



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Bussines Management I							
Course Code		PRL105		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To gain the competencies about business building and business development operations.							
Course Content		To analysis the basic economic indicators							
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	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
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Week	Weekly Detailed Course Contents	
1	Theoretical	To follow the micro economic data
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
2	Theoretical	To analyse the macro economic indicators.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
3	Theoretical	To determine the space on market.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
4	Theoretical	To evaluate the investment alternatives and to select the optimal one.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
5	Theoretical	To implemet the feasibility study.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
6	Theoretical	To know the envorinment of business.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
7	Theoretical	Demand analysis and demand forecast. To decide about the site of estabilishment of business.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
8	Theoretical	To decide about the site of estabilishment of business. To determine the law structure of business.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
9	Intermediate Exam	
10	Theoretical	To determine the law structure of business.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
11	Theoretical	To make the proforma income and expenditure account.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
12	Theoretical	To make the proforma income and expenditure account. To make the product plannng.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
13	Theoretical	To make the product plannng. To implement the organization operations.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
14	Theoretical	To open the business.
	Preparation Work	İsmet Mucuk, Temel İşletme Bilgileri, İstanbul: Türkmen Kitabevi, 2008
15	Final Exam	



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	2	98
Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To analysis the basic economic indicators; To set up the idea of business place;To implement the business place operations;To open the business activity;To learn the basic concept of business.
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