

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to BUSINESS	ULY1124220	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Emine GÜNDOĞMUŞ				
Name of Lecturer(s)	Assist.Prof. Emine GÜNDOĞMUŞ				
Assistant(s)					
Aim	The aim of the course is to prepare students with the basic knowledge and skills related to business administration for the professional and business life and to provide the outlook for students with a broad and holistic perspective.				
Course Content	This course contains; Basic concepts of business administration,The interaction between environment and the business,Business Types in terms of Qualitative, Legal and Economic Perspectives,Business Types in terms of Qualitative, Legal and Economic Perspectives,Entrepreneurship and the International Business,Management and Management Functions,Management Functions and Related Processes,Human Resources Management and Its Functions,Production Process and Management,Financial Management,Accounting Management,Marketing Management,Research and Development Management,Public Relations Management.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to explain the basic concepts of business administration.			16, 9	A	
1.1. States the concepts of needs, utility, economic goods and services, production, businesses, managers, entrepreneurs, consumption and consumers.			16, 9	A	
1.2. States the business objectives and the responsibilities and business ethics.			16, 9	A	
1.3. Evaluates the interaction between business administration and other sciences.			16, 9	A	
2. Will be able to explain the business-environment relationship.			10, 14, 16, 4, 9	A	
2.1. Defines the concept of environment in terms of business science.			10, 14, 16, 4, 9	A	
2.2. Describes the business environment of the business, its dimensions and the effects of these dimensions on the business.			10, 14, 16, 4, 9	A	
2.3. Explains the adaptation strategies of the business for environmental changes.			10, 14, 16, 4, 9	A	
3. Will be able to express business types in terms of qualitative, functional, legal and economic perspectives.			10, 14, 16, 4, 9	A	
3.1. Compares the types of businesses according to their scale and functions.			10, 14, 16, 4, 9	A	
3.2. Classifies businesses from the legal perspective.			10, 16, 9	A	
3.3. Explains mergers, acquisitions and strategic cooperations.			10, 14, 16, 4, 9	A	
4. Will be able to explain the basic concepts of international business.			10, 14, 16, 4, 9	A	
4.1. Explains import, export and related concepts.			10, 14, 16, 4, 9	A	
4.2. Lists the stages of foreign trade.			16, 9	A	
4.3. Explain the factors that support or prevent international foreign trade.			10, 16, 9	A	
5. Will be able to interpret the management process and management functions.			10, 14, 16, 4, 9	A	
5.1. Defines the management, the manager, the management levels , the management skills and the managerial roles.			16, 9	A	
5.2. Describes the management functions and their interaction.			10, 14, 16, 4, 9	A	
5.3. Discusses the historical evolution of the management approaches.			10, 16, 9	A	
6. Will be able to interpret business functions in businesses.			10, 14, 16, 4, 9	A	
6.1. Explains the human resources management and public relations management.			10, 14, 16, 4, 9	A	
6.2. Explains marketing management, R&D management and production management in business.			10, 14, 4, 9	A	
6.3. Describes the basic concepts of financial management and accounting management.			10, 16, 9	A	
Teaching Methods	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Basic concepts of business administration	Students are required to read the related chapter in their text books.			
2	The interaction between environment and the business	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.			
3	Business Types in terms of Qualitative, Legal and Economic Perspectives	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.			
4	Business Types in terms of Qualitative, Legal and Economic Perspectives	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.			
5	Entrepreneurship and the International Business	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.			
6	Management and Management Functions	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.			
7	Management Functions and Related Processes	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.			

Lecture Schedule		
Sequence	Topics	Preliminary Preparation
8	Human Resources Management and Its Functions	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.
9	Production Process and Management	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.
10	Financial Management	Students are required to read the related chapter in their text books.
11	Accounting Management	Students are required to read the related chapter in their text books.
12	Marketing Management	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.
13	Research and Development Management	Students are required to read the related chapter in their text books.
14	Public Relations Management	Students are required to read the related chapter in their text books. They also have to read the related case and discuss its relation to the topics discussed in the lectures.
Evaluation Methods		Weight(%)
Midterm Exam		40
General Exam		60

Resources
Canan Çetin ve M.Lütfi Arslan, Temel İşletmecilik, Beta Yayınları, İstanbul, 2023, S. Kadri Mirze, İşletme, Literatür Yayıncılık, İstanbul, 2014. Tamer Koçel, İşletme Yöneticiliği, Beta Yayınları, İstanbul, 2015. Mehmet Kara ve Soner Taslak, İşletme Bilimine Giriş (Modern İşletmecilik, Ekin Kitabevi, İstanbul, 2013. Göksel Ataman, İşletme Yönetimi, Türkmen Kitabevi, 2011. İsmet Mucuk, Temel İşletme Bilgileri, Türkmen Kitabevi, 2011. Halil Can ve Semra Güney, Genel İşletme, Siyasal Kitabevi, 2015. Erdal Ünsalan ve Bülent Şimşeker, Temel İşletmecilik Bilgileri, Detay Yayıncılık, 2009. S.Kadri Mirze ve Hayri Ülgen, İşletmelerde Stratejik Yönetim, Beta, 2016.Griffin, Ricky W., "Principles of Management" - Cengage Learning, 2019. Daft, Richard L., "Management" - Cengage Learning, 2021. http://mebis.medipol.edu.tr adresinde yayınlanacak olan ilgili bağlantılar