



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Administration							
Course Code		İŞT125		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach the basic concepts and objectives of business and business management, to determine the relations with the environment, to classify the businesses, to list the establishment phases of the business, to teach business functions.							
Course Content		This course is designed to teach business and business management concepts in an integrated structure.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Lec. Zekiye ÇAMLICA							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Modern İşletmecilik (İsmet Mucuk)
2	İşletme Yönetimi I-II (Özgür Yılmaz)
3	İşletme Yöneticiliği (Tamer Koçel)

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course, methodology and discussion of course content
2	Theoretical	Basic Concepts of Business and Management
3	Theoretical	Purposes of Businesses
4	Theoretical	Business and Environment
5	Theoretical	Classification of businesses
6	Theoretical	Establishment Stages of Businesses
7	Theoretical	Establishment Stages of Businesses
8	Theoretical	Functions of the Operator: Management
9	Intermediate Exam	Midterm
10	Theoretical	Functions of the business: Marketing
11	Theoretical	Functions of the Operator: Accounting and Finance
12	Theoretical	Functions of the Operator: Human Resources
13	Theoretical	Functions of the Operator: Public Relations and Research-Development
14	Theoretical	Functions of the Operator: Production
15	Theoretical	Case Study
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	25	0	2	50
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	Explaining the basic concepts about business
2	Sort businesses' organizational steps
3	Explanation of business functions
4	Have knowledge about legal structures of businesses.
5	Evaluate the size and capacity of enterprises.

