

Objectives of the Course

To know the business according to its functions and to understand the operation of the business.

Course Contents

Basic concepts of business, its objectives and its relation with its circles, classification of businesses, establishment activities of enterprises, size and capacity, business functions

Recommended or Required Reading

Anadolu University General Business Book
Atatürk University General Business Book
Slides and presentationslayt

Planned Learning Activities and Teaching Methods

Presentation and slide narration

Instructor's Assistants

It is not available.

Presentation Of Course

Face to face

Dersi Veren Öğretim Elemanları

Dr. Öğr. Üyesi Arif Nihat Samur

Program Outcomes

1. Can learn the concept of business, its historical development, types and classification.
2. Explain the relations of the business with the internal and external environment.
3. İşletme işlevlerini (yönetim, pazarlama, üretim, finansman, muhasebe, vb) ve bunlar arasındaki ilişkileri kavrayabilir.
- 4.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Anadolu University Book Lecture Notes	Presantation	The Concept of Business: Its Emergence and Historical Development	
2	Anadolu University Book Lecture Notes	Presantation	The Objectives and Functions of the Business	
3	Anadolu University Book Lecture Notes	Presantation	Classification of Businesses	
4	Anadolu University Book Lecture Notes	Presantaion	Business Environment	
5	Anadolu University book Lecture notes	Presantation	Types of Businesses	
6	Anadolu University book Lecture notes	Presantaion	Business Establishment and Growth	
7	Anadolu University Book Lecture Notes	Presantation	The Merger of Businesses from a Legal and Economic Perspective Preparing for the Exam	
8			Visa Exam	
9	Anadolu University Book Lecture Notes	Presantation	Management in Businesses	
10	Anadolu University Book Lecture Notes	Presantation	Production and Marketing in Businesses	
11	Anadolu University Book Lecture Notes	Presantation	Marketing Mix 4P-7P	
12	Anadolu University Book Lecture Notes	Presantation	Economic Systems	
13	Anadolu University Book Lecture Notes	Presantation	Key Performance Indicators for Businesses	
14	Anadolu University Book Lecture Notes	Presantation	General Assessment, Review, Exam Preparation	
15	Anadolu University Book Lecture Notes	Presantation	Human Resource Management in Businesses	
16			Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Teorik Ders Anlatım	14	3,00
Ara Sınav Hazırlık	1	3,00
Final Sınavı Hazırlık	1	3,00
Tartışmalı Ders	14	1,00
Derse Katılım	14	1,00
Ödev	2	14,00
Araştırma Sunumu	7	2,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Table :

L.O. 1: İşletme kavramını, tarihsel gelişimini, türleri ve sınıflandırılmasını öğrenebilir.

L.O. 2 : İşletmenin iç ve dış çevre ile olan ilişkilerini açıklayabilir.

L.O. 3 : İşletme işlevlerini (yönetim, pazarlama, üretim, finansman, muhasebe, vb) ve bunlar arasındaki ilişkileri kavrayabilir.

L.O. 4:

