AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Management								
Course Code	REH103		Couse Level	First Cycle (Bachelor's Degree)					
ECTS Credit	3	Workload	78 *(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), Discussion, Individual Study								
Name of Lecturer(s)	Assoc. Prof. Hakan ATAY								

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

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

Week	Weekly Detailed Course Contents	
1	Theoretical	Historical Development of Business Science
2	Theoretical	The Basic Concepts and the Methods of Business
3	Theoretical	The Releationship 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	1	3	56
Midterm Examination	1	8	1	9
Final Examination	1	12	1	13
			Total Workload (Hours)	78
			[Total Workload (Hours) / 25*] = **ECTS**	3
**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 *(Tourism Guiding)*	
1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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	5	5	5	5	5	5	5
P2	4	4	4	4	4	4	4
P3	4	4	4	4	4	4	4
P4	4	4	4	4	4	4	4
P5	3	3	3	3	3	3	3
P6	2	2	2	2	2	2	2
P7	1	1	1	1	1	1	1
P8	4	4	4	4	4	4	4
P9	1	1	1	1	1	1	1
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	4	4	4	4	4	4	4
P14	4	4	4	4	4	4	4
P15	2	2	2	2	2	2	2
P16	1	1	1	1	1	1	1