



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Boutique Manufacturing and Its Practices							
Course Code		TAP226		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	73 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To learn boutique production methods and learn production methods of medicinal and aromatic plants							
Course Content		Boutique production, general principles, boutique production examples, marketing activities							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case 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	Lecture notes
2	İş Modeli Üretimi, A.Osterwalder-Y.Pigneur A.Osterwalder-Y.Pigneur, Optimist Yayınları, 2016

Week	Weekly Detailed Course Contents	
1	Theoretical	Boutique production basic principles
2	Theoretical	Boutique production basic principles
3	Theoretical	Boutique production basic principles
4	Theoretical	Marketing methods of boutique products
5	Theoretical	Marketing methods of boutique products
6	Theoretical	Cost analysis of boutique production
7	Intermediate Exam	Mid term exam
8	Theoretical	Boutique production examples
9	Theoretical	Boutique production examples
10	Theoretical	Boutique production examples
11	Theoretical	Boutique production examples
12	Theoretical	Boutique production methods of medicinal and aromatic plants
13	Theoretical	Boutique production methods of medicinal and aromatic plants
14	Theoretical	Boutique production methods of medicinal and aromatic plants
15	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	1	15
Seminar	2	2	1	6
Individual Work	5	1	1	10
Total Workload (Hours)				73
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Be able to learn basic principles of boutique production
2	Be able to learn cost of boutique production
3	Be able to learn marketing principles of boutique production



4	Be able to learn boutique production examples
5	Be able to learn boutique production examples of medicinal and aromatic plants

Programme Outcomes (Medical and Aromatic Plants)

1	Understands the importance of medicinal and aromatic plants in the World and Turkey
2	Learn about the general characteristics of medicinal and aromatic plants. Learn the important issues in cultivation and can apply.
3	Learn about usage technologies about medicinal and aromatic plants and can apply.
4	Inform of producers of medicinal and aromatic plant species in offering, material supply, production process, marketing matter.
5	Know and follow the laws and regulations pertaining to the profession.
6	Learns morphological and anatomical structures of plants.
7	Learns to identify medicinal and aromatic plants.
8	To be able to behave sensitively towards environmental issues at national and global levels and to be able to interpret solution-oriented information; to be able to be an environmentally conscious and entrepreneurial individual
9	To be able to follow, evaluate and implement new developments and applications in the cultivation of medicinal and aromatic plants independently or as a team.

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

	L1	L2	L3	L4	L5
P2	4	4	5	4	5
P3	4	5	4	5	5
P8	4	5	5	4	4
P9	5	4	4	5	4

