

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

INTRODUCTION to BUSINESS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to BUSINESS	BUS1165260	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Res.Assist. Duygu GÜNER GÜLTEKİN				
Name of Lecturer(s)	Res.Assist. Duygu GÜNER GÜLTEKİN, Assoc.Prof. Ömer Erdem KOÇAK				
Assistant(s)					
Aim	The course introduces main functions of business administration in order to familiarize students with their profession and the business life.				
Course Content	This course contains; Introduction, explanation of the modus operandi of the lecture,Fundamental Concepts for Business & Business - Environment Interaction,Fundamental Concepts Related to Business & Types of Business (Part 1),Fundamental Concepts Related to Business & Types of Business (Part 2),International, Multinational & Transnational Business,Functions of Management ,Organizing Function ,Operations Management & Quality,Human Resources Management (1),Human Resource Management (2),Leadership and Decision Making,Marketing Management & Consumer Behavior,Business Ethics & Social Responsibility,Q&A.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to explain the basic concepts of business administration.			14, 16, 9	A, E	
1.1 The student explains the concepts of need, utility, economic goods and services, manager, management, entrepreneur, consumer.			16, 9		
1.2 The student defines the business objectives, responsibilities and ethics.			16, 9		
1.3 The student explains the business functions and the interaction between them.			16, 9		
2. Will be able to explain the business-environment relationship.			14, 16, 9	A, E	
2.1 The student discusses the general environmental dimensions and their effects on the business.			14, 16, 9		
2.2 The student discusses the task environment, its dimensions, and its effects on the business.			14, 16, 9		
2.3 The student explains the business adaptation strategies for environmental changes.			14, 16, 9		
3. Will be able to explain business types in terms of quality, function, law and economic mergers.			14, 16, 9	A, E	
3.1 The student compares businesses in terms of their scales.			14, 16, 9		
3.2 The student defines businesses in terms of their functions.			16, 9		
3.3 The student classifies businesses in terms of their legal structures.			16, 9		
3.4 The student discusses business mergers, acquisitions and strategic alliances.			16, 9		
4. Will be able to explain the concepts related with entrepreneurship and the international business.			14, 16, 9	A, E	
4.1 The student explains the entrepreneurship concepts.			14, 16, 9		
4.2 The student explains the related concepts related with the import and export processes.			14, 16, 9		
4.3 The student explains the supporting or inhibiting elements of the international foreign trade.			14, 16, 9		
5. Will be able to discuss the management process and its' functions.			14, 16, 9	A, E	
5.1 The student defines the terms of management, manager, management levels, management skills and managerial roles.			14, 16, 9		
5.2 The student defines the management process.			14, 16, 9		
5.3 The student describes the management functions and their interaction.			14, 16, 9		
6. Will be able to explain the production management process.			14, 16, 9	A, E	
6.1 The student explains the production, production process, production systems, current production systems and production management.			16, 9		
6.2 The student defines the production functions.			16, 9		
6.3 The student explains the supply chain management.			14, 16, 9		
7. Will be able to explain the financial management and accounting management.			14, 16, 9	A, E	
7.1 The student defines the financial management.			16, 9		
7.2 The student explains the financial markets, the actors and the products in these market.			16, 9		
7.3 The student defines the concept of financial accounting.			16, 9		
7.4 The student explains the managerial accounting concept.			14, 16, 9		
8. Will be able to explain the marketing management and its elements.			14, 16, 9	A, E	
8.1 The student explains the definition, scope, and importance of marketing.			16, 9		
8.2 The student describes consumer behavior and the factors affecting consumer behavior.			14, 16, 9		
8.3 The student explains the marketing mix and its elements.			14, 16, 9		
9. Will be able to explain the human resources management and its functions.			14, 16, 9	A, E	
9.1 The student explains the definition, scope, and place of human resources management and its' effectiveness in the organizational structure.			14, 16, 9		
9.2 The student explains the functions of human resources management.			14, 16, 9		
Teaching Methods	14: Self Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction, explanation of the modus operandi of the lecture				
2	Fundamental Concepts for Business & Business - Environment Interaction	Completing the enrollment process for Pearson MyLab Accounts. Reading Chapter 1: Global Business Environment			

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Lecture Schedule		
Sequence	Topics	Preliminary Preparation
3	Fundamental Concepts Related to Business & Types of Business (Part 1)	Reading Chapter 3: Entrepreneurship, New Ventures & Business Ownership and Submitting MyLab Assignments.
4	Fundamental Concepts Related to Business & Types of Business (Part 2)	Reading Chapter 3: Entrepreneurship, New Ventures & Business Ownership and Submitting MyLab Assignments.
5	International, Multinational & Transnational Business	Reading Chapter 4: Understanding the Global Context of Business and submitting MyLab assignments
6	Functions of Management	Reading Chapter 5: Managing the Business and submitting MyLab assignments
7	Organizing Function	Reading Chapter 6: Organizing the Business and submitting MyLab assignments
8	Operations Management & Quality	Reading Chapter 7: Operations Management & Quality and submitting MyLab assignments
9	Human Resources Management (1)	Reading Chapter 8: Employee Behavior and Motivation and submitting MyLab assignments
10	Human Resource Management (2)	Reading Chapter 10: Human Resource Management & Labor Relations and submitting MyLab assignments
11	Leadership and Decision Making	Reading Chapter 9: Leadership and Decision Making and submitting MyLab assignments
12	Marketing Management & Consumer Behavior	Reading Chapter 11: Marketing Processes & Consumer Behavior and submitting MyLab assignments
13	Business Ethics & Social Responsibility	Reading Chapter 2: Understanding Business Ethics & Social Responsibility and submitting MyLab assignments
14	Q&A	Students prepare questions, and a discussion takes place in class for responses.
Evaluation Methods		Weight(%)
(Midterm Exam) MyLab Assignments (Case Studies, Video Cases, Scenario Based Learning) as part of the Midterm		30%
Midterm Exam		40
(General Exam) MyLab Assignments (Case Studies, Video Cases, Scenario Based Learning) as part of the General Exam		30%
General Exam		60

Resources
<p>Course Book: Business Essentials 13th edition by Ronald J. Ebert & Ricky W. Griffin, published by Pearson Education. Pearson MyLab materials. Lecture notes.</p> <p>Additional Reading:</p> <ol style="list-style-type: none"> 1. Mirze, Kadri. Introduction to Business, Literatür Yayınları. 2017 2. Ferrell, O.C., Hirt, Geoffrey, & Ferrell, Linda. Business Foundations: A Changing World, McGraw Hill, 2023. 3. Koçel, Tamel. İşletme Yöneticiliği. Beta Basım. 2014