|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Genel İşletme** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | İşletme ile ilgili temel kavramları, işletmenin amaçlarını, kuruluş çalışmalarını kapasitelerini ve fonksiyonlarını öğretmek ve çağdaş işletmelerin faaliyetleri hakkında bilgilendirmektir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. İşletme bilimi ile ilgili temel kavramları tanımlar. 2. İşletmeler ve çevreleri arasındaki ilişkileri açıklar. 3. İşletmelerde rasyonellik ilkelerini işletme ile ilgili problemlere uygular. 4. İşletme çeşitlerini sıralar. 5. İşletme fonksiyonlarını özetler. | | | | | | | Dersin İçeriği | Bu ders; işletme ile ilgili temel kavramlar, işletmelerin kuruluş çalışmaları, amaçları, çevreleri, büyüklükleri, kapasiteleri, sınıflandırılmaları ve yönetim, üretim, pazarlama, insan kaynakları, muhasebe, finansman, halkla ilişkiler, araştırma-geliştirme gibi fonksiyonları hakkında bilgiler verir. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İşletme Bilimi Ile Ilgili Temel Kavramlar | | | | | | | 2 | İşletmelerin Kuruluş Çalışmaları | | | | | | | 3 | İşletmelerin Rasyonellik Ilkeleri | | | | | | | 4 | İşletmelerin Amaçları, Işletme Çevresi | | | | | | | 5 | İşletme Büyüklüğü, Kapasite | | | | | | | 6 | İşletmelerin Sınıflandırılması | | | | | | | 7 | Yönetim Fonksiyonu | | | | | | | 8 | Üretim Fonksiyonu | | | | | | | 9 | Pazarlama Fonksiyonu | | | | | | | 10 | Muhasebe Fonksiyonu | | | | | | | 11 | Finansman Fonksiyonu | | | | | | | 12 | İnsan Kaynakları Fonksiyonu | | | | | | | 13 | Ar-Ge Fonksiyonu | | | | | | | 14 | Halkla İlişkiler Fonksiyonu | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Mirze, K. (2014) İşletme, Literatür Yayıncılık.  Taslak vd. (2009) *İşletme Bilimine Giriş.*Murathan Yayınevi.Trabzon.  Aktepe E. (2007) Genel İşletme, Nobel Yayın Dağıtım, Ankara. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 4 | | 2 | 1 | | - | 2 | | 1 | - | | 2 | 2 | | 3 | | **ÖÇ2** | 4 | | 2 | 1 | | - | 2 | | 1 | - | | 2 | 2 | | 3 | | **ÖÇ3** | 4 | | 2 | 1 | | - | 2 | | 1 | - | | 2 | 2 | | 3 | | **ÖÇ4** | 4 | | 2 | 1 | | - | 2 | | 1 | - | | 2 | 2 | | 3 | | **ÖÇ5** | 4 | | 2 | 1 | | - | 2 | | 1 | - | | 2 | 2 | | 3 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Genel İşletme | 4 | 2 | 1 | - | 2 | 1 | - | 2 | 2 | 3 | |