

Vocational School / Medical Documentation and Secretariat

2023 - 2024 Academic Year

INTRODUCTION to BUSINESS SCIENCE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to BUSINESS SCIENCE	TDS1126440	Fall Semester	2+0	2	3
Prerequisites Courses					
Recommended Elective Courses	None				
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Elif BAYKAL				
Name of Lecturer(s)	Assist.Prof. Halil YORULMAZ				
Assistant(s)					
Aim	To give basic information about business and to provide the basis for upcoming years.				
Course Content	This course contains; Historical Background of Business,Basic concepts of Business,Classification of business styles,Choice of location and planning,The Birth and Historical Development of Management Science, management process and management functions,Production Management in Business,Marketing Management in Business,Human Resources Management in Business,Accounting Management in Business,Finance Management in Business,Management of Business Environment, Growth Drivers and Environmental Factors,Social Responsibility and Sustainability in Business,Contemporary Approaches and New Developments,General Review.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Defines the basic business functions.			16, 9	A	
Applies the basic principles of management.			16, 9	A	
Defines the human resources function.			16, 9	A	
Recognizes production and supply processes.			16, 9	A	
Lists the finance and accounting functions.			16, 9	A	
Teaching Methods	16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Historical Background of Business	Reading lecture note			
2	Basic concepts of Business	Reading lecture note			
3	Classification of business styles	Reading lecture note			
4	Choice of location and planning	Reading lecture note			
5	The Birth and Historical Development of Management Science, management process and management functions	Reading lecture note			
6	Production Management in Business	Reading lecture note			
7	Marketing Management in Business	Reading lecture note			
8	Human Resources Management in Business	Reading lecture note			
9	Accounting Management in Business	Reading lecture note			
10	Finance Management in Business	Reading lecture note			
11	Management of Business Environment, Growth Drivers and Environmental Factors	Reading lecture note			
12	Social Responsibility and Sustainability in Business	Reading lecture note			
13	Contemporary Approaches and New Developments	Reading lecture note			
14	General Review	Reading lecture note			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture notes, web sites relevant to topics, power pointsİsmet Mucuk, Modern İşletmecilik, Türkmen Kitabevi, 2018. Şerif Şimşek, Adnan Çelik, İşletme Bilimlerine Giriş, Eğitim Kitabevi, 2022.