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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Introduction to Business** | |  | 1 | 4+0 | 4 | 5 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Compulsory | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | Basic concepts of business and business management, aims of business, establishment activities, capacities and functions, making distinction between contemporary business and traditional business administration, and having information about the operating methods 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 relationship between the basic concepts of business science. 3. Applies the principles of rationality in business to business related problems. 4. List the types of businesses 5. Determines the necessary managerial/structural elements to establish an effective business. 6. Summarizes the business functions, supports the operations, submits the financial reports to the manager's approval. | | | | | | | Course Content | Basic concepts of Business Science, Establishment studies of enterprises, Principles of rationality of enterprises, Objectives of enterprises, enterprise environment, Enterprise size, capacity, Classification of enterprises, | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | Basic concepts of Business Science | | | | | | | 2 | Establishment of businesses | | | | | | | 3 | Principles of rationality of business | | | | | | | 4 | Business objectives, business environment | | | | | | | 5 | Business size, capacity | | | | | | | 6 | Classification of businesses | | | | | | | 7 | Management function | | | | | | | 8 | Production function | | | | | | | 9 | Marketing function | | | | | | | 10 | Accounting function | | | | | | | 11 | Financing function | | | | | | | 12 | Human Resources function | | | | | | | 13 | R&D and Public Relations function | | | | | | | 14 | An overview | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use them in their fields and applications. | | **resources** | | Soyşekerci, S., & Erturgut, R. (2011). Meslek yüksekokulları için genel işletme. Kriter Yayınları. | | **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** | 5 | | 5 | 5 | 3 | | 3 | | - | - | - | | 5 | | 5 | | **LO2** | 5 | | 5 | 5 | 3 | | 3 | | - | - | - | | 5 | | 5 | | **LO3** | 5 | | 5 | 5 | 3 | | 3 | | - | - | - | | 5 | | 5 | | **LO4** | 5 | | 5 | 5 | 3 | | 3 | | - | - | - | | 5 | | 5 | | **LO5** | 5 | | 5 | 5 | 3 | | 3 | | - | - | - | | 5 | | 5 | | **LO6** | 5 | | 5 | 5 | 3 | | 3 | | - | - | - | | 5 | | 5 | | **LO: Learning Outcomes OP: Program Outcomes** | | | | | | | | | | | | | | | | | **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** | | Introduction to Business | 5 | 5 | 5 | 3 | 3 | - | - | - | 5 | 5 | |