

BUSINESS ECONOMICS

1	Course Title:	BUSINESS ECONOMICS
2	Course Code:	UAT5103
3	Type of Course:	Optional
4	Level of Course:	Second Cycle
5	Year of Study:	1
6	Semester:	1
7	ECTS Credits Allocated:	8.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Dr. Öğr. Üyesi ESRA GÜLER
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Dr. Öğr. Üyesi Esra Güler esrag@uludag.edu.tr İnegöl İşletme Fakültesi 0224-2962713
17	Website:	
18	Objective of the Course:	To provide to identify students management as a value producer, to get an analytical point of view for practical problems and their solution by theoretical review of economy
19	Contribution of the Course to Professional Development:	Understanding of all economic aspects of "business" as an economic unit
20	Learning Outcomes:	
	1	Realizing scope of management
	2	Identifying main management functions
	3	Identifying sources of business life problems
	4	To get professional solutions for the problems of management
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Scope of management economy and its research area	
2	Historical evolution of management economy	
3	Business and its environment	
4	Quality of business	

5	Structure of management	
6	Differentiation of enterprise and management	
7	Main functions of management	
8	Goal system of management	
9	Main concepts of management: demand, production, expenditure and structures of market	
10	Main concepts of management (continue)	
11	Size of businesses	
12	Choosing location at management	
13	Uniting of businesses	
14	Final exam	

22	Textbooks, References and/or Other Materials:	Tamer Müftüoğlu (2010), İşletme İktisadı, Turhan Kitabevi, Ankara. Muammer Doğan (2012), İşletme Ekonomisi ve Yönetim, Nobel Yay., Ankara.
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23	Assesment	
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	0	0.00
Quiz	0	0.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Contribution of Term (Year) Learning Activities to	0.00		
Practicals/Labs	0	0.00	0.00
Self Study and Preparation to Success Grade	100.00	3.00	42.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Measurement and Evaluation Techniques Used in the Relative Evaluation			
Field Studies	0	0.00	0.00

24	ECTS / WORK LOAD TABLE		
Midterm Exams	0	0.00	0.00
Others	0	0.00	0.00
Final Exams	1	150.00	150.00
Total Work Load			234.00
Total work load/ 30 hr			7.80
ECTS Credit of the Course			8.00

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	3	3	3	4	4	4	2	4	3	1	2	3	0	0	0	0
ÖK2	5	5	4	3	2	3	2	4	5	2	3	4	0	0	0	0
ÖK3	2	3	3	3	4	4	1	2	3	4	5	4	0	0	0	0
ÖK4	3	2	1	4	4	2	3	0	1	5	5	1	0	0	0	0

LO: Learning Objectives PQ: Program Qualifications

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High
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