

Code	BA 120
Name	Exploring Business Administration
Hour per week	4 (3+1)
Credit	3
ECTS	5
Level/Year	Undergraduate / 1
Semester	Spring
Type	Compulsory
Prerequisites	
Description	This course is designed to explore many functions of modern businesses and shows the students how these functions exist in a changing society. The role of business in a society both in theoretical and practical perspective is covered. Topics such as business environment, organization, marketing, management, finance, entrepreneurship and accounting will be discussed in an introductory level. The importance of business in the modern society will also be stressed throughout the course. The course is also designed to expose the student to the possibility of career filed in the areas of business.
Objectives	Introducing the relationship between business and society in a free market economy. Introducing the fundamentals of business management. Establishing the concepts of the human resources, motivation and productivity. Providing comprehensive knowledge about the marketing, accounting, finance, operations management and other business functions.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify the effects of businesses in the local and global economy. LO2. Explain the importance of accounting, finance, marketing, operational management and other business functions in business success. LO3. Discover the relationship among human resources, motivation and productivity. LO4. Interpret the relationship between business and society in a free market economy.

COURSE RECORD

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	5	0	0	0	4	3	3	4
LO2	5	3	0	5	0	0	0	0	2	0
LO3	5	3	0	1	0	0	0	0	2	0
LO4	5	4	2	4	3	3	0	0	3	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	LO1, LO2, LO3, LO4
Starting & Growing a Successful Business	LO1, LO4
Management and Leadership	LO2, LO3, LO4
Globalization: Rising to the Challenge of World Competition	LO1, LO4
Operations Management	LO1, LO2, LO3
Marketing: Creating Successful Customer Relationships with Desirable Products	LO2, LO3, LO4

DERS BİLGİLERİ

Kodu	BA 120
İsmi	İşletme Yönetimini Keşfetmek
Haftalık Saati	4 (3 + 1)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/1
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Dersin ana amacı bir işletmenin işleyişini ve işletmelerin toplumdaki rolünü kuramsal ve pratik açıdan öğrencilere tanıtmaktır. Öğrenciler, önemli işletme terimleri, globalleşme gibi işletmeyi etkileyen trendler, stratejik yönetim ve liderlik, ve girişimcilik gibi işletmenin temel alanları hakkında bilgi kazanacaklardır. İş ortamı, organizasyon, pazarlama, yönetim, finans, girişimcilik ve muhasebe gibi konular giriş düzeyinde tartışılacaktır. Modern toplumda işletmenin önemi kurs boyunca da vurgulanacaktır. Ayrıca öğrenciye kariyer olanakları hakkında da bilgi verilecektir.