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| **COURSE DESCRIPTION FORM** | |
| **Course Code and Name** | **SYB 201 INTRODUCTION TO BUSINESS MANAGEMENT** |
| **Course Semester** | 3rd Semester |
| **Catalog Content** | Basic concepts of business administration, location of enterprises, functions of business administration. |
| **Textbook** | Can, H., Tuncer, D., Ayhan, D, Y.; Genel Işletmecilik Bilgileri, Adım Yayıncılık, Ankara, 1991.  Scientific researches concerning to subject. |
| **Supplementary Textbooks** | - |
| **Credit** | 4 |
| **Prerequisites of the Course**  **(Attendance Requirements)** | Attendance Required |
| **Type of the Course** | Compulsory |
| **Instruction Language** | Turkish |
| **Course Objectives** | Giving the concept of administration, constructing of administrations and usage of administrative functions. |
| **Course Learning Outcomes** | Learning the basic concepts of business administration. |
| **Instruction Methods** | Formal learning |
| **Weekly Schedule** | 1.Introduction and description of general business administration  2. Concepts in business administration  3.Aims and types of business enterprise  4. Foundation of business enterprise  5. Legal aspects of business enterprise  6.Management and its functions  7. Basic functions of business enterprise  8. Mid Term  9. Manufacturing management  10. Marketing  11. Financial management  12. Human resources management  13.Public relations  14. Research and development  15.Evaluation |
| **Teaching and Learning Methods** | Weekly Theoretical Course Hours  Reading Tasks  Internet Browsing, Library Work  Preparation of Midterm and Midterm Exam  Final Exam and Preparation for Final Exam  Other |
| **Assessment Criteria** | |  |  |  | | --- | --- | --- | |  | **Numbers** | **Total Contribution (%)** | | Midterm Exams | 1 | 50 | | Assignment |  |  | | Application |  |  | | Projects |  |  | | Practice |  |  | | Quiz |  |  | | Percent of In-term Studies (%) | 1 | 50 | | Percentage of Final Exam to Total Score (%) | 1 | 50 | | Attendance |  |  | |
| **Workload** | |  |  |  |  | | --- | --- | --- | --- | | **Activity** | **Total Number of Weeks** | **Duration (weekly hour)** | **Total Period Work Load** | | Weekly Theoretical Course Hours | 14 | 3 | 42 | | Weekly Tutorial Hours | - | - | - | | Reading Tasks | 3 | 4 | 12 | | Studies | 5 | 5 | 25 | | Material Design and Implementation | - | - | - | | Report Preparing | - | - | - | | Preparing a Presentation | - | - | - | | Presentations | - | - | - | | Midterm Exam and Preparation for Midterm Exam | 4 | 3 | 12 | | Final Exam and Preparation for Final Exam | 5 | 3 | 15 | | Other (should be emphasized) | - | - | - | | Total Workload |  |  | 106 | | Total Workload / 25 |  |  | 4,24 | | Course Credit (ECTS) |  |  | **4** | |
| **Contribution Level Between Course Learning Outcomes and Program Outcomes** | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Program Outcomes | 1 | 2 | 3 | 4 | 5 | | 1 | CO 1 |  |  |  |  | X | | 2 | CO 2 |  | X |  |  |  | | 3 | CO 3 |  | X |  |  |  | | 4 | CO 4 | X |  |  |  |  | | 5 | CO 5 |  | X |  |  |  | | 6 | CO 6 |  | X |  |  |  | | 7 | CO 7 | X |  |  |  |  | | 8 | CO 8 | X |  |  |  |  | | 9 | CO 9 | X |  |  |  |  | | 10 | CO 10 |  | X |  |  |  | | 11 | CO 11 |  | X |  |  |  | | 12 | CO 12 |  | X |  |  |  | | 13 | CO 13 |  | X |  |  |  | | 14 | CO 14 |  | X |  |  |  | | 15 | CO 15 | X |  |  |  |  | | 16 | CO 16 |  | X |  |  |  | | 17 | CO17 |  |  | X |  |  | | 18 | CO18 |  | X |  |  |  | | 19 | CO19 | X |  |  |  |  | | 20 | CO20 | X |  |  |  |  | | 21 | CO 21 |  | X |  |  |  | | 22 | CO 22 |  | X |  |  |  | |
| **The Course’s Lecturer(s) and Contact Informations** | Asst. Prof. Dr. Fatih YENEL fyenel@gazi.edu.tr |