

COURSE RECORD

Code	BA 120
Name	Exploring Business Administration
Hour per week	4 (3+1)
Credit	3
ECTS	5
Level/Year	Undergraduate/1
Type	Compulsory
Prerequisites	-
Description	This course provides a foundational overview of core business functions within the context of an evolving global and local environment. It examines how businesses operate and adapt within free market systems, emphasizing the interrelated nature of organizational functions such as marketing, finance, accounting, operations, and human resources. Through case discussions, teamwork, and applied exercises, students explore the role of business in society and develop an informed perspective on potential career paths in business administration.
Objectives	Introducing the role and responsibilities of businesses within society and free market economies. Introducing core business disciplines and explain their interdependencies in organizational contexts. Exploring fundamental concepts related to human resources, motivation, and organizational productivity. Providing students with a broad understanding of business functions such as accounting, finance, marketing, and operations management.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the role and influence of businesses in both local and global economic contexts LO2. Explain the core functions of business—such as accounting, finance, marketing, and operations—and their contributions to organizational success. LO3. Analyze the interrelation between human resource practices, employee motivation, and workplace productivity. LO4. Interpret the dynamics between business and society within the framework of a free market economy.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	4	2	1	0	0	0	3	0	5	5
L02	5	2	0	0	0	0	3	2	2	3
L03	3	3	4	4	1	2	3	1	2	2
L04	3	1	2	0	0	1	5	0	5	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
L01	4	2	5	4	2	1	3
L02	5	2	3	2	2	2	2
L03	4	3	3	3	3	3	3
L04	4	3	5	4	2	2	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Today's Business Environment	L01, L02, L03
Starting & Growing a Successful Business	L01, L04
Management and Leadership	L02, L03, L04

Globalization: Rising to the Challenge of World Competition	L01, L04
Operations Management	L01, L02, L03
Marketing: Creating Successful Customer Relationships with Desirable Products	L02, L03, L04

DERS BİLGİLERİ

Kodu	BA 120
İsmi	İşletme Yönetimini Keşfetmek
Haftalık Saati	4 (3 + 1)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/1
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu ders, değişen küresel ve yerel çevre bağlamında temel işlevleriyle işletmelerin genel bir temelini sunar. Serbest piyasa sistemleri içerisinde işletmelerin nasıl işlediğini ve uyum sağladığını incelerken, pazarlama, finans, muhasebe, operasyonlar ve insan kaynakları gibi örgütsel işlevlerin birbirleriyle olan ilişkisine vurgu yapar. Vaka tartışmaları, takım çalışmaları ve uygulamalı alıştırmalar yoluyla öğrenciler, işletmenin toplumdaki rolünü keşfeder ve işletme yönetimi alanındaki olası kariyer yollarına dair bilinçli bir bakış açısı geliştirir.