



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Business - II							
Course Code		ISL102		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	103 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Businesses have grown and become increasingly complex organizations from past to present. Organizations are increasing the problems that evolve and grow. These problems, an expert on the employment of professional managers who need to be. It is a basic business education course "Introduction to Business," The aim of introducing to business course is to identify all business functions to students and provide the first step towards becoming a professional operator to provide one.							
Course Content		Basic managerial concepts, basic management theories, models of organizational structure , financial analysis and sources of finance, production function, marketing function, human resources planning, selection process of transaction, performance evaluation system, career planning, wage systems, research and development function, public relations function, accounting functions and business ethics issues will be discussed in the course.							
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	Time Value of Money
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
2	Theoretical	Financial Management
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
3	Theoretical	Financial Markets and Institutions
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
4	Theoretical	Information Systems Technology
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
5	Theoretical	Management Information System
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
6	Theoretical	Production Systems and Management
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
7	Theoretical	Establishment of Production Systems Design and
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
8	Theoretical	Midterm Exam
9	Theoretical	Operation Planning of Production Systems
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
10	Theoretical	International Business
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
11	Theoretical	Change at Work
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
12	Theoretical	Professional ethics
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
13	Theoretical	Business and Government Relations
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ



14	Theoretical	Choosing a Profession
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
15	Theoretical	Discussion, problem solving for the final exam
	Preparation Work	Genel İşletme, Prof. Dr. Şan ÖZ
16	Final Exam	Final Exams
17	Final Exam	Final Exams

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				103
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to Learn about the basic concepts of enterprises,
2	To be able to Learn that the financial structure of enterprises,
3	To be able to Explore the management information system of businesses,
4	To be able to Learn the concept of professional ethics in business,
5	To be able to get information about the concepts of international business,

**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	4	3	1	1	4
P2	4	2	2	1	4
P3	5	2	2	2	4
P4	5	5	5	2	4
P5	5	5	2	3	5
P6	5	5	2	4	5
P7	4	5	3	2	3
P8	4	3	4	3	3
P9	4	3	3	5	2
P10	4	3	4	1	2

