



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Introduction to Business Management | | | | | | | |
| Course Code | | İY115 | | Course Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 3 | Workload | 75 (Hours) | Theory | 2 | Practice | 1 | Laboratory | 0 |
| Objectives of the Course | | Have an knowledgement about the main goals of the business and also the general establish process of the business and their general functions. | | | | | | | |
| Course Content | | Basic Business Administration Concepts, The Aims of Businesses, Their Importance in Economy and their Classifications, The Foundations of Business, Financing The Enterprise, The Revenues of The Businesses, The Productivity of Businesses, The Functions of The Businesses | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion | | | | | |
| Name of Lecturer(s) | | Ins. Serkan ÖZDEMİR, Ins. Zeliha Semra KILINÇ | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | Mucuk, İ. (2005), Modern İşletmecilik, 15. Basım, Türkmen Kitabevi, İstanbul. |
| 2 | Karalar, R. (2005), Genel İşletme, Yorum Matbaası, Eskişehir. |
| 3 | İşletme Bilimlerine Giriş, Atatürk Üniversitesi Açıköğretim Fakültesi Yayını |
| 4 | İşletme Biliminin Temel İlkeleri, Prof. Dr. Mümin ERTÜRK |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|---|
| 1 | Theoretical | İşletme ile İlgili Temel Kavramlar |
| 2 | Theoretical | İşletmelerin Amaçları ve Çevresi |
| 3 | Theoretical | İşletmelerin Sınıflandırılması |
| 4 | Theoretical | İşletmelerin Kuruluşu |
| 5 | Theoretical | İşletmelerin Büyümesi |
| 6 | Theoretical | İşletmelerin Uluslararasılaşması |
| 7 | Theoretical | İşletme Kapasitesi ve Kapasite Türleri |
| 8 | Intermediate Exam | Ara Sınav |
| 9 | Theoretical | Genel Tekrar |
| 10 | Theoretical | Yönetim |
| 11 | Theoretical | Tedarik ve Üretim Fonksiyonu |
| 12 | Theoretical | Pazarlama Fonksiyonu |
| 13 | Theoretical | Muhasebe ve Finansman Fonksiyonu |
| 14 | Theoretical | İnsan Kaynakları Yönetimi |
| 15 | Theoretical | Araştırma, Geliştirme ve Yenilik Yapma, İşletmelerde Halkla İlişkiler |
| 16 | Final Exam | Final Sınavı |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 2 | 42 |
| Lecture - Practice | 1 | 0 | 14 | 14 |
| 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

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|---|--|
| 1 | To set objectives and to be able to have attempt to attain these objectives, to be creative and open to criticism, and to have professional competence. |
| 2 | To be able to use theoretical and practical knowledge gained in the basic fields of business administration (Operations and Production Management, Marketing, Accounting, Finance, Management-Organization). |
| 3 | To be able to perceive different problems and assess them as an opportunity. |
| 4 | Have knowledge about Human Resources and Management Functions. |
| 5 | Have knowledge about the classification of enterprises. |

Programme Outcomes (Business Administration Management)

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|----|--|
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |

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 | 2 | 3 | 3 | 3 | 4 |
| P2 | 3 | 3 | 3 | 4 | 3 |
| P3 | 2 | 2 | 2 | 3 | 4 |
| P4 | 3 | 3 | 3 | 4 | 3 |
| P5 | 2 | 4 | 4 | 3 | 4 |
| P6 | 3 | 2 | 2 | 2 | 3 |
| P7 | 4 | 4 | 4 | 3 | 4 |
| P8 | 3 | 3 | 3 | 2 | 3 |
| P9 | 2 | 3 | 3 | 3 | 2 |
| P10 | 3 | 4 | 4 | 5 | 3 |

