

# TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences  
International Trading And Logistics (English)

## Course Information

INTRODUCTION TO BUSINESS ADMINISTRATION					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
MAN103	Fall	3	0	3	5

<b>Prerequisites and co-requisites</b>	NONE
<b>Language of instruction</b>	English
<b>Type</b>	Required
<b>Level of Course</b>	Bachelor's
<b>Lecturer</b>	Asst. Prof. Metin OCAK
<b>Mode of Delivery</b>	Face to Face
<b>Suggested Subject</b>	NONE
<b>Professional practise ( internship )</b>	None
<b>Objectives of the Course</b>	The aim of this course is to provide students knowledge about the basic concepts and techniques about business administration and business life and to provide students knowledge about how concepts are applied to work life 3. Make students equipped for other courses about business administration
<b>Contents of the Course</b>	This undergraduate course provides necessary knowledge and skills about fundamentals of business and economics, ethics & social responsibility, functions of management, marketing, human resource management, entrepreneurship, production, motivation.

## Learning Outcomes of Course

#	Learning Outcomes
1	Gains ability to carry out research and investigations about all main functions of businesses under the scientific, institutional and social codes of ethics and preparing objective and critical reports out of the findings of such research
2	Gains the necessary communication skills to accurately and precisely participate in both verbal and written information transfer with all the partners of the institution.
3	Struggles for constant progress while keeping in mind that research and education is a life long process and passes the experiences to others.
4	Actively participates in local and international projects, identifies the relationships between internal and external participants and provides directions and motivation by applying effective verbal skills.

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Course introduction & statement of objectives	face to face
2	Business In General	face to face
3	Forming Business and Business Types	face to face
4	Business In Global Context	face to face
5	Management Functions In Business	face to face
6	Human Resource Management In Business	face to face
7	Human Resource Management In Business	face to face
8	Midterm exam	-

9	Accounting and Financing In Business	face to face
10	Accounting and Financing In Business	face to face
11	Operations Management In Business	face to face
12	Marketing Management In Business	face to face
13	Marketing Management In Business	face to face
14	New Concerns of Business	face to face
15	New Concerns of Business	face to face
16	Final Exam	-

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Bovee, C.L., Thill, John, V. & Mescon, M.H. (2006). Excellence in Business (3. Baski) ISBN: 0131870475		
2	Mirze, S.K.(2002). Introduction To Business. Literatür Publishing		

## Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

## Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Gains ability to carry out research and investigations about all main functions of businesses under the scientific, institutional and social codes of ethics and preparing objective and critical reports out of the findings of such research	4,6,8,9,10,12,13	1,2
2	Gains the necessary communication skills to accurately and precisely participate in both verbal and written information transfer with all the partners of the institution.	4,6,7,8,9,10,12,13	1,2
3	Struggles for constant progress while keeping in mind that research and education is a life long process and passes the experiences to others.	1,4,6,7,8,9,10,12,13	1,2
4	Actively participates in local and international projects, identifies the relationships between internal and external participants and provides directions and motivation by applying effective verbal skills.	1,4,6,7,8,9,10,12,13	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

## Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	1	20	20
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	18	18
8	Midterm Exam	1	1	1
9	Quiz	0	0	0

10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	1	1	1
				<b>150</b>