



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|----------------------|--|---|----------------------------------|---|------------|---|
| 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

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| 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

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



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|---|--|
| 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 (Foreign Trade)

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|----|---|
| 1 | To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade. |
| 2 | To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions. |
| 3 | To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence. |
| 4 | To have a knowledge of Turkish customs legislation, and organize related documents |
| 5 | To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions. |
| 6 | Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions. |
| 7 | To be aware of Business Law, Job Security, environmental protection and quality concepts. |
| 8 | To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones. |
| 9 | To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets. |
| 10 | To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade. |
| 11 | Accounting the transactions as to foreign trade and foreign exchange. |
| 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 | L2 | L3 | L5 |
|-----|----|----|----|----|
| P1 | 4 | 4 | 3 | |
| P2 | 3 | 3 | 1 | |
| P3 | 4 | 4 | | |
| P4 | 3 | 3 | | |
| P5 | 4 | 4 | | |
| P8 | 4 | 4 | | |
| P9 | 3 | 3 | | |
| P10 | 3 | 3 | | |
| P11 | 3 | 3 | | 5 |

