



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Business							
Course Code		LOJ121		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	77 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To give informations about establishing and structure of a business, types of businesses and functions of businesses							
Course Content		Basic concepts of businesses, functions of businesses							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Hatice BAŞKAYA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Temel İşletme Bilgileri, İsmet Mucuk.
2	2. İşletme Bilimlerine Giriş, M. Şerif Şimşek
3	3. Ders notları

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts related to businesses
2	Theoretical	Aims of businesses – internal and external environment of businesses
3	Theoretical	Classification of businesses
4	Theoretical	Classification of businesses
5	Theoretical	Feasibility studies
6	Theoretical	Extent of businesses and capacity
7	Theoretical	Place of incorporation choice
8	Theoretical	Management
9	Theoretical	Production – R&D
10	Theoretical	Marketing
11	Theoretical	Finance
12	Theoretical	Planning Function
13	Theoretical	Development of business management
14	Theoretical	Ethical Principles and the Concept of Social Responsibility in Businesses

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Midterm Examination	1	10	0	10
Final Examination	1	25	0	25
Total Workload (Hours)				77
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Basic informations about business
2	Establishment of business
3	Functions of business
4	Development of business management



5	To draw an organization chart with given variables
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Programme Outcomes (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption ware
2	Give storage and inventory management decisions
3	To decide about types of transportation and handling equipment to be used to decide
4	Logistics information systems take advantage of the process of realization of activities
5	Be the judge national and international legislation regulating the field of logistics
6	Administration, management and marketing topic about give an idea
7	To be sensitive to the requirements of professional ethics
8	Provide an idea about the the national and international transport policies
9	To have written and spoken communication skills
10	Living in society and to understand the world

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

	L1	L2	L3	L4
P1	1	1		
P2	1	2		
P6	5	5	5	5
P7	1			
P9	2			

