

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2022-2023 SPRING**

BUS101 Introduction to Business							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Introduction to Business	BUS101	2	3	0	0	3	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving, Teamwork, Report Writing

Course Objective
<p>This course examines the role and function of business enterprise within our economic framework. The content of the course includes organization, finance, marketing, personnel administration, production and economics. The course will focus on business systems, workforce demographics, social responsibility, business ethics, forms of business organizations, entrepreneurship, small business and franchise systems, management processes, human resource management, marketing management, business finance, business decision - making, management information systems, sustainability in business enterprises and quantitative tools used in business. In addition to these, international business and the future dimensions of business opportunities in a global economy will be examined within the content of this course.</p>

Learning Outcomes
<p>On successful completion of this course, candidates should be able to:</p> <ol style="list-style-type: none"> 1. Describe basic environments (legal, social, economic) in which a business operates. 2. Explain basic concepts of management and recognize problems faced in operating a business enterprise. 3. Describe basic concepts related to the marketing of goods and services. 4. Provide basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business. 5. Explain basic elements of accounting, computers, and business law with emphasis on the role these play in business. 6. Describe the changing factors that could influence business in the future, and relate how these factors could affect their careers. 7. Understand the global business life with understanding multinationals, digital firms and global organizations.

Course Outline

Demonstrate basic knowledge of business enterprises. Evaluated by examination. Identify basic environmental factors associated with business organizations. Describe basic concepts of marketing goods and services. Determine basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business. Understand the global business life with understanding multinationals, digital firms and global organizations. Examine the variation in new business environment challenges.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Business Environment: Contemporary Business World Managing the Business: Management Processes, Types of Managers, Management Roles and Skills, Strategic Management (Chapter 1 - Ebert & Griffin Business Essentials and Chapter 5 –Ebert & Griffin Business Essentials)	<ul style="list-style-type: none"> – Business, profit and external environment – Economic Systems, factors of production – Private Enterprises and Competition – Economic Stability & Volatility – Functions of Management – Types, Roles and Skills of Managers – Goal Setting and Strategy – Corporate Culture Setting
2	Organizing the Business: Organizational Structure, Decision Making Hierarchy Operations Management: Creating Value, Planning, Scheduling and Control, TQM (Ebert & Griffin, Chaps.6-7)	<ul style="list-style-type: none"> – The factors that influence firm’s organizational structure. – Explain specialization and departmentalization, Describe centralization and decentralization, delegation, and authority – Explain the differences among functional, divisional, matrix, and international organizational structures – Explain the meaning of operations – Identify the activities and underlying objectives involved in total quality management
3	Employee Behavior and Motivation: Motivation Theories (Ebert & Griffin, Chap.8)	<ul style="list-style-type: none"> – Identify and discuss the basic forms of behaviors that employees exhibit in organizations – Describe some of the strategies and techniques used by organizations to improve employee motivation
4	Leadership and Decision Making:	<ul style="list-style-type: none"> – Define leadership and distinguish

	Types of Leadership (Ebert & Griffin, Chap.9)	<p>it from management</p> <ul style="list-style-type: none"> – Relate leadership to decision making and discuss both rational and behavioral perspectives on decision making
5	Human Resources Management and Labor Relations: Staffing, Compensation (Ebert & Griffin, Chap.10)	<ul style="list-style-type: none"> – Define human resource management, discuss its strategic significance – Discuss workforce diversity – Describe how managers develop the workforce in their organization through training and performance appraisal.
6	Marketing Processes and Consumer Behavior: Marketing Planning, Market Research, Marketing Mix (Ebert & Griffin, Chap.11)	<ul style="list-style-type: none"> – Explain the concept of marketing and identify the five forces that constitute the external marketing environment – Explain market segmentation and how it is used in target marketing – Describe the consumer buying process and the key factors that influence that process
7	Pricing: Product Life cycles, Pricing Strategies Distributing and Promoting: Wholesaling, Retailing, Personal sale, Physical Distribution (Ebert & Griffin, Chaps.12&13)	<ul style="list-style-type: none"> – Explain the definition of a product as a value package and classify goods and services – Explain the meaning of distribution mix – Identify the different channels of distribution – Identify the various pricing objectives that govern pricing Decisions
8	MIDTERM EXAM	
9	Information Technology for Business: IT systems, Risks and Threats (Ebert & Griffin Chap 14)	<ul style="list-style-type: none"> – Discuss the impacts information technology (IT) has had on the business world – Describe the ways in which businesses protect themselves from the threats and risks information technology poses.
10	Role of Accountants and Accounting information: Accounting Information, Financial Statements, Reporting and Analyzing (Ebert & Griffin Chap 15)	<ul style="list-style-type: none"> – Explain the role of accountants – Discuss the role of ethics in accounting – Explain the key standards and principles for reporting financial

