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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **General Business** | |  | one | 3+0 | 3 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course |  | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | To be able to comprehend the basic concepts of business management, the aims of the business, the work of the organization and its functions. To be able to distinguish between contemporary business and traditional business and comprehend the operating methods of contemporary businesses. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. The student will have institutional and applied knowledge supported by up-to-date information on business and business education.  2. Shares his thoughts on business and business-related issues and solutions to problems with experts and non-experts  3. Encourages them to establish their own business by developing the idea of entrepreneurship  4. Acting with the awareness that our country needs young entrepreneurs, it promotes employment and creative thinking. | | | | | | | Course Content | Basic Business Concepts. Business Types and Classifications, Management Functions in Businesses, Management Functions, Introduction to Production Functions, Classification of Production Forms, Total Quality Management, Basic Concepts of Marketing, Development of Marketing, Marketing Mix, Human Resources Function, Human Resources Management Process, Accounting Function in Businesses, Financial Management. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Basic Business Concepts. Business Types and Classifications | | | | | | | 2 | In businessesManagement Functions: Planning-Organization | | | | | | | 3 | Management Functions: Execution-Control | | | | | | | 4 | Introduction to the Production Function | | | | | | | 5 | Classification of Production Forms | | | | | | | 6 | Total Quality Management (TQM) | | | | | | | 7 | Basic Concepts of Marketing | | | | | | | 8 | Development of Marketing | | | | | | | 9 | Marketing mix | | | | | | | 10 | Human Resources Function | | | | | | | 11th | Human Resources Management Process | | | | | | | 12 | Accounting Function in Business | | | | | | | 13 | Financial management | | | | | | | 14 | An overview | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Urper, Y. et al. (2014). General business. Eskişehir: Open Education Faculty Publication.  Mirze, K. (2014) Business, Literature Publishing. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | | | |  | **PO1** | **PO2** | | **PO3** | **PO4** | | **PO5** | **PO6** | | **PO7** | **PO8** | | **PO9** | **PO10** | | **PO11** | **PO12** | | **LO1** | 4 | - | | 5 | 3 | | - | 4 | | 3 | - | | 5 | - | | 4 | - | | **LO2** | 4 | - | | 5 | 3 | | - | 4 | | 3 | - | | 5 | - | | 4 | - | | **LO3** | 4 | - | | 5 | 3 | | - | 4 | | 3 | - | | 5 | - | | 4 | - | | **LO4** | 4 | - | | 5 | 3 | | - | 4 | | 3 | - | | 5 | - | | 4 | - | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | | | **Contribution**  **level** | | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | | **General business** | 4 | - | 5 | 3 | - | 4 | 3 | - | 5 | - | 4 | - | |