



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Management							
Course Code		EF109		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To provide the understanding of basic theoretical background of business and administrative sciences.							
Course Content		Efficiency, rasonalism, likidite, ethic, organization and teamwork.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Prof. Fatma ÇAKIR							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Mescon M. H, Bovee C.L., Thill J. V., "Business Today", Prentice Hall, 2007
2	Bovee C.L., Thill J. V., "Business in Action", Prentice Hall, 2010

Week	Weekly Detailed Course Contents	
1	Theoretical	The fundamentals of business and economics
2	Theoretical	The fundamentals of business and economics
3	Theoretical	Ethics and social responsibility
4	Theoretical	Ethics and social responsibility
5	Theoretical	Competing in the Global Economy
6	Theoretical	Competing in the Global Economy
7	Theoretical	Forms of business Ownership
8	Intermediate Exam	Midterm Exam
9	Theoretical	Forms of business Ownership
10	Theoretical	The functions of Management
11	Theoretical	The functions of Management
12	Theoretical	Organization and team work
13	Theoretical	Organization and team work
14	Theoretical	Managing human resources
15	Theoretical	Managing human resources
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	10	1	11
Final Examination	1	14	2	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	To be able to understand the evolution of the business organization and management thought, recognising the interconnections between developments in these areas
2	To be able to critically evaluate alternative theories of management, recognising the centrality of decision making and strategic thinking to the managerial role and functions



3	to be able discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment, and exploring the impact of key environmental factors on decision making and organizational behavior
4	To be able to evaluate the significance of contemporary issues in business and management
5	Marketing, planning, control, coordination and coordination

#### Programme Outcomes (Economics)

1	To be able to understand and interpret the concepts, theories and methods of basic economics
2	To be able to apply mathematical, statistical and econometric analysis tools to economic problems
3	To be able to interpret the structure and characteristics of the markets in the economy by understanding the current economic events
4	To be able to define the role of innovation, creativity and technology concepts in the dynamic global economy.
5	To be able to prepare projects and to gain creativity skills
6	To be able to analyze macro and micro economic activities.
7	To be able to adapt the philosophy of lifelong learning

#### 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	3	3
P2	3	3	3	3	3
P3	3	4	3	3	3
P4	4	3	3	4	3
P5	4	3	3	4	3
P6	4	3	3	4	3
P7	4	3	3	4	3

