



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Management - I							
Course Code		BİY117		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Providing information, business and management issues							
Course Content		The basic concepts of business, production, management, marketing, accounting, finance, technology and R & D, public relations							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Instructor Lecture Notes
2	General Business Ismet Mucuk
3	General Business Ridvan Karalar

Week	Weekly Detailed Course Contents	
1	Theoretical	Input and some basic concepts
2	Theoretical	Manufacturing and production factors
3	Theoretical	Business process
4	Theoretical	Productivity, and profitability
5	Theoretical	Business environment, Business objectives
6	Theoretical	Establishment and Growth Models in Businesses
7	Theoretical	Ethical and social Responsibility
8	Intermediate Exam	Midterm
9	Theoretical	Management Theories
10	Theoretical	Management Theories
11	Theoretical	Management
12	Theoretical	Planning
13	Theoretical	Organization
14	Theoretical	Directing and coordinating
15	Theoretical	Control
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	7	1	8
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Learn the basic concepts of business.
2	Planning to grasp and implement
3	Learn the concept of organization and contribute to the implementation.
4	Orientation to learn and contribute to the implementation and supervision.
5	Understanding of management styles.

Programme Outcomes (*Medical and Aromatic Plants*)

1	Having the recognition, classification and the use areas knowledge of medical and aromatic plants
2	Having practical and technical knowledge about cultivation and production of medical and aromatic plants
3	Having knowledge of morphology, anatomy, cytology, physiology and biochemical structures of medical and aromatic plants
4	Having knowledge of importance of soil conditions to grow medical and aromatic plants
5	Having information and the ability to use materials related with basic math and basic chemistry founded on qualifications gained in secondary education
6	Having ability to use effective own language and having knowledge of foreign language in order to communicate own colleagues and own customers
7	Having ability to collect medical and aromatic plants, having knowledge of seed technology, drying and conservation of these plants
8	Having ability to identify and to fight diseases and pests of medical and aromatic plants
9	Having knowledge of all Agricultural activities
10	Having knowledge of Atatürk Principle and Revolutions and to assimilate Atatürk Principle and Revolutions
11	Having consciousness of quality
12	Having knowledge and accumulation of investigative and evaluation
13	Ability to work as an individual capable of independent decision-making ideas verbally and in writing, stating the figure to communicate in a clear and concise
14	Ability to identify plants used for medical purposes and to obtain mixtures from drugs acquired these plants
15	Having skill and knowledge of marketing techniques medical and aromatic plants

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

	L3	L4	L5
P11			4
P15	4	4	

