



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Administration							
Course Code		MSI104		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		The aim of this course is; especially for graduating students; Transferring detailed information about academic and practical issues in business and business management, evaluating current issues in business and management sciences, preparing students for business world, transferring theoretical, scientific and practical knowledge about management, creating a certain infrastructure in management field, management sciences and related subjects The aim of this course is to increase the effectiveness of basic skills by transferring the current and contemporary knowledge about the management skills and management, and to increase the activities of the students as a manager in the business world and to create a foundation in this direction. can be summarized as.							
Course Content		Basic concepts of business and business management, basic concepts of management and management, business types, functions and basic economic structures, business and management functions, marketing and new marketing approaches							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Oktaş ALPUGAN and Friends, 2004. ve Business Economics , Ankara
2	DOĞAN Muammer, 2006. ve Business Economics and Management , Birleşik Matbaacılık
3	BUDAK Gülay; BUDAK Gönül, 2004. "Business Management,, Barış Publications, İzmir

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts of business and management
	Practice	Student presentation about the subject
2	Theoretical	The place of enterprises in economic structure, relations with the environment, establishment goals and establishment stages, assigning homework
	Practice	Student presentation about the subject
3	Theoretical	Classification of Businesses
	Practice	Student presentation about the subject
4	Theoretical	Small & Medium Business, Unions
	Practice	Student presentation about the subject
5	Theoretical	Business functions. Management unit, features and functions, basic concepts, management practices
	Practice	Student presentation about the subject
6	Theoretical	Topic Review, Company Marriages, Privatization
	Practice	Student presentation about the subject
7	Theoretical	Production unit, new production approaches, capacity
	Practice	Student presentation about the subject
8	Intermediate Exam	Midterm
9	Theoretical	Funding unit, basic concepts, financial analysis, new financing techniques
	Practice	Student presentation about the subject
10	Theoretical	Employee unit, characteristics, tasks
	Practice	Student presentation about the subject
11	Theoretical	Marketing unit, basic concepts
	Practice	Student presentation about the subject



12	Theoretical	Marketing research
	Practice	Student presentation about the subject
13	Theoretical	Marketing mix
	Practice	Student presentation about the subject
14	Theoretical	New marketing approaches
	Practice	Student presentation about the subject
15	Theoretical	New marketing approaches, presentations
	Practice	Student presentation about the subject
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Midterm Examination	1	7	1	8
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Business, manager, entrepreneur, leader concepts, responsibilities and features to comprehend
2	To have information about business objectives and environment
3	Establish a new business
4	To be able to make interdisciplinary and interdisciplinary team work, to make independent work
5	To develop management and organizational skills
6	To have knowledge about management, personnel, production, financing and marketing functions

### Programme Outcomes (Fruit and Vegetables Processing Technology)

1	To be able to understand social, cultural and social responsibilities and to have the ability to follow national and international contemporary
2	In line with the principles and reforms of Atatürk; Adopting the national, moral, spiritual and cultural values ??of the Turkish Nation, open to universal and contemporary developments, the Turkish language is a rich, rooted and productive language; love and awareness of language; to have the ability to use the foreign language sufficiently and with the habit of reading and professionally.
3	To know the basic hardware units and operating systems of computer, internet to be able to prepare documents, spreadsheets and presentations on the computer by using office programs
4	Gains the theoretical and practical knowledge at the basic level in mathematics, science and professional fields
5	Recognize and analyze the problems with the knowledge of fruit and vegetable technology in the field, interpret the data and propose solutions.
6	According to the prepared work plan and program in laboratories, it can carry out the necessary works to obtain the desired quality product.
7	To have professional and ethical responsibility in business life.
8	It is open to development and change, follows scientific social and cultural innovations and constantly improves itself.

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	4	4	4	4	3	3
P2	4	4	4	4	3	3
P3	2	2	2	2	2	2
P4	2	2	2	2	2	2
P5	3	3	3	3	2	2
P6	1	1	1	1	2	2
P7	4	4	3	3	3	3
P8	4	4	4	3	3	3

