



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Banking Products and Services							
Course Code		BAS209		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach current products and services used in individual, private, investment, SME, commercial and corporate banking.							
Course Content		The historical development of banking in the world and Turkey, retail and private banking products and services, commercial and corporate banking products and services, investment banking products and services							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Senem ÖZGİRĞİN VARDAR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	"Banking products and services", Mehmet Vurucu, Mustafa Ufuk Arı (2017), Seçkin Publishing
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Week	Weekly Detailed Course Contents	
1	Theoretical	The historical development of banking in the world and Turkey
2	Theoretical	The historical development of banking in the world and Turkey
3	Theoretical	Retail and Private Banking products and services
4	Theoretical	Retail and Private Banking products and services
5	Theoretical	Retail and Private Banking products and services
6	Theoretical	Commercial and Corporate Banking products and services
7	Theoretical	Commercial and Corporate Banking products and services
8	Intermediate Exam	Midterm
9	Theoretical	Commercial and Corporate Banking products and services
10	Theoretical	Investment Banking products and services
11	Theoretical	Investment Banking products and services
12	Theoretical	Investment Banking products and services
13	Theoretical	National and International fund transfer services
14	Theoretical	Checks and promissory notes collection and payment services
15	Theoretical	Alternative distribution channels
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Individual Work	1	6	0	6
Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Know deposit and its types.
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2	Knows individual and commercial loans.
3	Know investment products.
4	Knows national and international fund transfer systems.
5	Recognize retail, commercial and investment banking products.

Programme Outcomes (Banking and Insurance)

1	Having adequate infrastructure in the fields of economics, law, accounting, basic management, management and field; to use theoretical and practical knowledge in these areas.
2	To acquire the ability to use computer software and hardware at the basic level required by the field
3	To be able to interpret and evaluate data, to be able to identify and analyze problems using basic knowledge and skills acquired in the field
4	To have a consciousness of historical values, social responsibility, universal, social and professional ethics
5	To be able to identify and effectively use the modern techniques, tools and information technologies required for applications related to the field.
6	Having the ability to plan and project using the professional environment and tools related to the field
7	Be equipped with the ability to produce solutions, take responsibility in teams or in individual work

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	1	1	1	1	1
P2	1	1	1	1	1
P3	5	5	5	5	5
P4	4	4	4	4	4
P5	3	3	3	3	3
P6	5	5	5	5	5
P7	5	5	5	5	5

