Course Syllabus

Code - Course Title	**İŞL113U - Introduction to Business**
Course Type	I. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Course Instructor(s)	PROF. DR. BAYRAM ZAFER ERDOĞAN

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	all journals and newspapers about business and management such as Capital, The Economist, Para, Fortune, Pazarlama Dünyası, Platin, Turkishtime, etc.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Foundations of Business	
Week - 2		Business in the Global Context	
Week - 3		Management	
Week - 4		Managing Human Resources	
Week - 5		Marketing Management	
Week - 6		Production Management and Managing Information Systems	
Week - 7		Accounting and Financial Analysis	
Week - 8		Managing Financial Resources	
Week - 9		The function of management in enterprises and its basics	
Week - 10		The function of marketing in enterprises and its basics	
Week - 11		The function of production in enterprises and its basics	
Week - 12		The function of financial management in enterprises and its basics	
Week - 13		Human Resources and Public Relations at Businesses.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		The function of research and development in enterprises	

Learning Outcomes

#	Learning Outcome
1	Explain the functions of business management.
2	Analyse and identify business management from a functionalist perspective.
3	Identify the fundamental problems of business management.
4	Debate and question the possible solutions for the identified business management problems.
5	Define the basics of business, the types of business, and functional areas of business.
6	Understand basic aspects and important issues that need to be considered for international trade.
7	Define management and the concept of human resource management.
8	Develop skills necessary for an integrated management of the marketing mix elements.
9	Define the concept of production management, accounting, and finance.

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**