

**Vocational School of Social Sciences / Foreign Trade**

**2024 - 2025 Academic Year**

**GENERAL BUSINESS**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
GENERAL BUSINESS	DŞT1127630	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Yasemin ÇİÇEKÇİSOY KAYA				
<b>Name of Lecturer(s)</b>	Assist.Prof. Yasemin ÇİÇEKÇİSOY KAYA				
<b>Assistant(s)</b>					
<b>Aim</b>	To learn the basic knowledge of business science and all functions of business administration in a way to form the basis of other courses to be taught at SBMYO.				
<b>Course Content</b>	This course contains; Definition of Business, Historical Development of Business Administration, Aims and principles of Business and Fundamental Notions of Business,The relationship of Business Science with other Sciences,Classification and Juridical Structures of Business,(Stages of) Business's Founding (Study)- Feasibility study – Data Collection Techniques,Principles of Business Administration,Business Growth Policies in the Local and Global Environment,Business Administration and Competitiveness in the Global Environment,Introduction to Business Functions – Definition of Functions and Introduction to Human Resources Function ( Mid-Term ),Human Resources Function of Business – Corporate Communications Function,Accounting – Finance Function,Production Function (of Business),Marketing Function (of Business),Ethical Principles in Business (Administration),Concept of Social Responsibility in Business.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. will be able to explain common terminology and concepts related to business administration.			16, 9	A	
1.1. Explains basic business concepts.			13, 16, 9	A	
1.2. They may relate the items that make up the business.			16, 9	A	
2. The enterprise will be able to analyze the cause of existence together with its surroundings.			13, 16, 9	A	
2.1. Entrepreneurs understand establishment work, choice of place of incorporation and determination of the capacity of the business.			13, 16, 9	A	
2.2. Explain how businesses operate and how they operate in an environment.			13, 16, 9	A	
2.3. Analyzes the factors affecting the site selection of enterprises.			12, 13, 16, 9	A	
3. Will be able to explain the legal structures of enterprises.			13, 16, 9	A	
3.1. Analyzes types of partnerships.			13, 16, 9	A	
3.2. Define the classification of businesses.			13, 16, 9	A	
3.3. Classifies businesses by their size.			16, 9	A	
4. Explain the types of agreements, mergers, integrations and cooperation of the enterprises.			16, 9	A	
4.1. He is explain the agreements made with the business.			13, 16, 9	A	
4.2. Businesses explain integrations.			13, 16, 9	A	
4.3. They disclose combinations of businesses.			13, 16, 9	A	
5. They will be able to comprehend the functions of enterprises, their relations with each other and how they function as a whole.			12, 16, 9	A	
5.1. They explain the basic functions of the businesses (Marketing, Production, Human Resources, Accounting, Finance, R & D).			13, 16, 9	A	
5.2. Assets of subsidiary functions (Human resources, Accounting, Finance, Purchasing, R & D).			13, 16, 9	A	
5.3. Defines management functions.			16, 9	A	
6. Within the framework of business ethics approaches; Learn how global problems affect national and international businesses and customers.			12, 13, 16, 9	A	
6.1. how quickly the business world changes and the importance of lifelong learning understand.			12, 16, 9	A	
<b>Teaching Methods</b>	12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Definition of Business, Historical Development of Business Administration, Aims and principles of Business and Fundamental Notions of Business				
2	The relationship of Business Science with other Sciences				
3	Classification and Juridical Structures of Business				
4	(Stages of) Business's Founding (Study)- Feasibility study – Data Collection Techniques				
5	Principles of Business Administration				
6	Business Growth Policies in the Local and Global Environment				
7	Business Administration and Competitiveness in the Global Environment				
8	Introduction to Business Functions – Definition of Functions and Introduction to Human Resources Function ( Mid-Term )				
9	Human Resources Function of Business – Corporate Communications Function				
10	Accounting – Finance Function				
11	Production Function (of Business)				
12	Marketing Function (of Business)				
13	Ethical Principles in Business (Administration)				

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<b>Lecture Schedule</b>		
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>
14	Concept of Social Responsibility in Business	
<b>Evaluation Methods</b>		<b>Weight(%)</b>
Midterm Exam		40
General Exam		60

<b>Resources</b>
Prof.Dr. Canan Çetin- Introduction to Business, Beta Basım Yayım, 9th Edition