AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Business Management - II						
Course Code	BİY118		Couse 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 İsmet Mucuk
3	General Business Rıdvan Karalar

Week	Weekly Detailed Course Contents	
1	Theoretical	Management Theories
2	Theoretical	Management Theories
3	Theoretical	BASIC CONCEPTS OF MARKETING
4	Theoretical	MARKETING STRATEGY
5	Theoretical	PRODUCTION CONCEPT AND PRODUCTION SYSTEMS
6	Theoretical	PRODUCTION MANAGEMENT AND SCOPE
7	Theoretical	WORKING CAPITAL MANAGEMENT
8	Intermediate Exam	midterm
9	Theoretical	CAPITAL STRUCTURE DECISIONS
10	Theoretical	Accounting Concepts
11	Theoretical	Accounting and Management Functions, Accounting and Marketing Functions, Accounting and Production / Service Functions, Accounting and Finance Functions, Accounting and Human Resources Functions
12	Theoretical	AIM AND SCOPE OF HUMAN RESOURCES MANAGEMENT
13	Theoretical	TECHNICAL SCOPE OF HUMAN RESOURCES MANAGEMENT
14	Theoretical	CORPORATE COMMUNICATION IMIN FUNCTIONS
15	Theoretical	BENEFITS OF R&D ACTIVITIES TO FIRMS, RISKS OF R&D, Innovation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	6	0	12
Midterm Examination	1	14	1	15

Final Examination	1	19	1	20
		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 *(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
P1	5	5	5	5	5
P2	3	3	5	5	5
P3	5	5	5	5	5
P4	3	3	5	5	5
P5	5	5	5	5	5
P6	3	3	3	3	4
P7	5	5	5	5	5
P8	5	5	5	4	4
P9	5	5	5	4	4
P10	4	4	5	4	4
P11	1	1	1	1	1