Course Syllabus

Code - Course Title	**VBA110 - Introduction to Business**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ ÖNDER DORAK

Mode of Delivery	Face to face

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Business Organization: Legal forms of ownership	
Week - 2		Corporate governance structures	
Week - 3		Organizational hierarchies	
Week - 4		Business ethics	
Week - 5		Business functions: Strategic marketing	
Week - 6		Operations and supply chain management	
Week - 7		Human resources	
Week - 8		Financial accounting fundamentals	
Week - 9		Business Strategy: Achieving competitive advantage	
Week - 10		SWOT analysis frameworks	
Week - 11		Porter's five forces and industry lifecycle dynamics	
Week - 12		Entrepreneurship and Innovation	
Week - 13		Business models	
Week - 14		Lean startup methods	

Learning Outcomes

#	Learning Outcome
1	Identify legal corporate governance structures
2	Analyze supply chain and financial operations

Learning Outcomes

#	Learning Outcome
3	Apply SWOT and Porter's five forces frameworks
4	Utilize lean startup and business model methodologies

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.