

GDT 109 - BUSINESS MANAGEMENT - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Dış Ticaret Bölümü
General Info

Objectives of the Course

Introducing basic concepts of business management and supplying a systematic thinking for students. ?examining the steps of establishing a business.

Course Contents

General view of business; the aims of business management and its success criterion; business and its environment; social responsibility and business ethics; forms of business ownership; establishing company and its size and capacity; basic management functions; planning, organization, execution, coordination and control; other functions of business management; investment in R&D and enhanced production capacity by using new technologies, accounting, purchasing, production, human resources, public relationship, marketing, finance.

Recommended or Required Reading

Ankara Üniversitesi Açık Ders Malzemeleri, (2023), Ankara Üniversitesi
 İşletme Yönetimi, Prof. Dr. M. Şerif Şimşek, Prof. Dr. Adnan Çelik EĞİTİM YAYINEVİ, (2011)

Planned Learning Activities and Teaching Methods

Business Concepts and Fundamental Principles Theoretical lecture Question-and-answer method Group discussion on basic concepts Reading relevant sections from the textbook Types of Business and Classification Theoretical lecture Case study on business types Comparative table study Assignment from resources The Concept and Functions of Management Presentation of management functions Question-and-answer and sample applications Group work: Management process analysis Reading assignment Planning Process and Types Lecture Practical work on planning examples Group discussion Homework: Creating a simple planning chart Organizational Structure and Design Theoretical lecture Review of organizational charts Case study Group presentations Manager and Leadership Lecture on leadership styles Role playing Method Group Discussion Reading Assignment Motivation and Human Resources Explanation of Motivation Theories Group Work: Discussion on Employee Motivation Case Study Solution Homework: Preparing a Report on Motivation Midterm Exam Week Review of Previous Topics Question Solution Administering a Midterm Exam Control and Audit Systems Explanation of Control Processes Case Analysis Group Work: Preparing an Audit Scenario Assignment of Homework from Resources Fundamentals of Marketing Management Lecture on Marketing Concepts Group Discussion Case Study: Marketing Strategy for a Product Homework: Preparing a Short Marketing Plan Finance Management and Accounting Lecture on Financial Concepts Solving Example Accounting Records Group Work: Simple Balance Sheet Analysis Reading Assignment Production and Operations Management Lecture Preparation of a Process Diagram Group Discussion Homework: Preparing a Production Process Example Entrepreneurship and Innovation Lecture on Entrepreneurship Concepts Case Analysis: Examples of Successful Startups Group Work: Developing Innovative Ideas Presentation Assignments Supply Chain and Logistics Lecture Supply Chain Case Study Group Work: Simple Logistics Plan Homework: Logistics Process Analysis

Recommended Optional Programme Components

There are no other recommended topics for the course.

Instructor's Assistants

There is no teaching assistant.

Presentation Of Course

Face-to-face education is provided.

Dersi Veren Öğretim Elemanları

Inst. Dr. Tarık Karamolla

Program Outcomes

1. Economics, business management, marketing concepts and knows the techniques of accounting.
2. Total quality management, public relations, entrepreneurship and the knows the basic law, social work and act in accordance with ethical values.
3. Disciplinary and non-disciplinary teams as effective as individual works.
4. Define the concepts related to business.
5. Have knowledge about the business environment.
6. Able to distinguish between the types of business.
7. Understand how an entity is established.
8. Define the concept of management.
9. Has a knowledge of the process of decision-making in business management.
10. Explain the size of business criteria.
11. Has a knowledge about production, marketing and of financial concepts.
12. Learns the functions of business

