



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Contemporary Business Problems							
Course Code		İŞLE521		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		Students, businesses, and to follow the current issues related to business functions, better able to understand and give the ability to develop solutions to problems encountered on these issues.							
Course Content		Will be dealt with problems faced by businesses today.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Social responsibility and its effect on businesses
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
2	Theoretical	The problems experienced in marketing
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
3	Theoretical	The impact of climate change on the business
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
4	Theoretical	The relation of government with the private sector
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
5	Theoretical	The role of the government in the contemporary business issues
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
6	Theoretical	The impact of globalization
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
7	Theoretical	The influence of the developments in the logistics sector on businesses
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
8	Intermediate Exam	Midterm Exams
9	Theoretical	The measurement of corporate social responsibility
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
10	Theoretical	Trade unions
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
11	Theoretical	The issues that businesses face in the area of finance
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
12	Theoretical	The problems that businesses encounter in the area of production
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.



13	Theoretical	The influence of the changing customer and market structure on the businesses
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
14	Theoretical	An overview of the managerial issues of the multinational corporations
	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
15	Preparation Work	Post James E., Lawrence Anne T., Weber James, Contemporary Business Issues, Irwin/McGraw Hill Publication, 1999.
16	Final Exam	Final Exam
17	Final Exam	Final Exam

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	Management of knowledge in the field of contemporary
2	Identify problems and develop solutions to current management.
3	Being aware of the problems encountered in business management in the world,
4	
5	

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

