

## 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:	0	
6	Semester:	0	
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:	-----	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr.Gör. GAZANFER ERBAŞLAR	
15	Course Lecturers:	-----	
16	Contact information of the Course Coordinator:	gerbaslar@uludag.edu.tr 224-676 87 80/61642	
17	Website:		
18	Objective of the Course:	This course is intended to participate in management activities with the student's business by making installation procedures.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Understanding Business Definition.
		2	Business Enterprise Goals, Functions, organization and be knowledgeable about the growth of the General.
		3	Know basic management functions and the concept of management in general.
		4	Principles of Marketing, General Information about Owning.
		5	Explain the importance of business ethics
		6	Having General Information about the Production and Information Systems
		7	Having General Information about Financial Management.
		8	A knowledge of Human Resource Management.
		9	A knowledge of Public Relations Management
		10	Having information about the R & D activities
21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
1	Business and management concepts		
2	Classification of businesses		
3	Environment of business		
4	Company objectives and responsibilities Reasons for Business		

<b>5</b>	Selection of plant location	
<b>6</b>	Selection of plant location Purpose, place of incorporation and organizational factors	
<b>7</b>	The concept of Capacity	
<b>8</b>	Repeating courses and midterm exam	
<b>9</b>	Basic business management functions	
<b>10</b>	Business organizations.	
<b>11</b>	The production function	
<b>12</b>	The marketing function	
<b>13</b>	The finance function	
<b>14</b>	The human resources function	

<b>22</b>	Textbooks, References and/or Other Materials:	Business school textbooks, books and other resources to help.
<b>23</b>	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	50.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	50.00

Activities	Number	Duration (hour)	Total Work Load (hour)
Success Grade			
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Total	14	5.00	70.00
Self Study and preperation	10	7.00	70.00
Homeworks	0	0.00	0.00
Course Projects	0	0.00	0.00

Field Studies	0	0.00	0.00
Midterm exams	1	1.00	1.00
Others	2	18.00	36.00
Final Exams	1	1.00	1.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

[illegible]

ÖK5	0	0	0	0	3	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
ÖK7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	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			