



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Business - I							
Course Code		ISL101		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Businesses have grown to be complex from the early days till present. As organizations flourish their problems increase. The employment of professionals with expertise is required to handle these problems. As a fundemantal business course, the goal of "introduction to business administration" is to introduce the students with the business functions as a initial step toward a career in business administration.							
Course Content		General principles and concepts, the origin and historical development of the business, objectives of business , place and classification of business in economy, fact of growth at enterprises, the organization of business, business environment, factors affecting the choice of location of business organization, the costs and revenues of the business, business productivity, the functions of business.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Lec. Mustafa DOĞANER							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Genel İşletme, Prof. Dr. Şan ÖZ-ALP ve diğerleri, AÖF Yayınları, Eskişehir, 1999.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Business, Basic Concepts
2	Theoretical	Business Features
3	Theoretical	Economic and Legal Environment
4	Theoretical	Demographic Environment, Social Environment
5	Theoretical	Concept of Management, Management Functions
6	Theoretical	Organization
7	Theoretical	Human Resource Management
8	Intermediate Exam	Midterm Exam
9	Theoretical	Time Value of Money
10	Theoretical	Functions of Human Resource Management
11	Theoretical	Marketing Management
12	Theoretical	Product and Price
13	Theoretical	Distribution
14	Theoretical	Promotion
15	Theoretical	Discussion, problem solving for the final exam
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26



Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to learn the basic concepts of the field of business
2	To be able to have information about the stages of establishment of a business enterprise
3	To be able to learn the factors that influence the choice of facility and plant location
4	To be able to learn persons and organizations that make up the business environment
5	To be able to obtain a holistic perspective

Programme Outcomes (International Trade and Finance)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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	2	2	3	5	4
P2	3	2	3	5	4
P3	3	2	4	4	5
P4	3	3	4	4	5
P5	3	5	5	4	4
P6	3	5	4	4	4
P7	2	3	3	5	4
P8	3	3	4	4	4
P9	4	3	3	4	4
P10	3	4	2	5	5

