



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Small Business Management							
Course Code		İŞLE514		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The purpose of this course is to small and medium-sized businesses and provide information about modern business							
Course Content		Business management, business to establish the causes, types of business concept of entrepreneurship, SMEs, organizations providing financing to small businesses, small businesses' problems and solutions.							
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	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
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Week	Weekly Detailed Course Contents	
1	Theoretical	Business concept, the process of establishment of a business
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
2	Theoretical	Business types and their classification
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
3	Theoretical	The legal structure and the environment of business
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
4	Theoretical	The goals of business and the management
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
5	Theoretical	Basic business functions
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
6	Theoretical	The concept of entrepreneurship and its emergence
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
7	Theoretical	Success Factors in Business
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
8	Intermediate Exam	Midterm Exam
9	Theoretical	Advantages and the disadvantages of SMEs(Small and Medium Sized Enterprises)
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
10	Theoretical	Venture Capital
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
11	Theoretical	The problems of Small businesses
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
12	Theoretical	Suggestions for solutions
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
13	Theoretical	The organizations financing small businesses
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
14	Theoretical	Case Study
	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
15	Preparation Work	Tutar H, Küçük O, Girişimcilik ve Küçük İşletme Yönetimi,Seçkin Yayıncılık,Ankara,2003
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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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	Business management, business reasons for setting up, to explain the types of business.
2	The concept of entrepreneurship, SMEs to explain
3	Companies that provide financing to small businesses, small businesses to explain problems and solutions.
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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 me
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 international

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	3	2	4	5
P2	4	2	3	3	4
P3	3	3	5	5	2
P4	5	5	4	2	3
P5	3	4	3	4	5

