



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Administration							
Course Code		İYP101		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	98 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course aims to learn the business functions and activities of the learners and to participate in the management activities.							
Course Content		Introduction to management, Business organization and its types, Manager and leadership, business functions,							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Ins. Gülbin TOĞUŞ POLAT, Ins. Mehmet TAŞDELEN, Lec. Hüseyin Önlem ERSÖZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İsmet Mucuk, Modern İşletmecilik, Türkmen Kitabevi, İstanbul
2	Mümin Ertürk, İşletme Biliminin Temel İlkeleri, Beta Yayınları, İstanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	Business and business concepts
2	Theoretical	Classification of enterprises
3	Theoretical	Environment of businesses
4	Theoretical	Objectives and responsibilities of enterprises, establish business reasons
5	Theoretical	The choice of location and business organizations
6	Theoretical	The choice of location and business organizations, factors and organizational goals
7	Theoretical	Firm Size
8	Intermediate Exam	Midterm Exam
9	Theoretical	management functions
10	Theoretical	Management functions
11	Theoretical	Production Function
12	Theoretical	Marketing function
13	Theoretical	Financing function
14	Theoretical	Human resources management function
15	Theoretical	Public relations function

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	2	5	0	10
Individual Work	14	1	0	14
Midterm Examination	1	10	1	11
Final Examination	1	20	1	21
Total Workload (Hours)				98
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	
2	
3	
4	
5	
6	

Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1
P1	5

