Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI296
Course Name:	Fundamentals of Business Administration
Semester:	Spring
Course Credits:	ECTS 5
Language of instruction:	Turkish
Course Condition:	
Does the Course Require Work Experience?:	No
Type of course:	University Elective
Course Level:	Bachelor / TR-NQF-HE:6. Master`s Degree / QF-EHEA:First Cycle / EQF-LLL:6. Master`s Degree
Mode of Delivery:	E-Learning
Course Coordinator:	Dr. Öğr. Üy. YASEMİN TORUN
Course Lecturer(s):	YASEMİN YORUN, PhD
Course Assistants:	

Course Objective and Content

Course Objectives:	The course aims to enable students to learn concepts related to basic business and business functions; to understand current issues and business related developments and to create a foundation to integrate them with practice.
Course Content:	Enterprises and their Characteristics, Business Environment, Ethics and Social Responsibility in Enterprises, Establishment and Growth of Enterprises

Enterprises Management in planning, organizing,directing and controlling Functions, decision-making in business management, organizational design, and organizational culture, managing change and innovation, production and Marketing, Human Resources Management, Accounting and financial management

Learning Outcomes

The students who have succeeded in this course;

1) Learns basic business and management concepts

2) Learns the functions of management and related theories

3) Become aware of current practices related to business

4) Creates a holistic knowledge of business and management issues

5) Gains a general embroidery angle related to entrepreneurship and management

6) Understands the relationships between enterprises and the environment

7) Develops an insight about the issues of social problems and ethical understanding in enterprises

8) Develops labor force skills that will ensure their employability

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction & Presentation of the Course Syllabus	
2)	Enterprises and Their Features	
3)	The Business Environment	
4)	Ethics and Social Responsibility in Enterprises	
5)	Establishment and Growth of Enterprises	
6)	Management in Enterprises	
7)	Business Management (Planning and Organizing Functions)	
8)	Business Management (Leading and Controling Functions)	
9)	Midterm Week	
10)	Production in Enterprises	
11)	Marketing in Enterprises	
12)	Accounting and Financial Management in Enterprises	
13)	Human Resources Management in Enterprises	
14)	Term evaluation and closing	

15)	Final week	
16)	Final Week	

Sources

Course Notes / Textbooks:	
References:	• Robbins, Decenzo ve Coulter (2016), "Yönetimin Esasları". 8. baskı, Pearson. (Çeviri Editörü: Adem Öğüt/ Nobel) • Girişimciliğin ve Küçük İşletme Yönetiminin Temelleri - Norman M. Scarborough

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6	7	8
Program Outcomes								
1) It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.								
2) Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.								
3) Uses different information technologies and systems for understanding and solving various business problems.								
4) Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.								
5) Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.								
6) Gains technical and managerial contributions to IT projects and takes responsibility.								
7) Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.								
8) Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of								

education. Course Learning Outcomes	1	2	3	4	5	6	7	8
9) Develops teamwork, negotiation, leadership and entrepreneurship skills.								
10) Has universal ethical values, social responsibility awareness and sufficient legal knowledge.								
11) Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.								
12) Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.								
13) It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.								

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	It has a wide range of interdisciplinary approaches to management information systems, primarily business and computer engineering.	3
2)	Comprehends the management information systems in terms of technical, organizational and managerial aspects and uses the current programming language by knowing the logic of programming.	3
3)	Uses different information technologies and systems for understanding and solving various business problems.	3
4)	Interpret the data, concepts and ideas in the field of management information systems with scientific and technological methods.	3
5)	Analyze the needs for an information system and analyze the processes of analysis, design and implementation of the database.	3
6)	Gains technical and managerial contributions to IT projects and takes responsibility.	3

7)	Solve complex business and informatics problems by using various statistical techniques and numerical methods and make analyzes using statistical programs effectively.	3
8)	Uses a foreign language at the B1 General Level in terms of European Language Portfolio criteria according to the level of education.	3
9)	Develops teamwork, negotiation, leadership and entrepreneurship skills.	3
10)	Has universal ethical values, social responsibility awareness and sufficient legal knowledge.	3
11)	Develops positive attitudes related to lifelong learning and identifies individual learning needs and carries out studies to correct them.	3
12)	Students will be able to communicate their ideas and solutions both written and orally, and present and publish them on both national and international platforms.	3
13)	It uses information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	3

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	2	% 40
Final	1	% 60
total		**% 100**
PERCENTAGE OF SEMESTER WORK		% 40
PERCENTAGE OF FINAL WORK		% 60
total		**% 100**

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42
Study Hours Out of Class	13	13
Homework Assignments	2	34
Final	14	28

| Total Workload | 117 |