



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Administration							
Course Code		KMT212		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to teach the basic concepts and objectives of business and business management, to determine the relationship with the environment, to make the classification of enterprises, to sort the establishment stages of the business, To teach business functions, to give information about leadership and management.							
Course Content		This course aims to teach the concepts of business and management in an integrated structure							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, 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	Instructor Lecture Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction of the course, method and discussion of the course content
2	Theoretical	Basic Concepts of Business and Management
3	Theoretical	Objectives of Businesses
4	Theoretical	Business and Environment
5	Theoretical	Classification of Businesses
6	Theoretical	Establishment Stages of Businesses
7	Theoretical	Establishment Stages of Businesses
8	Intermediate Exam	midterm
9	Theoretical	Business Functions: Management
10	Theoretical	Functions of Business: Marketing
11	Theoretical	Functions of Business: Accounting and Finance
12	Theoretical	Business Functions: Human Resources
13	Theoretical	Functions of Business: Public Relations and Research and Development
14	Theoretical	Business Functions: Production
15	Theoretical	Case Study
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	4	1	5
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explaining the basic concepts of business
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2	Sorting the establishment stages of enterprises
3	Explain business functions
4	Financial management
5	To learn the relevant national legislation

Programme Outcomes (*Cosmetic Technology*)

1	To know the classification of cosmetic raw materials, for what purpose, in which products and how much they should be used
2	Define and classify cosmetics,
3	To define, classify toxicity, Toxic substances and detoxification ways of these substances to know. To be able to analyze toxic substances.
4	To be aware of the precautions to be taken when working with hazardous chemicals in terms of laboratory safety and human health.
5	To have the ability to use basic mathematical methods to produce solutions.
6	To be able to define the carrier systems used in cosmetics, to be able to choose the carrier system to be used according to the cosmetic product.
7	To know and apply the necessary tests in cosmetic raw materials, intermediate products and finished products.
8	Depending on the Atatürk nationalism in accordance with Atatürk's principles and reforms, adopted the national, moral, spiritual and cultural values of the Turkish Nation, and has adopted that the Turkish language is a rich, rooted and productive language; have love and awareness of language; to have the ability to use the foreign language sufficiently to have the pleasure and habit of reading and need professionally.

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	3	4	3	2
P2	2	3	3	3	2
P3	2	3	1	3	3
P4	3	2	4	3	2
P5	3	2	3	3	2
P6	3	2	3	3	2
P7	3	2	3	3	2

