



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Management -I							
Course Code		İTN211		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	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)					
Name of Lecturer(s)									

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	İşletme Bilimlerine Giriş, M. Şerif Şimşek
3	Lecture notes

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	Finance
13	Theoretical	Development of business management
14	Theoretical	Development of business management

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Seminar	5	0	5	25
Project	1	0	10	10
Midterm Examination	1	10	0	10
Final Examination	1	0	13	13
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*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	Production, R & D, Selection of place of establishment.

Programme Outcomes (Textile Technology)

1	1. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. Be able to recognize problems, develop solutions for the problems, designing and having the ability to use theoretical knowledge in practical applications.
2	2. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. – Be able to choose technical equipments which are needed for applications in the field and use effectively. - Awareness of the need for life-long learning to follow developments in the textile technology, learning independently and to gain awareness of continuous self-renewal. - Be able to examine the application of production processes in the textile industry. – Be respectful to their own history and to be conscious about the subjects of social responsibility, universal and social and professional ethics.
3	3. To have basic theoretical and practical knowledge related to the field of textile technology, weaving, finishing process and pattern design. To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
4	4. Be able to identify problems, develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. - To be conscious about the subjects of job security, the information of environmental protection, quality awareness and being conscious of participating in team work.
5	5. Be able to examine the application of production processes in the textile industry. Be able to identify problems, to develop solutions to the problems, be able to devise, to have the ability to use theoretical knowledge in practical applications by using acquired the basic knowledge and skills in the field. Be respectful their own history and be conscious about the subjects of social responsibility, universal and social and professional ethics.
6	6. Be able to examine the application of production processes in the textile industry. To be aware solutions and applications of the effects of global and societal context in technician-level; being aware of entrepreneurship and innovation, and to have knowledge of the issues of the age.
7	7. To gain the knowledge and awareness of Atatürk's principles & reforms and using Turkish Language effectively.
8	8. To gain the knowledge about his/her society and to gain a different point of view about 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	2	2	2	2
P2	4	4	4	4
P3	5	5	5	5
P4	4	4	4	4
P5	5	5	5	5
P6	3	3	3	3
P7	4	4	4	4
P8	3	3	3	3

