

TOROS ÜNİVERSİTESİ

Faculty Of Health Sciences

Course Information

INTRODUCTION TO BUSINESS ADMINISTRATION I					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
ISL101	Fall	3	0	3	4

Prerequisites and co-requisites	
Language of instruction	Turkish
Type	Required
Level of Course	Bachelor's
Lecturer	Assist. Prof.Dr. Nazmiye Ülkü PEKKAN
Mode of Delivery	Face to Face
Suggested Subject	
Professional practise (internship)	None
Objectives of the Course	The aim of this course; to gives students the business language they need to feel confident in taking the first steps toward becoming successful business majors and successful business people.
Contents of the Course	1. Types of business, a short history of business, introducing the contemporary business environment 2. Creating a corporation, corporate governance, special issues in corporate ownership 3. Economic study, supply and demand forecasting, location, capacity, technical study, total investment, financial study 4. Managing the business enterprise, the management process, planning, organizing, directing, controlling, types of managers, basic management skills, trends and challenges, production planning, cost and sales planning, marketing, history of marketing, marketing research, strategic marketing, marketing mix, international marketing 5. What is accounting and who uses accounting information?, record keeping, , the accounting equation, double entry accounting, balance sheets, income statements, analyzing financial statements, understanding financial issues, the Turkish financial system, financial planning and analyzing 6. Managing human resources, staffing the organization, developing the workforce, important of public relations, communication, concept of research and development, research and development working.

Learning Outcomes of Course

#	Learning Outcomes
1	To be able to define objectives of business and aims of business,
2	To be able to establish business to take into consideration relating to law
3	To be able to make economical, technical and finacial study
4	To be able to explain management, production, accounting, human resources, finance, research and development and marketing functions
5	To be able to explain the human resources, public relations and research-development subsystems which are the support functions of the enterprise.
6	To be able to explain the accounting and financial subsystems of the business

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Concept of Business and Business Management	Verbal Presentation
2	Business Environment	Verbal Presentation
3	Types of Business	Verbal Presentation
4	Types of Business Relating to Law	Verbal Presentation

5	Creating A Corporation	Presentation
6	Business Capacity	Presentation
7	Location of Business	Presentation
8	Case Study	Verbal Presentation
9	Managing The Business Enterprise	Verbal Presentation
10	Managing Production and Improving Quality	Verbal Presentation
11	Understanding Principles of Marketing	Verbal Presentation
12	Understanding Financial Issues	Verbal Presentation
13	Managing Human Resources and Labor Relations	Verbal Presentation
14	Importing of Public Relations and Research-Development	Verbal Presentation
15	Subject Repeat	Verbal Presentation
16	Final Exam	

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	. İsmet Mucuk, (2005) Modern İşletmecilik,		
2	Louis E. Bone, David L. Kurtz, (2005) Contemporary Business,		

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	To be able to define objectives of business and aims of business,	1	1,2
2	To be able to establish business to take into consideration relating to law	9	1,2
3	To be able to make economical, technical and financial study	15	1,2
4	To be able to explain management, production, accounting, human resources, finance, research and development and marketing functions	8	1,2
5	To be able to explain the human resources, public relations and research-development subsystems which are the support functions of the enterprise.	11	1,2
6	To be able to explain the accounting and financial subsystems of the business	14	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	0	0	0
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	10	10
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	1	3	3
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	1	1
16	Final Exam	1	1	1
				100