



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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 knowledge 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

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

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 (Retail Sale and Store Management)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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

