Course Syllabus

Code - Course Title	**İŞL113 - Introduction to Business**
Course Type	I. SEMESTER
Laboratory + Practice	4+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses

Mode of Delivery	The mode of delivery of this course is face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Sevgi Ayşe Öztürk (Editör), Genel İşletme, İlkeler ve İşlevler, Ankara: Detay Yayıncılık, 2014.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Concepts of Business	
Week - 2		The Historical Evolution of Businesses	
Week - 3		Types of Business	
Week - 4		The Importance, Objectives and Environmental Factors of Businesses	
Week - 5		The Establishment of Businesses	
Week - 6		Management Functions	
Week - 7		Production	
Week - 8		Marketing	
Week - 9		Finance	
Week - 10		Accounting	
Week - 11		Human Resources Management	
Week - 12		Corporate Communication	
Week - 13		Research and Development, Innovation	
Week - 14		Corporate Social Responsibility and Business Ethic	

Learning Outcomes

#	Learning Outcome
1	Can explain the common terminology and terms related to business.
2	Can analyze reason for being of the business with it's environment.
3	Understands the legal structure of the businesses.
4	Defines forms of agreement, merger, integration and collaboration of the businesses.
5	Understands the functions of businesses, their relations with each other, the operation as a whole

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.