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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 | Compulsory |
| Course Coordinator |   |
| Instructor |   |
| Course Assistants |   |
| The aim of lesson | It is aimed to provide information about the scope and content of the concept of business. |
| Course Learning Outcomes | At the end of this course, the student;1.Learns the basic business concepts.2. Comprehends the functions of businesses in economic and social life.3. Gains the ability to analyze the environmental conditions of the enterprise.4.Learns how businesses are established and classifies businesses according to different criteria.5. Learns the concept of entrepreneurship in detail. Gains business start-up and innovation skills.6.Learns the units of the enterprises, obtains sufficient information about the functions and mutual relations of these units. |
| Course Content | Internal and external environment of the enterprise, legal infrastructure of the enterprise, functions of the enterprise. |
| **Weeks** | **Topics** |
| one | to business Introduction : Business Concept and Scope |
| 2 | of businesses Classification |
| 3 | of the business Inner and External around  |
| 4 | of businesses Installation Process |
| 5 | In businesses Growth : Growth Types and Mergers |
| 6 | Business Functions : Management  |
| 7 | Management Functions : Planning , Organizing , Execution and Control |
| 8 | Business Functions : Production |
| 9 | Business Functions : Marketing  |
| 10 | Business Functions : Human Sources  |
| 11th |  Business Functions : Accounting  |
| 12 | Business Functions : Financing |
| 13 | Business Functions : R&D and Human Sources |
| 14 | Ethics and Social Responsibility in Business |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |
| Urper, Y. et al. (2014). *General business* . Anadolu University Open Education Faculty Publications. |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
| **LO1** | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | - | - | 2 |
| **LO2** | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | - | - | 3 |
| **LO3** | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | - | - | 3 |
| **LO4** | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | - | - | 2 |
| **LO5** | 3 | 3 | 4 | 4 | 5 | 2 | 2 | 4 | 3 | - | - | 3 |
| **LO6** | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | - | - | 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** | **PO11** | **PO12** |
| General business | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | - | - | 3 |

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