

GENERAL BUSINESS

1	Course Title:	GENERAL BUSINESS	
2	Course Code:	ISYZ001	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	4.00	
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 TUBA BORA KILINÇARSLAN	
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları.	
16	Contact information of the Course Coordinator:	BUÜ Karacabey MYO Karacabey/BURSA E-mail: tubabora@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	The main objectives of the course are providing students with general information about businesses and teaching business functions.	
19	Contribution of the Course to Professional Development:	To have business knowledge	
20	Learning Outcomes:		
		1	To ensure that students are informed about the basic concepts of business
		2	To have general information about the purposes, establishment and growth of businesses
		3	To be able to know the business and its environment
		4	To understand the functions of businesses and their relationships with each other
		5	To be able to evaluate the environmental, social and governance impacts of businesses
		6	To ensure that students have knowledge about quality processes in businesses
		7	To inform students about business ethics
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21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Business science and its historical process		
2	Basic concepts of business		

3	Environment in business	
4	Purposes and classification of businesses	
5	Growth and merger strategies in businesses	
6	Management function in businesses	
7	Marketing function in businesses	
8	Production function in businesses	
9	Finance function in businesses	
10	Human resources and public relations function in businesses	
11	R&D function in businesses	
12	Environmental and social responsibilities of businesses	
13	Quality processes in businesses	
14	Business ethics in businesses	

22	Textbooks, References and/or Other Materials:	Zeyyat Sabuncuoğlu, Tuncer Tokol, Meslek Yüksekokulları İçin Genel İşletme, Alfa Aktüel Yayınları, 2019.
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23	Assesment	
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TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	30.00
Quiz	0	0.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	1	3.00	3.00
Contribution of Term (Year) Learning Activities to	40.00		42.00
Practicals/Labs	0	0.00	0.00
Self-study and Preparation to Success Grade	60.00	2.00	28.00
Homeworks	1	15.00	15.00
Projects	0	0.00	0.00
Measurement and Evaluation Techniques Used in the	Measurement and evaluation is carried out according to		
Field Studies	0	0.00	0.00
Midterm exams	1	15.00	15.00
24. ECTS / WORK LOAD TABLE			
Others	0	0.00	0.00
Final Exams	1	20.00	20.00
Total Work Load			120.00
Total work load/ 30 hr			4.00
ECTS Credit of the Course			4.00

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	0	4	0	0	0	0	0	0	0	0	0	0	5	0	0	0
ÖK2	0	4	0	0	0	0	0	0	0	0	0	0	4	0	0	0
ÖK3	0	4	0	0	0	0	0	0	0	0	0	0	5	0	0	0
ÖK4	0	4	0	0	0	0	0	0	0	0	0	0	5	0	0	0

ÖK5	0	5	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0
ÖK6	0	5	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0
ÖK7	0	4	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0
LO: Learning Objectives PQ: Program Qualifications																	
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High				