



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Introduction to the Science of Business								
Course Code	REM103	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	4	Workload	100 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The aim of this lesson is to give basic information about business activities.								
Course Content	Information will be given about the process of historical development of business management, the basic concepts and the objectives of business administration, the classification of companies, growth models and types of capacity in companies, the function of marketing and human resources and global companies.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria			
Method	Quantity	Percentage (%)	
Midterm Examination	1	40	
Final Examination	1	60	

Recommended or Required Reading	
1	Sabuncuoğlu, Z., Tokol, T. (2005). İşletme. Furkan Ofset, Bursa.

Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	Historical Development of Business Science
2	Theoretical	The Basic Concepts and the Methods of Business
3	Theoretical	The Relationship and Responsibilities of Business with Environment
4	Theoretical	Classification of Business
5	Theoretical	Functional Analysis of Business
6	Theoretical	Establishment Process of Business
7	Theoretical	Capacity Growth Models and Types of Businesses
8	Theoretical	Management and Organization Function
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Financing and Production Functions
11	Theoretical	Functions of Marketing and Human Resources
12	Theoretical	Research and Development / Public Relations Functions
13	Theoretical	Accounting Function
14	Theoretical	Global Business
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Reading	4	2	0	8
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
			Total Workload (Hours)	100
			[Total Workload (Hours) / 25*] = ECTS	4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes	
1	To be able to recognize the progress of Business Management conceptually throughout history,



2	To be able to evaluate the relationship and the responsibility between environment and business within the scope of system rational,
3	To be able to distinguish the types of business under significant criterions,
4	To be able to interpret the foundation studies of businesses and to learn activities which a feasible study involves
5	To be able to recognize the types of the growth and the capacity of businesses,
6	To be able to comprehend the basic functions of businesses (financing, production, marketing, personnel management, management, organization),
7	To be able to get knowledge about the capital and management structures of global businesses

#### Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle level
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

#### 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	L7
P1	3	3	3	3	3	3	3
P2	4	4	4	4	4	4	4
P3	1	1	1	1	1	1	1
P4	2	2	2	2	2	2	2
P5	2	2	2	2	2	2	2
P8	4	4	4	4	4	4	4
P9	2	2	2	2	2	2	2
P10	5	5	5	5	5	5	5
P11	4	4	4	4	4	4	4
P12	2	2	2	2	2	2	2
P13	5	5	5	5	5	5	5
P14	2	2	2	2	2	2	2
P15	1	1	1	1	1	1	1
P16	5	5	5	5	5	5	5