Order	PreparationInfo	Laboratory Teaching
1	https://avys.omu.edu.tr/storage/app/public/mustafa.ocal/95461/2.pdf (Page 1-20) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 3-11)	
2	https://avys.omu.edu.tr/storage/app/public/mustafa.ocal/95846/14-GENEL%20İŞLETME%20DERSİ-DERS%20NOTU.doc (Page 2-10) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 45-50)	
3	https://avys.omu.edu.tr/storage/app/public/mustafa.ocal/95461/2.pdf (Page 20-30) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 201-203)	
4	https://avys.omu.edu.tr/storage/app/public/ahmet.acar/132779/5.%20hafta.pdf (Page 2-3) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 201-203)	
5	https://avys.omu.edu.tr/storage/app/public/mustafa.ocal/95461/2.pdf (Page 16-19) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 204-207)	
6	https://avys.omu.edu.tr/storage/app/public/muhammet.yuksel/133884/İNSAN%20KAYNAKLARI%20YÖNETİMİ%20ders.pdf (Page 19-25) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 73-80)	
7	https://avys.omu.edu.tr/storage/app/public/seval.sengezer/122265/İNSAN%20KAYNAKLARI%20YÖNETİMİ%20DERS%20NOTU%201.docx (Page 2-5) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 87-94)	
8		
9	https://avys.omu.edu.tr/storage/app/public/mustafa.ocal/95461/2.pdf (Page 33-35) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 197-200)	
10	https://avys.omu.edu.tr/storage/app/public/azize.celenli/127802/Müşteri%20İlişkileri%20Yönetimi%20Ü%20uzaktan%20eğitim%20ders%20kitabı.pdf https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 241-251)	
11	https://avys.omu.edu.tr/storage/app/public/mustafa.ocal/95846/14-GENEL%20İŞLETME%20DERSİ-DERS%20NOTU.doc (Page 2-5) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 305-314)	
12	https://avys.omu.edu.tr/storage/app/public/caner.korkmaz/137120/Üretim%20Yönetimi%20Ders%20Notu.pdf (Page 15-19) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Page 347-350)	
13	https://avys.omu.edu.tr/storage/app/public/neslihan.yondemir/135238/GİRİŞİMCİLİK-DERS-NOTLARI.pdf (Page 9-12) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Sayfa 200-201)	
14	https://avys.omu.edu.tr/storage/app/public/caner.korkmaz/137127/tedarik%20zinciri%20yönetimi.pdf (Page 12-15) https://acikerisim.bartın.edu.tr/bitstream/handle/11772/2279/%C4%B0%C5%9Fletme%20Bilimine%20Giri%C5%9F.pdf?sequence=1&isAllowed=y Aytekin, Alper & Esen, Şaban. (2018). "İşletme Bilimine Giriş". Beta Yayınları. (Sayfa 279-281)	
15		

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	9	1,00
Final	9	1,00
Ders Öncesi Bireysel Çalışma	10	2,00
Ders Sonrası Bireysel Çalışma	8	2,00
Ara Sınav Hazırlık	8	2,00
Final Sınavı Hazırlık	10	2,00

Assesments

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

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16
L.O. 1	1				1											
L.O. 2		1	1				1			1						
L.O. 3				1						1						1
L.O. 4					1			1								
L.O. 5											1					
L.O. 6							1					1				
L.O. 7												1				1
L.O. 8													1			
L.O. 9															1	
L.O. 10																
L.O. 11																1
L.O. 12															1	

Table :

- P.O. 1 :** Graduates of the Foreign Trade Program will be able to: Apply basic concepts and skills of foreign trade, economics, business administration, marketing, customs procedures, and accounting techniques.
- P.O. 2 :** Identify problems related to foreign trade, evaluate alternative solutions, and reach logical conclusions based on analytical reasoning.
- P.O. 3 :** Conduct foreign trade transactions, including import and export operations.
- P.O. 4 :** Organize foreign trade-related information and present it effectively in written form.
- P.O. 5 :** Evaluate customs union agreements, customs legislation, foreign exchange regulations, and import-export legislation.
- P.O. 6 :** Apply foreign trade accounting and finance concepts and practices in business environments.
- P.O. 7 :** Demonstrate knowledge of the fundamentals of law, foreign trade, public relations, total quality management, and entrepreneurship, and act in accordance with professional and social ethical values.
- P.O. 8 :** Appraise the significance of Atatürk's Principles and Reforms.
- P.O. 9 :** Use basic communication and information technologies in accordance with computer software that is required by the department at least European Computer Operating Licence basic level.
- P.O. 10 :** Communicate acquired knowledge, skills, opinions, and recommendations related to foreign trade effectively in both written and oral forms to relevant stakeholders.
- P.O. 11 :** Possess foreign language skills at A2 level of the European Language Portfolio, sufficient to follow professional developments and communicate with colleagues.
- P.O. 12 :** Use written and oral communication skills related to foreign trade in both Turkish and English.
- P.O. 13 :** Express ideas clearly and effectively in both written and oral forms.
- P.O. 14 :** Analyze data and information obtained from international marketing research.
- P.O. 15 :** Identify relationships among key economic variables.
- P.O. 16 :** Demonstrate awareness of humanitarian, social, and economic issues, including migration, disasters, disabilities, and the challenges faced by disadvantaged groups.
- L.O. 1 :** Economics, business management, marketing concepts and knows the techniques of accounting.
- L.O. 2 :** Total quality management, public relations, entrepreneurship and the knows the basic law, social work and act in accordance with ethical values.
- L.O. 3 :** Disciplinary and non-disciplinary teams as effective as individual works.
- L.O. 4 :** Define the concepts related to business.
- L.O. 5 :** Have knowledge about the business environment.
- L.O. 6 :** Able to distinguish between the types of business.
- L.O. 7 :** Understand how an entity is established.
- L.O. 8 :** Define the concept of management.
- L.O. 9 :** Has a knowledge of the process of decision-making in business management.
- L.O. 10 :** Explain the size of business criteria.
- L.O. 11 :** Has a knowledge about production, marketing and of financial concepts.
- L.O. 12 :** Learns the functions of business