

## İndirilme Tarihi

08.09.2026 21:28:02

### GCM 109 - BUSINESS MANAGEMENT - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Büro Hizmetleri ve Sekreterlik Bölümü General Info

---

#### Objectives of the Course

Introducing basic concepts of business management and supplying a systematic thinking for students and 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

MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022

#### Planned Learning Activities and Teaching Methods

My own slides. Applications of business case studies.

#### Recommended Optional Programme Components

Assignments on topics and case studies on businesses.

#### Instructor's Assistants

Öğr. Gör. Dr. Züleyha GÖKÇE IŞIKHAN

#### Presentation Of Course

Interactive presentation and explanation supported by slides. Question-answer format.

#### Dersi Veren Öğretim Elemanları

Inst. Dr. Züleyha Gökçe Işıkhhan

### Program Outcomes

---

1. Knows economics, business, marketing concepts and accounting techniques.
2. Works effectively individually, in disciplinary and non-disciplinary teams.
3. He/she has knowledge about production, marketing and finance.
4. Learns business functions

| Order | PreparationInfo                                                                          | Laboratory TeachingMethods                             | Theoretical                                  | Practise |
|-------|------------------------------------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------|----------|
| 1     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 1-30.    | Mutual question-answer format                          | Business and business management             |          |
| 2     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 31-60.   | Explanation in the form of mutual question and answer. | Business as an economic unit                 |          |
| 3     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 61-90.   | Explanation in the form of mutual question and answer. | Business types                               |          |
| 4     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 91-120.  | Explanation in the form of mutual question and answer. | Types of businesses from a legal perspective |          |
| 5     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 121-150. | Explanation in the form of mutual question and answer. | Establishment studies of the business        |          |
| 6     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 151-180. | Explanation in the form of mutual question and answer. | Selection of business size and location      |          |
| 7     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 181-210. | Explanation in the form of mutual question and answer. | Management                                   |          |
| 8     |                                                                                          |                                                        | Midterm exam                                 |          |
| 9     | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 211-240. | Explanation in the form of mutual question and answer. | Production management and marketing          |          |
| 10    | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 241-270. | Explanation in the form of mutual question and answer. | Financial management                         |          |
| 11    | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 271-300. | Explanation in the form of mutual question and answer. | Human resources                              |          |
| 12    | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 301-330. | Explanation in the form of mutual question and answer. | Public relations                             |          |
| 13    | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 331-360. | Explanation in the form of mutual question and answer. | Research and Development (R&D)               |          |
| 14    | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 361-390. | Explanation in the form of mutual question and answer. | Decision making and the decision process     |          |
| 15    | MUCUK, İsmet. Modern İşletmecilik, 17. Baskı, Türkmen Kitabevi, İstanbul, 2022, 391-420. | Explanation in the form of mutual question and answer. | General revision, summary, Q&A               |          |

## Workload

| Activities                   | Number | PLEASE SELECT TWO DISTINCT LANGUAGES |
|------------------------------|--------|--------------------------------------|
| Derse Katılım                | 3      | 14,00                                |
| Vize                         | 1      | 1,00                                 |
| Final Sınavı Hazırlık        | 1      | 1,00                                 |
| Ders Öncesi Bireysel Çalışma | 4      | 10,00                                |
| Ev Ödevi                     | 2      | 3,00                                 |

## Assesments

| Activities | Weight (%) |
|------------|------------|
| Vize       | 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 | P.O. 17 | P.O. 18 | P.O. 19 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| L.O. 1 | 5      |        |        | 2      |        |        | 2      |        |        | 1       |         |         |         | 1       |         |         |         |         | 1       |
| L.O. 2 | 1      |        | 4      |        |        | 3      |        | 2      |        |         | 2       |         | 2       |         |         |         | 4       |         |         |
| L.O. 3 |        |        | 3      |        |        |        |        |        |        |         |         | 4       |         |         |         | 4       |         | 3       |         |
| L.O. 4 |        |        |        |        | 4      |        |        |        | 4      |         |         |         |         |         |         |         |         |         |         |

Table :

- P.O. 1 :** Call Center Services have information about the basic level in the field.
- P.O. 2 :** Decision, implementation, and their behavior has the ability to use information acquired in the field of Call Center Services.
- P.O. 3 :** Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- P.O. 4 :** Students perform assigned duties and responsibilities.
- P.O. 5 :** Students take responsibility for unforeseen problems encountered in practice or as a team member .
- P.O. 6 :** Critically evaluates the acquired knowledge and skills.
- P.O. 7 :** Shows the need for continuity of learning and understanding.
- P.O. 8 :** Programs for the learning needs are open for accession.
- P.O. 9 :** Call Center Services related to the field at the level of acquired knowledge and skills transfers in written and oral opinions and proposals relevant .
- P.O. 10 :** Likely to help his colleagues.
- P.O. 11 :** Call Center Services field required by the European Computer User License Key Level at least in conjunction with computer software uses information and communication technologies.
- P.O. 12 :** Knows Atatürk's principles and interests, and have them.
- P.O. 13 :** Communicate effectively in oral and written Turkish.
- P.O. 14 :** Using The European Language Portfolio A2 Level General English in the field of call center services follows information.
- P.O. 15 :** Organization / the Authority, labor and act in accordance with social ethics.
- P.O. 16 :** The universality of social benefits, social justice, quality and cultural values ??and environmental protection, occupational health and safety issues has enough conscious.
- P.O. 17 :** Open to change and innovation.
- P.O. 18 :** Know the basic mathematical terms and use in problem-solving.
- P.O. 19 :** Analyzing the information in the field of Call Center Services, has the ability to interpret and evaluate.
- L.O. 1 :** Knows economics, business, marketing concepts and accounting techniques.
- L.O. 2 :** Works effectively individually, in disciplinary and non-disciplinary teams.
- L.O. 3 :** He/she has knowledge about production, marketing and finance.
- L.O. 4 :** Learns business functions