



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Analysis of Business Conditions							
Course Code		İŞLE501		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Business requirements analysis and evaluation of macro economic factors provide the ability							
Course Content		Macro-economic factors that affect operating conditions, the effects on businesses in the world and economic crisis in Turkey.							
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	60

Recommended or Required Reading

1	Ekonomik Ve Finansal Krizler, Metis Yayınları, İstanbul. Gürsoy, M.
2	Makro İktisat , İmaj Yayınları, İstanbul. Ünsal, E.

Week	Weekly Detailed Course Contents	
1	Theoretical	Macro Factors Affecting the Business Terms
2	Theoretical	Terms of Business Impact of Inflation
3	Theoretical	Effect of Operating Conditions on interest rates
4	Theoretical	Effect of Exchange Rates Terms of Business
5	Theoretical	Terms of Business Impact of Budget Deficits
6	Theoretical	Effect of Operating Conditions on Economic Growth
7	Theoretical	Midterm Exams
8	Theoretical	Midterm Exams
9	Theoretical	Effect of Operating Conditions on unemployment rates
10	Theoretical	Concept and Types of Crisis Crisis
11	Theoretical	The recent World Economic Crisis and Features
12	Theoretical	Impact on Businesses in Turkey experienced serious economic crises in the world
13	Theoretical	Experienced serious economic crises in Turkey and Features
14	Theoretical	Effects on serious economic crises in Turkey Business in Turkey
15	Practice	Case Study

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Macro-economic factors affecting the ability to analyze and evaluate business requirements
2	Interpret the results of the evaluations.
3	
4	



Programme Outcomes (*Business Administration Master's Without Thesis*)

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative methods)
2	Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of internationalization

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	4	3	2	4
P2	4	3	4	3	5
P3	3	5	2	5	2
P4	3	4	5	4	3
P5	2	2	3	3	4

