

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

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Required
Level of Course	Bachelor's
Lecturer	Assoc.Prof.Dr. Abdullah ÇALIŞKAN
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	Introducing management and organization, financing, production, research and development, marketing, public relations and accounting functions by making functional analysis.
Contents of the Course	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
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