		statements
11	Money and Role of Banking: Turkish Banking System, Central Bank and Global Systems (Ebert & Griffin Chap 16)	<ul style="list-style-type: none"> – Define money and identify the different forms that it takes in the nation’s money supply – Identify three important ways in which the money and banking systems are changing.
12	Managing Business Finances: Managing Securities, Risk Return management (Ebert & Griffin Chap 17)	<ul style="list-style-type: none"> – Explain the concept of the time value of money – The principle of compound growth – Discuss the characteristics of common stock
13	Business Ethics and Social Responsibility Turkish Business Environment: Ethics in workspace, Legal rights, Government and business relations, Social responsibly and NGOS (Ebert & Griffin Chap 2)	<ul style="list-style-type: none"> – Explain how individuals develop their personal codes of ethics and why ethics are important in the workplace – Explain the role of government in social responsibility in terms of how governments and businesses influence each other
14	Entrepreneurship, Business ownership types: Small businesses, Start-ups, Operating a new business, Corporations (Ebert & Griffin Chap 3)	<ul style="list-style-type: none"> – Define small business – Discuss its importance to the Turkish economy – Explain popular areas of small business – Explain entrepreneurship and describe some key characteristics of entrepreneurial personalities and activities
15	The Global Context of Business Life: International Trade, International Business Management, Understanding Culture and Legacies (Ebert & Griffin Chap 4)	<ul style="list-style-type: none"> – Discuss the rise of international business – Describe the major world marketplaces, trade agreements, and alliances – Describe some of the ways in which economic, legal, and political differences among nations affect international
16	FINAL EXAM	

Textbook (s)/References/Materials:
Textbook: Ebert, Ronald J. & Griffin, Ricky W. Business Essentials, 12th edition, 2019 (Pearson Global Ed) ISBN: 9781292268996
Supplementary References: Bovee, Courtland L & Thill, John V. Business in Action, 7th edition; Pride, Hughes, and Kapoor, Foundations of Business, Houghton Mifflin, Boston, MA

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	60
	Total	100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation			
Projects			
Reports			
Homework	4	4	16
Quizzes / Studio Review			
Preparation Time for Midterm Exam / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
Total Workload/25 hours			(120/25 = 4.8)
ECTS			5

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
L01	Describe basic environments (legal, social, economic) in which a business operates.					X
L02	Explain basic concepts of management and recognize problems faced in operating a business enterprise.					X
L03	Describe basic concepts related to the marketing of goods and services.					X
L04	Provide basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business.					X
L05	Explain basic elements of accounting, computers, and business law with emphasis on the role these play in business.					X
L06	Describe the changing factors that could influence business in the future, and relate how these factors could affect their careers.					X
L07	Understand the global business life with understanding multinationals, digital firms and global organizations					X

Relationship Between Course Learning Outcomes and Program Competencies									
No	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.	X	X	X			X	X	5
2	Evaluate, follow, absorb and transfer new information in the field of international trade.				X	X	X	X	4
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.			X			X	X	3
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.		X	X	X		X	X	5
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X				X	X	4
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.		X	X	X	X		X	5
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.	X		X			X	X	4
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X					X	X	3
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decision-making processes of the enterprise in the field of foreign trade and finance.	X				X	X	X	4
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.	X	X				X	X	4
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English.	X	X			X	X	X	5
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations	X	X			X	X	X	5
13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions.	X	X			X	X	X	5
Total Effect									56

Policies and Procedures	
Web page:	https://www.ostimteknik.edu.tr/uluslararasi-ticaret-ve-finansman-bolumu-209 https://www.ostimteknik.edu.tr/international-trade-and-finance-232
Exams:	The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e. open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean's Office for additional disciplinary action.
Assignments:	Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.
Missed exams:	Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.
Projects:	Not applicable
Attendance:	Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.
Objections:	If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.