



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Filing and Archiving Techniques							
Course Code		KPO159		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	51 (Hours)	Theory	1	Practice	1	Laboratory	0
Objectives of the Course		The aim is introducing students to the basic concepts of business administration . Establishment of business, business functions, and the concepts related to management regarding business environment describes.							
Course Content		The content of this course ; Examining the environmental conditions that affected their business activities with the definition of business concepts and to describe business functions .							
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	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 economic unit
2	Theoretical	Types of business , legal aspects of business types
3	Theoretical	Business foundation studies, business size
4	Theoretical	The choice of the business location
5	Theoretical	Definition of management , meaning and management functions, management levels and management skills
6	Theoretical	Management decision-making, total quality management, new concepts and techniques related to management
7	Theoretical	Production and production management, breakeven analysis , recent developments in production technology
8	Theoretical	Production planning and control
9	Intermediate Exam	Midterm Exam
10	Theoretical	Inventory management, business analysis, quality control
11	Theoretical	Marketing definition, function , marketing research , consumer and market characteristics
12	Theoretical	Market segmentation and target market selection , international marketing
13	Theoretical	Finance , human resources
14	Theoretical	Public relations , R & D decision-making in business management and decision making process



15	Final Exam	Final exam
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	4	0.5	4.5
Final Examination	1	4	0.5	4.5
Total Workload (Hours)				51
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Define the concepts underlying the business
2	Explain the basic business functions and gives examples from practice
3	Explain the concepts related to management of business environment
4	Explains the concepts related to management of business functions
5	Explains the management concepts related to the establishment of business

