



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Business Analysis								
Course Code	REM407	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	10	Workload	254 (Hours)	Theory	4	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to provide students with the ability to conduct research on a specific topic and to discuss it in relation to tourism and / or food and beverage management and functions that they themselves determine.								
Course Content	The course aims to discuss and discuss different perspectives on current issues in food and beverage management.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation)								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Güncel ulusal ve uluslararası haber kanalları

Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	What is a debate? Why and how?
2	Theoretical	Determination of the subject of the debate and the parties
3	Theoretical	Debate research
4	Theoretical	Debating
5	Theoretical	Debating
6	Theoretical	Debating
7	Theoretical	Debating
8	Theoretical	Debating
9	Intermediate Exam	ara sınav
10	Theoretical	Debating
11	Theoretical	Münazara yapılması
12	Theoretical	Debating
13	Theoretical	Debating
14	Theoretical	Debating
15	Theoretical	Debating
16	Final Exam	finals

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	11	4	210
Assignment	1	25	1	26
Midterm Examination	1	6	1	7
Final Examination	1	10	1	11
			Total Workload (Hours)	254
			[Total Workload (Hours) / 25*] = ECTS	10

*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	Determination of current issues for tourism and food and beverage sector



2	Ability to determine the positive and negative aspects of the subject
3	Ability to research the determined subject
4	4. Belirlenen konunun münazara formatına uygun olarak tartışılması becerisi
5	5. Improving the ability of the debaters to evaluate within the specified criteria

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

