

Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

## Course Introduction and Application Information

Course Code:	UNI192		
Course Name:	Introduction to Business Functions		
Semester:	Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. ELİF ÇİÇEKLI		
Course Lecturer(s):	Dr. Elif Cicekli		
Course Assistants:			

## Course Objective and Content

Course Objectives:	<p>This course aims to:</p> <ol style="list-style-type: none"> <li>1. Introduce students to basic business concepts and practices.</li> <li>2. Acquaint students with the issues on business environment, business ethics and corporate social responsibility, entrepreneurship, and global context of business.</li> <li>3. Familiarize students with the concepts and practices in managing and organizing businesses.</li> <li>4. Provide students an understanding of the issues of management, organization, motivation,</li> </ol>
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	<p>leadership, and marketing.</p> <p>5. Enable students to carry out research, prepare, and present a project on the topics of the course as member of a team.</p>
Course Content:	<p>This course is designed to introduce students to the world of business and show how businesses operate in a changing business environment. The course informs students about business environment, business ethics and corporate social responsibility, entrepreneurship, and global context of business, and provides them with a foundation in the issues of management, organization, motivation, leadership, and marketing.</p>

## Learning Outcomes

The students who have succeeded in this course;

- 1) On successful completion of this course, the students will be able to; 1. Describe basic business concepts and practices.
- 2) Explain the issues on business environment, business ethics and corporate social responsibility, entrepreneurship, and global context of business.
- 3) Outline the concepts and practices in managing and organizing businesses.
- 4) Analyze the issues in management, organization, motivation, leadership, and marketing.
- 5) Carry out research, prepare, and present a project on the topics of the course as member of a team.

## Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to the topics of the course	
2)	Introduction to Business Concepts	
3)	Business Ethics and Social Responsibility	
4)	Entrepreneurship, New Ventures and Business Ownership	
5)	The Global Context of Business	
6)	Managing the Business	
7)	Organizing the Business	
8)	Organizing the Business	
9)	Employee Motivation	
10)	Leadership and Decision Making	
11)	Marketing Processes and Consumer Behavior	
12)	Overview of the course subjects and final exam topics	

13)	Project Presentations	
14)	Project Presentations	
15)	Final Exam Period	
16)	Final Exam Period	

## Sources

Course Notes / Textbooks:	Ebert, R. J., & Griffin, R. W. (2019). Business Essentials (12th Global ed.). New York, NY: Pearson.
References:	Bovee, C. L., & Thill, J. V. (2017). Business in Action (8th ed.). Essex, England: Pearson Education Limited.

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.					
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.					
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.					
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.					
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.					
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.					
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.					
8) Follows technological developments, participates in national and international					

studies, and shares and presents own observations, experiences, and research to further advance dental practices. <b>Course Learning Outcomes</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.					
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.					
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.					
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society					
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.					
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.					
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.					

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	

4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
9)	By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.	
10)	During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	
11)	Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.	
12)	In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society	
13)	Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.	
14)	Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.	
15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

### Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Project	1	% 20

Midterms	1	% 40
Final	1	% 40
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
<b>total</b>		<b>% 100</b>

### Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42
Project	10	25
Midterms	6	20
Final	9	26
<b>Total Workload</b>		<b>113</b>