



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
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Recommended or Required Reading

Week Weekly Detailed Course Contents

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Total Workload (Hours)				
[Total Workload (Hours) / 25*] = ECTS				
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

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

