

GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Introduction to Business Administration / Introduction to Business Administration	
Ders Kodu / Course Code	EBUS101	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Bachelor / Bachelor	
Ders Akts Kredi / ECTS	0	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	3.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	1	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language	English / English	
Ön Koşulu Olan Ders(ler) / Precondition Courses		
Amacı / Purpose		- This course aims to explain the business terminology, current/critical business issues and concepts used to understand the role and function of businesses by focusing organization, finance, marketing, management, human resources, personnel administration, production and economics etc. It covers basic concepts of management issues; marketing of goods and services; basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business; basic elements of accounting, computers, and business law ; changing factors that could influence business in the future and so on.

İçeriği / Content		Overview of the Business Administration; Concepts and Issues Economic, Social, Technological, Market and Global Environment; basics of economics (factors of production, economic system ec); ethics, social responsibility International trade, foreign markets, multicultural environment Management Terms and Definitions, functions of management, structure of management, management skills, managerial roles Leadership, Communication in organizations Human resource management, foundations of marketing, Strategic marketing management, marketing mix, branding, marketing ethics Production system, process, production management, quality management, supply chain management Information technology, information systems, managing information systems and decision making Accounting Terms and definition, bookkeeping, areas of accounting, recording business Basic financial statements, analyzing financial statements, ethics in financial statements
Önerilen Diğer Hususlar / Recommended Other Considerations		
Staj Durumu / Internship Status		
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading		¶Bové, C. L., & Thill, J. V. (2014). Business in action. Pearson Higher Ed ¶Jeff, M. (2001). Introduction to business. ¶Kelly, M., & Williams, C. (2018). Busn.10 Introduction to business.Cengage Learning.
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)	Assit. Prof. Dr. Tanyeri USLU	

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	İşletme yönetiminin temel ilkelerine ilişkin temel konuları anlayabilme	Basic understanding of core principles of business administration
2	Öğrencileri işletmelerin işlevleriyle tanıştırmak	To familiarize students with functions of businesses
3	Arz ve talep konularının temel anlayışı	Basic understanding of supply and demand issues
4	Öğrencilere iş çevresi boyutlarını ve çevre sorunları, sürdürülebilirlik, teknoloji vb. Sosyal / politik / ekonomik kavramları tanıtmak.	To introduce students dimensions of business environment and social/political/economic concepts such as environmental issues, sustainability, technology etc.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
1	<p>Overview of the Business Administration; Concepts and Issues</p> <p>Economic, Social, Technological, Market and Global Environment; basics of economics (factors of production, economic system ec); ethics, social responsibility</p> <p>International trade, foreign markets, multicultural environment</p> <p>Management Terms and Definitions, functions of management, structure of management, management skills, managerial roles</p> <p>Leadership, Communication in organizations</p> <p>Human resource management, foundations of marketing, Strategic marketing management, marketing mix, branding, marketing ethics</p> <p>Production system, process, production management, quality management, supply chain management</p> <p>Information technology, information systems, managing information systems and decision making</p> <p>Accounting Terms and definition, bookkeeping, areas of accounting, recording business transactions</p> <p>Basic financial statements, analyzing financial statements, ethics in financial statements</p> <p>Cases , Readings, Presentations and Discussions</p> <p>Cases , Readings, Presentations and Discussions</p>				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
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Toplam / Total:	0	0
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		0

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
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Toplam / Total:	0	0
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		0

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:	0
Değerlendirme Tipi / Evaluation Type:	

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yüğü (Saat) / Total Work Load (Hour)
Toplam / Total:	0	0	0
Dersin AKTS Kredisi = Toplam İş Yüğü (Saat) / 25.00 (Saat/AKTS) = 0.00/25.00 = 0.00 ~ 0.00 / Course ECTS Credit = Total Workload (Hour) / 25.00 (Hour / ECTS) = 0.00 / 25.00 = 0.00 ~ 0.00			

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes												
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.1	1.1.1	1.1.1	1.1.1
1.İşletme yönetiminin temel ilkelerine ilişkin temel konuları anlayabilme / Basic understanding of core principles of business administration	5	5	5	5	5	5	5	5	5	5	5	5	5
2.Öğrencileri işletmelerin işlevleriyle tanıştırmak / To familiarize students with functions of businesses													
3.Arz ve talep konularının temel anlayışı / Basic understanding of supply and demand issues													
4.Öğrencilere iş çevresi boyutlarını ve çevre sorunları, sürdürülebilirlik, teknoloji vb. Sosyal / politik / ekonomik kavramları tanıtmak. / To introduce students dimensions of business environment and social/political/economic concepts such as environmental issues, sustainability, technology etc.													

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high