



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction To Business Administration - I							
Course Code		UTİ105		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Businesses have grown to be complex from the early days till present. As organizations flourish their problems increase. The employment of professionals with expertise is required to handle these problems. As a fundemantal business course, the goal of "introduction to business administration" is to introduce the students with the business functions as a initial step toward a career in business administration.							
Course Content		General principles and concepts of business, the birth of the business, historical development, the organization's goals, the classification of the enterprises and their place in the economy, the phenomenon of growth in business, business organization, business environment, factors influencing the selection of facility and plant location, business costs, revenues, productivity, business functions.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Funda ODUNCUOĞLU, Lec. Büşra KUTLU KARABIYIK, Lec. Güneş Açelya SİPAHİ, Lec. Zeliha CAN ERGÜN							

### Prerequisites & Co-requisites

Equivalent Course	İŞLT101
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### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Şimşek, M. Ş., & Çelik, A. (2011). İşletme bilimlerine giriş. Eğitim Kitabevi.
2	Mucuk, İ. (1999). Modern işletmecilik. Türkmen Kitabevi.
3	Mirze, S. K. (2010). İşletme. Literatür Yayıncılık.
4	Eryılmaz, M. E. (2015). İşletme Bilimine Genel Bir Bakış. Mehmet Eryılmaz, Sait Kaygusuz ve İsmail Efil (Edt.), İşletme: Kuram ve Pratik, Ekin Yayınevi, 3-79.
5	Ertürk, M. (2017). İşletme biliminin temel ilkeleri. Beta Basım Yayım.
6	İşletme aöf ders kitabı

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept and scope of business and its relationship with other disciplines
2	Theoretical	The objectives of the business and its place in the economy
3	Theoretical	Classification of businesses I
4	Theoretical	Classification of businesses II
5	Theoretical	Classification of businesses III
6	Theoretical	Business Growth
7	Intermediate Exam	Midterm exams
8	Intermediate Exam	Midterm exams
9	Theoretical	Business-to-business agreements and associations
10	Theoretical	Establishment reasons for businesses
11	Theoretical	Establishment stages of businesses I
12	Theoretical	Establishment stages of businesses II
13	Theoretical	Establishment stages of businesses III
14	Theoretical	Operating costs of businesses
15	Theoretical	Income and performance of the business
16	Final Exam	Final exam



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	27	1	28
Final Examination	1	31	1	32
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to learn the basic concepts of the field of business
2	To be able to have information about the stages of establishment of a business enterprise
3	To be able to learn the factors that influence the choice of facility and plant location
4	To be able to learn persons and organizations that make up the business environment
5	To be able to obtain a holistic perspective

**Programme Outcomes (Human Resources Management)**

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

**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	5	5	5	5	5
P3	1	1	1	1	1
P4	4	4	4	4	4
P5	5	5	5	5	5
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	3	3	3	3	3
P9	4	4	4	4	4
P10	5	5	5	5	5



P11	3	3	3	3	3
P12	1	1	1	1	1
P13	4	4	4	4	4
P14	5	5	5	5	5
P15	5	5	5	5	5

