



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Administration I							
Course Code		BYP103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Qualifications will be given to students interested in establishing business.							
Course Content		The process of developing a business idea-Place of business establishment-Cost- The concept of Income and Expenses-The opening of the office							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Genel İşletme. Yrd. Doç.Dr. İlknur KUMKALE
2	İşletme Bilimine Giriş. Yrd.Doç.Dr. Soner TASLAK, Yrd.Doç.Dr. Mehmet KARA
3	Genel İşletme. Prof.Dr. M. Şerif ŞİMŞEK, Prof.Dr. Adnan ÇELİK

Week	Weekly Detailed Course Contents	
1	Theoretical	The process of developing a business idea
2	Theoretical	Investment
3	Theoretical	Investment
4	Theoretical	Conducting The Feasibility Studies
5	Theoretical	Business-environment relations. Demand forecasting
6	Theoretical	Place of the establishment of business
7	Theoretical	Enterprises according to legal structures
8	Intermediate Exam	Midterm exam
9	Theoretical	Enterprises according to legal structures capacity
10	Theoretical	Cost. The concept of income and expense
11	Theoretical	The concept of income and expense. Workplace layout and production planning
12	Theoretical	Workplace layout and production planning
13	Theoretical	Business Setup operations
14	Theoretical	Business Setup operations. Office opening
15	Theoretical	Office opening

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	3	4	0	12
Midterm Examination	1	14	1	15
Final Examination	1	19	1	20
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to constitute the idea of establishing a workplace
2	To be able to conduct installation procedures



