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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **General business** | |  | one | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Field elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | To teach the basic concepts of business, the aims of the business, the capacities and functions of the establishment, and to inform about the activities of contemporary businesses. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Defines the basic concepts of business science. 2. Explain the relationships between businesses and their environment. 3. Applies the principles of rationality in business to business related problems. 4. List the business types. 5. Summarizes business functions. | | | | | | | Course Content | This course; It gives information about the basic concepts of business, the establishment of businesses, their aims, environments, sizes, capacities, classifications and functions such as management, production, marketing, human resources, accounting, finance, public relations, research and development. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Basic Concepts of Business Science | | | | | | | 2 | Establishment Studies of Businesses | | | | | | | 3 | Rationality Principles of Businesses | | | | | | | 4 | Business Goals, Business Environment | | | | | | | 5 | Business Size, Capacity | | | | | | | 6 | Classification of Businesses | | | | | | | 7 | Management Function | | | | | | | 8 | Production Function | | | | | | | 9 | Marketing Function | | | | | | | 10 | Accounting Function | | | | | | | 11th | Financing Function | | | | | | | 12 | Human Resources Function | | | | | | | 13 | R&D Function | | | | | | | 14 | Public Relations Function | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** |  |  | | --- | | Mirze, K. (2014) Business, Literature Publishing.  Draft et al. (2009) *Introduction to Business Science.* Murathan Publishing. Trabzon.  Aktepe E. (2007) General Business, Nobel Yayın Dağıtım, Ankara. | | **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** | | **LO1** | 4 | | 2 | one | | - | 2 | | one | - | | 2 | 2 | | 3 | | **LO2** | 4 | | 2 | one | | - | 2 | | one | - | | 2 | 2 | | 3 | | **LO3** | 4 | | 2 | one | | - | 2 | | one | - | | 2 | 2 | | 3 | | **LO4** | 4 | | 2 | one | | - | 2 | | one | - | | 2 | 2 | | 3 | | **LO5** | 4 | | 2 | one | | - | 2 | | one | - | | 2 | 2 | | 3 | | **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** | | General business | 4 | 2 | one | - | 2 | one | - | 2 | 2 | 3 | |