

# TOROS ÜNİVERSİTESİ

Faculty Of Health Sciences

## Course Information

INTRODUCTION TO BUSINESS ADMINISTRATION II					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
ISL102	Spring	2	0	2	5

<b>Prerequisites and co-requisites</b>	None
<b>Language of instruction</b>	Turkish
<b>Type</b>	Required
<b>Level of Course</b>	Bachelor's
<b>Lecturer</b>	Assoc.Prof.Dr. Abdullah ÇALIŞKAN
<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>	Introducing management and organization, financing, production, research and development, marketing, public relations and accounting functions by making functional analysis.
<b>Contents of the Course</b>	Production in business, marketing, finance, human resources, public relations, Ar-Ge, decision making and decision process in business management.

## Learning Outcomes of Course

#	Learning Outcomes
1	Linking the relationships between functions of management
2	Gaining ability to develop solutions to administrative problems
3	Define the concept of public relations and its basic principles
4	Define the importance of research and development in business and express both national and international progress in research and development.
5	Define the importance of decision making in business administration and analyze the elements and steps that affect the decision making process.
6	Explain production management

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Functions of management	Lecture, discussion, presentation
2	Searches and questions new marketing methods	Lecture, discussion, presentation
3	Production management	Lecture, discussion, presentation
4	New developments in production management	Lecture, discussion, presentation
5	Fundamental marketing components	Lecture, discussion, presentation
6	New marketing methods	Lecture, discussion, presentation
7	E-Commerce	Lecture, discussion, presentation
8	Midterm Exam	
9	Human resources management	Lecture, discussion, presentation
10	Career planning	Lecture, discussion, presentation

11	Wage management, labour relations	Lecture, discussion, presentation
12	Public relations	Lecture, discussion, presentation
13	Research on Ar-Ge with samples and comparisons	Lecture, discussion, presentation
14	Decision making process in business management	Lecture, discussion, presentation
15	General evaluation	Lecture, discussion, presentation
16	Final Exam	

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Şerif ŞİMŞEK, Adnan ÇELİK(2016), Genel İşletme, Eğitim Yayınevi, Konya.		
2	Mirze, S.K. (2010). İşletme. İstanbul: Literatür yayıncılık.		

## 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	Linking the relationships between functions of management	1,8	1,2
2	Gaining ability to develop solutions to administrative problems	1,8	1,2
3	Define the concept of public relations and its basic principles	1,8	1,2
4	Define the importance of research and development in business and express both national and international progress in research and development.	1,8	1,2
5	Define the importance of decision making in business administration and analyze the elements and steps that affect the decision making process.	1,8	1,2
6	Explain production management	1,8	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	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	2	28
3	Presentation and Seminar Preparation	1	10	10
4	Web Research, Library and Archival Work	1	10	10
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	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	22	22
16	Final Exam	1	1	1
				<b>110</b>