, kinds and differences of managements, defining main functions of managements and their continuity.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Hasan KAMACI							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İşletme Yönetimi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Management and Basic Concepts on Business Administration
2	Theoretical	Classification of Managements
3	Theoretical	Classification of Managements
4	Theoretical	Business Basis and Placement
5	Theoretical	Basic Functions of Managements
6	Theoretical	Management Function
7	Theoretical	Management Function
8	Intermediate Exam	Midterm Exam
9	Theoretical	Management Functions (Organizing)
10	Theoretical	Management Functions (Organizing)
11	Theoretical	Management Functions (Directing)
12	Theoretical	Management Functions (Coordination-Supervision)
13	Theoretical	Production Function
14	Theoretical	Revision and Evaluation
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	1	10	1	11
Midterm Examination	1	10	1	11
Final Examination	1	20	1	21
Total Workload (Hours)				99
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Knowing basic structure of management
2	Knowing business basis and function of management
3	Establishment, growth, types and economic activities of enterprises



4	Understand the functional areas of business and analyze ethical and social issues related to business activities
5	Understands the relationships and roles of businesses with economic, social and political environments

Programme Outcomes (Tourism and Travel Services)

1	Tourism, natural, cultural, historical and social environment to be aware of the relationship.
2	To be able to use a second foreign language at intermediate level.
3	To have the ability to use information technologies in the field at a good level.
4	To have the knowledge and skills required by the profession.
5	To have knowledge about national and global travel destinations, motivations and movements.
6	To have information about countries and cultures.
7	Mastering the automation systems used in travel management
8	To have the technical knowledge about travel agency and ticketing.

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					4
P2	2	2	2	2	2
P3	2		2		2
P4	5	4	4	4	5
P5	2				3
P7	3				
P8	3				

