AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		General Business							
Course Code		IYO103		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	73 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Explaining fundamental concepts in business management to students. Establishing businesses, business functions and explaining concepts of intended for business environment related to management are explaining in this course.							
Course Content		The lesson consists of the definition of business concept, analyzing environmental condition which affecting business activity and explaining business functions.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Lec. Durmuş Ali KIZILYALÇIN							

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

Recommended or Required Reading	
1	Karalar Rıdvan, Genel İşletme, Seçkin Yayıncılık, 2011
2	Koçel, Tamer, İşletme Yöneticiliği, 7. basım, Kültür Üniversitesi Yayınları, 1999
3	Mucuk, İsmet (2011), Modern İşletmecilik, Türkmen Kitabevi.

Week	Weekly Detailed Course Contents	
1	Theoretical	Business and business management, business as an unit of economics
	Preparation Work	Related chapters in the course book
2	Theoretical	Business types, business types from a legal perspective
	Preparation Work	Related chapters in the course book
3	Theoretical	Establishment works of business , business size
	Preparation Work	Related chapters in the course book
4	Theoretical	Selection of establishment place of business
	Preparation Work	Related chapters in the course book
5	Theoretical	Defination, meaning and functions of management,management steps and manager skills
	Preparation Work	Related chapters in the course book
6	Theoretical	Management decision, total quality management, new concepts and tecniques about management
	Preparation Work	Related chapters in the course book
7	Theoretical	Production and production management, break-even analysis, recent developments in production technology
	Preparation Work	Related chapters in the course book
8	Theoretical	Planning and auditing of production
	Preparation Work	Related chapters in the course book
9	Intermediate Exam	MIDTERM EXAM
10	Theoretical	Stock management, work study, quality control
	Preparation Work	Related chapters in the course book
11	Theoretical	Definition and functions of marketing, marketing researches, consumers and market characteristics.
	Preparation Work	Related chapters in the course book
12	Preparation Work	Related chapters in the course book
13	Theoretical	Finance and human resources
	Preparation Work	Related chapters in the course book
14	Theoretical	Public relations, Research and Development (R&D), decision making in business management and decision process

14	Preparation Work	Related chapters in the course book
15	Final Exam	FINAL EXAM

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	6	1	7
Final Examination	1	9	1	10
			Total Workload (Hours)	73
			[Total Workload (Hours) / 25*] = **ECTS**	3
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	To be able to explain the history of the businesses
2	Explains basic business functions and give examples from the application
3	Define concepts that form the basis of the business
4	To be able to comment the main concept of the businesses
5	To be able to explain the establishing researches and processes of the businesses
6	To be able to do classify for the business of the legal statues based