



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Administration							
Course Code		BSS101		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		With this course, the student is to participate in management activities by business enterprise operations.							
Course Content		Do business establishment procedures, to participate in the activities of the company management.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Burçak ÖNDER, Ins. İsmnaz ÖZCAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Modern İşletmecilik, İsmet Mucuk, Türkmen Kitabevi, 2001.
2	Temel İşletmecilik Bilgisi, Güngör Önal, Türkmen Kitabevi, 2001.
3	İşletme Yöneticiliği, Tamer Koçel, Beta Yayınları, 2001.

Week	Weekly Detailed Course Contents	
1	Theoretical	Business and management concepts
2	Theoretical	classification of Business
3	Theoretical	business environment
4	Theoretical	Business goals and responsibilities of the reasons for setting up
5	Theoretical	And the choice of place of incorporation
6	Theoretical	Factors in the choice of place of incorporation and place of organization and objectives of the organization
7	Theoretical	capacity
8	Theoretical	Business management functions
9	Theoretical	Business management functions
10	Theoretical	Business management functions
11	Theoretical	Basic business functions, the production function
12	Theoretical	marketing
13	Theoretical	Finance
14	Theoretical	Human Relations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	5	2	0	10
Reading	6	2	0	12
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Business to enterprise operations
2	Participate in the management activities of the company



3	Sorting types of business
4	The establishment of the enterprise, the location of the establishment and understand the capacity of the enterprise
5	Business functions (management, marketing, production, financing, accounting, etc.) and to understand the relationship between them.

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3	L4
P1	5	5	5
P2	5	4	5
P3	5	4	5
P4	5	4	5
P5	5	5	5
P6	5	4	5
P7	5	4	5
P8	5	4	5
P9	5	4	5
P10	5	5	5
P11	5	4	5

