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| **Name of the Course** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **General Business** |  | 1 | 2+0 | 2 | 3 |
| Prerequisite Courses |  |
| Language of the Courses | Turkish |
| Category of the Course | Departmental Elective |
| Coordinator of the Course |   |
| Lecturer |   |
| Asistants of the Course |   |
| Objective of the Course | Main objective of the course ,the student will be provided with information about the basic concepts of business, business types, selection of business establishment location and basic competencies related to business establishment. |
| Learning Outputs of the Course | At the end of the course, the student:1. Gains information about the concept of business and the classification of businesses.
2. Gains information about the selection of business establishment location.
3. Learns about establishing a business.
4. Gains information about executing business establishment transactions.
5. Gains information about opening the workplace .
 |
| Content of the Course | This course includes basic concepts of business, business types, selection of business establishment location and basic information about business establishment. |
| **Weeks** | **Subjects** |
| 1 | Definition of business and basic concepts of business |
| 2 | Business objectives |
| 3 | Rationalization processes in businesses |
| 4 | Surroundings of businesses |
| 5 | Relationship of business with other disciplines |
| 6 | Relationship of business with other disciplines |
| 7 | Classification of businesses |
| 8 | Classification of businesses |
| 9 | Market research in the establishment activities of enterprises |
| 10 | Market research in the establishment activities of enterprises |
| 11 | Factors determining the choice of establishment location of enterprises |
| 12 | Factors determining the choice of establishment location of enterprises |
| 13 | Business establishment studies |
| 14 | Business establishment studies |

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| **Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **References** |
|  Aktepe E (2007). *General business.* Nobel Publication Distribution, Ankara.Soyşekerci S. and Erturgut R. (2011). *General Business* . Criterion Publications, Istanbul. |
| **Assessment System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **Learning Outcomes of the Program and Course Matrix Chart** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **LO1** | 5 | 5 | 5 | 2 | 5 | 5 | 4 | - | 5 | 4 | 3 | 4 |
| **LO2** | 5 | 5 | 5 | 2 | 5 | 5 | 4 | - | 5 | 4 | 3 | 4 |
| **LO3** | 5 | 5 | 5 | 2 | 5 | 5 | 4 | - | 5 | 4 | 3 | 4 |
| **LO4** | 5 | 5 | 5 | 2 | 5 | 5 | 4 | - | 5 | 4 | 3 | 4 |
| **LO5** | 5 | 5 | 5 | 2 | 5 | 5 | 4 | - | 5 | 4 | 3 | 4 |
| **LO: Learning Outcomes PO: Program Outcomes** |
| **Contribution****Level** | **1 Very Low** | **2 Low** | **3 Intermediate** | **4 High** | **5 Very High** |

Relevance of Program Outcomes and Course

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of the Course** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| General Business | 5 | 5 | 5 | 2 | 5 | 5 | 4 | - | 5 | 4 | 3 | 4 |

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