



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Ethics							
Course Code		REH332		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Researching ethical principles and standards that guide and guide the business world, examination of basic ethical approaches and analysis of good practice examples.							
Course Content		Reviewing the literature about the subject, successful and unsuccessful events on a global scale, examining the cases about ethics, Following of epitomist films and videos about ethic approaches.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Gülnur KARAKAŞ TANDOĞAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Kirel, Ç. (2000) Örgütlerde etik davranışlar, yönetimi ve bir uygulama çalışması, Anadolu Üniv., Eskişehir.
2	Özgener, Ş. (2004) İş Ahlakının Temelleri Yönetmelik bir Yaklaşım, Nobel Yayın Dağıtım, İstanbul.
3	Kılavuz, R. (2003) Kamu Yönetiminde Etik ve Bir sorun alanı olarak yozlaşma, Seçkin Yayıncılık, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	Meeting and giving information about the general content of the course
2	Theoretical	The place and importance of ethics in philosophy
3	Theoretical	Discussing the relationship between ethics and laws and morality
4	Theoretical	Deontological, teleological and relative ethical theories
5	Theoretical	Factors affecting ethics
6	Theoretical	Introduction to business ethics
7	Theoretical	Team work
8	Theoretical	Organizational ethics and unethical behaviors in organizations
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Managerial ethics
11	Theoretical	Ethical codes and examination of sample codes
12	Theoretical	Professional ethics and ethical studies of tourism professional organizations
13	Theoretical	Marketing ethics and ethical problems in marketing
14	Theoretical	Social responsibility and exemplary social responsibility practices in tourism
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	2	10	0	20
Midterm Examination	1	6	1	7



Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to operate analytical thinking about a specific dicipline,
2	To be able to criticize about a specific topic,
3	To be able to use the skill of doing team work,
4	To be able to interpret global ethics and perceptions
5	To be able to recognize the ethical theories.
6	To be able to learn the writing of the ethical codes.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P2	5	5	5	5	5	5
P3	5	5	5	5	5	5
P4	4	4	4	4	4	4
P5	3	3	3	3	3	3
P6	4	4	4	4	4	4
P7	1	1	1	1	1	1
P8	4	4	4	4	4	4
P9	4	4	4	4	4	4
P10	4	4	4	4	4	4
P11	5	5	5	5	5	5
P12	3	3	3	3	3	3
P13	3	3	3	3	3	3
P14	4	4	4	4	4	4
P15	2	2	2	2	2	2
P16	2	2	2	2	2	2

