

BUSINESS

1	Course Title:	BUSINESS
2	Course Code:	IIZ1103
3	Type of Course:	Compulsory
4	Level of Course:	First Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	No
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Doç. Dr. ZERRİN FIRAT
15	Course Lecturers:	Dr.Öğr.Üyesi Mehmet CİRANOĞLU
16	Contact information of the Course Coordinator:	Doç. Dr. Zerrin FIRAT İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 firatzy@uludag.edu.tr
17	Website:	
18	Objective of the Course:	The purpose of this course is to investigate characteristics of management science, enterprises, business administration, business management and related concepts, principles and methods. Specifically, this course focuses on meeting the terminology and principles of business administration for students.
19	Contribution of the Course to Professional Development:	Gains the competence to manage and control the process by perceiving the management processes in businesses.
20	Learning Outcomes:	
	1	Business administration and basic concepts related to it can be learned
	2	The objectives and classification of businesses can be grasped
	3	Establishment stages and goals of the businesses can be learned
	4	Grasped the importance of the concepts of cost and profit for businesses
	5	The difference between the concepts of profit and revenue can be distinguished, profit planning and analysis can be done
	6	Business performance measurement and evaluation can be performed
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	1.BASIC CONCEPTS OF MANAGEMENT a.Human needs and the economic activities b.The relation between the needs, economy and production			
2	c.The concept and scope of businesses d.Historical development of business and relation with other disciplines			
3	2. OBJECTIVES AND CLASSIFICATION OF THE BUSINESSES a.The goals of business			
4	b.Place of business in the economy and the environment of business c.Classification of businesses			
5	d.Growth forms of enterprises e.Agreements between businesses and unions			
6	3.ESTABLISHMENT OF COMPANIES a.Reasons for the establishment of business b.Phases of the business organization			
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical	b. Area of using the information of the costs of operating	14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self study	c. Classification of operating costs and preparation	14	3.00	42.00
Homeworks		0	0.00	0.00
Projects	Repetition	0	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams	d. The concept of income	1	30.00	30.00
Others		0	0.00	0.00
Final Exams	e. Relations between the revenue and profit	1	30.00	30.00
Total Work Load				144.00
Total work load/ 30 hr				4.80
ECTS Credit of the Course				5.00
12	f.The break-even analysis			
13	6.BUSINESS PERFORMANCE a.Performance and business performance criteria			
14	b.The importance of productivity as a performance criterion in terms of business and the national economy c. The contribution of Value-added and enterprises to the national economy			

22	Textbooks, References and/or Other Materials:	-Şimşek, Ş. Ve Çelik, A. Genel İşletme, Eğitim Kitabevi, 2008 -Can, H. Ve Güney, S. Genel İşletme, Arıkan Basın Yay. Dağ., 2007	
23	Assesment		
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT
Midterm Exam		1	40.00
Quiz		0	0.00
Home work-project		0	0.00
Final Exam		1	60.00
Total		2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00	
Contribution of Final Exam to Success Grade		60.00	
Total		100.00	
Measurement and Evaluation Techniques Used in the Course		Relative evaluation system (RES)	
24	ECTS / WORK LOAD TABLE		

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	3	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							