



AYDIN ADNAN MENDERES UNIVERSITY
ATÇA VOCATIONAL SCHOOL
ECONOMICS AND ADMINISTRATIVE PROGRAMS
PUBLIC RELATIONS
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. İlnur 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
3	To be able to operationalize a workplace

