



**AYDIN ADNAN MENDERES UNIVERSITY
SULTANHISAR VOCATIONAL SCHOOL
MANAGEMENT AND ORGANIZATION
BUSINESS ADMINISTRATION MANAGEMENT
COURSE INFORMATION FORM**

Course Title	Organization of Seminar and Congress								
Course Code	İKY213			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	Business planning and implementation process in the congress and seminar to be presented.								
Course Content	The social, economic and cultural dimensions of congress and fair.								
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, Case Study								
Name of Lecturer(s)	Ins. Berna GÜNDEN								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Lecturers Lesson Notes
2	AYMANKUY, Y., Kongre Turizmi ve Fuar Organizasyonları, Detay Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Types of Meetings
2	Theoretical	Meeting Planning and Management
	Preparation Work	Examination of course materials
3	Theoretical	Creation of program content
	Preparation Work	Examination of course materials
4	Theoretical	Creation of program content
	Preparation Work	Examination of course materials
5	Theoretical	Organizers of congress and seminar
	Preparation Work	Examination of course materials
6	Theoretical	Communication tools for meeting management
	Preparation Work	Examination of course materials
7	Theoretical	Financing of the Congress-Seminar
	Preparation Work	Examination of course materials
8	Preparation Work	Preparation for midterm exam
	Intermediate Exam	Midterm
9	Theoretical	Examination of a sample of the seminar, discussion
	Preparation Work	Investigation of the case study
10	Theoretical	Examination of a sample of the seminar, discussion
	Preparation Work	Investigation of the case study
11	Theoretical	Examination of a sample of the congress, to discuss
	Preparation Work	Investigation of the case study
12	Theoretical	Examination of a sample of the congress, to discuss
	Preparation Work	Investigation of the case study
13	Theoretical	Examination of a sample of the congress, to discuss
	Preparation Work	Investigation of the case study
14	Theoretical	Examination of a sample of the congress, to discuss
	Preparation Work	Investigation of the case study
15	Theoretical	An overview of the course
	Preparation Work	Semester term preparation



16	Preparation Work	Semester term preparation
	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	14	2	0	28
Midterm Examination	1	5	1	6
Final Examination	1	12	1	13
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	The meeting planning and management
2	Communicates with the international profession
3	Financing of congress and seminars
4	Learns to create program content.
5	Dominates the communication tools used in meeting management.

Programme Outcomes (Business Administration Management)	
1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High					
	L1	L2	L3	L4	L5
P8	3	3	3	3	3
P9	3	3	3	3	3

