

TOROS ÜNİVERSİTESİ

Vocational School
Logistics

Course Information

| INTRODUCTION TO BUSINESS ADMINISTRATION I | | | | | |
|---|----------|-------------|----------|-----------------|-------------|
| Code | Semester | Theoretical | Practice | National Credit | ECTS Credit |
| | | Hour / Week | | | |
| LOJ123 | Fall | 3 | 0 | 3 | 5 |

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|---|---|
| Prerequisites and co-requisites | None |
| Language of instruction | Turkish |
| Type | Required |
| Level of Course | Associate |
| Lecturer | Lect. Diler YAMAN |
| 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 |

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|----|--|-----------------------------------|
| 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 | 3 | 42 |
| 2 | Course Duration Except Class (Preliminary Study, Enhancement) | 14 | 2 | 28 |
| 3 | Presentation and Seminar Preparation | 1 | 1 | 1 |
| 4 | Web Research, Library and Archival Work | 1 | 1 | 1 |
| 5 | Document/Information Listing | 0 | 0 | 0 |
| 6 | Workshop | 0 | 0 | 0 |
| 7 | Preparation for Midterm Exam | 1 | 4 | 4 |
| 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 |
| | | | | 100 |