AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Term Project							
Course Code		İŞLE702		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	10	Workload	253 *(Hours)*	Theory	0	Practice	2	Laboratory	0
Objectives of the Course		The aim of this course is to make students gain insight and knowledge about scientific research on a specific subject and to be able to synthesize the acquired knowledge via research to be organized and demonstrated in a report.							
Course Content		The course covers the research, synthesize, analysis processes of a specific subject determined by the student in order to work in the consultancy of a professor in the second half of the Master courses.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Engin ÇAKIR, Assoc. Prof. Gülşah SEZEN AKAR, Assoc. Prof. Umut Tolga GÜMÜŞ, Lec. Ali CENGİZ, Lec. Başak DOĞAN, Lec. Esin SAYIN, Lec. Esma DURUKAL, Lec. Mustafa DOĞANER, Prof. Çağrı KÖROĞLU, Prof. Ece ARMAĞAN, Prof. Feriştah SÖNMEZ, Prof. Hüseyin ŞENKAYAS, Prof. Yusuf KADERLİ							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Term Assignment	3	60
Practice Examination	2	40

Recommended or Required Reading

1	Arlı, M. ve Nazik, H. (2001). Bilimsel araştırmaya giriş. Ankara: Gazi kitabevi.

Week	Weekly Detailed Course Contents	
1	Theoretical	Determination of term project subject
2	Theoretical	Literature research
3	Theoretical	Literature research
4	Theoretical	Literature research
5	Theoretical	Collecting data
6	Theoretical	Collecting data
7	Theoretical	Collecting data
9	Theoretical	Interim report presentation
10	Theoretical	Data analysis
11	Theoretical	Data analysis
12	Theoretical	Data analysis
13	Theoretical	Report writing
14	Theoretical	Report writing
15	Theoretical	Report writing

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	14	6	2	112
Term Project	1	90	0	90
Practice Examination	1	50	1	51
			Total Workload (Hours)	253
			[Total Workload (Hours) / 25*] = **ECTS**	10
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to make a profound literature research on a given subject.

2	To be able to synthesize, analyse and interpret the information obtained.
3	To be able to write a report on the results.
4	To be able to present the outcomes.
5	Report writing

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 quantitavie me
2	Be able to make finacial analysis in micro and macro level and develop skills in the analyis 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 internation

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