

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

IUL 152 Building the Future							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Building the Future	IUL 152	2	1	0	0	1	1

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Reaction Papers, Seminars and Out of Class Activities, Business Case Studies and Simulation games

Course Objective
<p>This course, which is the continuation of the Introduction to University Life Course, aims to raise the competence of the student in subjects such as career planning, interview processes, image and communication and to highly qualified people. In addition, the course aims to provide students with the knowledge of science, technology, industry, developments in R & D, rational and critical thinking, reasoning ability, generating rational solutions and evaluating future business opportunities through various seminars. This course contributes to the development of the basic sciences in our country, giving students the opportunity to make applied research, renewing the existing knowledge and ideas, enriching and educating the elements needed by the profession branches. Main of the course is to make students become aware of the needs of the 21st century, thus be prepared to new business environment accordingly.</p>

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> <input type="checkbox"/> To maximize their learning outcomes regarding other courses <input type="checkbox"/> prepare them to be more employable after graduating <input type="checkbox"/> understand what kind of working environment is waiting for them

Course Outline

Students will be given information about job market they will face after graduation. First of all, the laws and regulations they have to obey and their rights as workers will be discussed. Then students will be taught about recruitment processes including CV preparation, interviews, communication and image making methods as well. Career planning will be at the heart of this first period of the course including information about basic business management and entrepreneurship. In the second period students will be taught about Turkey and World economy. Industrial history of the world and expected future in the light of recent concepts like artificial intelligence and digital economies. Besides lives of celebrities of business and economic history and scientist will be discussed as well. At the end of the semester, students will be able to synthesize critically the information about history with the needs of the modern era to form a reasonable career path to themselves.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Welcome Session	<ul style="list-style-type: none"> – Introduction to the course – Content & Semester information
2	Basic Business Management Career Planning- Goal Setting Labor Law	
3	Recruitment Process CV Writing	
4	Webinar Week Entrepreneurship & Zebra Movement	
5	Job Interviews Emotions	
6	Image Management Communication	
7	Follow up in career path Motivation	
8	MIDTERM EXAM	

9	Seminar Week “Turning points in human history and their reflections on the economy and businesses”	
10	History of Turkish Economy and Business Life	
11	Turkey and World Economy (Deadline for the submission of 2nd Reaction paper)	
12	Artificial Intelligence Digitalization	
13	21st Century Skills	
14	Career Planning- Synthesis As a candidate For which jobs/ job markets are we preparing ourselves? Work-Life Balance	
15	Career Planning- Synthesis As a recruiter	
16	FINAL EXAM	
Textbook(s)/References/Materials:		
<p>Eco, U., (2015), How to write a Thesis?. The MIT Press. Yülek, M. A. (2018). How Nations Succeed. Palgrave Macmillan US. Dessler, G. (2020). Human resource management. Pearson. (16th Edition) Yülek, M. A. (Ed.). (2018). Industrial policy and sustainable growth. Springer.</p>		

Assessment		
Studies	Number	Contribution margin (%)
Attendance	15	10
Lab		
Class participation and performance		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	2	30
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury		
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): 15 x total course hours)	16	2	32
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	1	16
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	6	6
Preparation Period for the Final Exam / General Jury	1	6	6
Total Workload		(60/25 =2,4)	60

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To maximize their learning outcomes regarding other courses					X
LO2	prepare them to be more employable after graduating					X
LO3	understand what kind of working environment is waiting for them					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)								
Nu	Program Competencies	Learning Outcomes						Total Effect(1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	
1	Understanding the formal and informal processes associated with a business structure.		X					2
2	Evaluate a business on the basis of all functional units.							
3	To use analytical thinking effectively in the decisions taken for the problem solving process.			X				3
4	Having a vision of self-improvement and learning.				X			4
5	To carry out all activities within this framework, equipped with ethics.				X			4
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			X				3
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally.							

8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.							
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing.							
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.				X			4
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.							
12	To follow and correctly interpret the current trends developing within the framework of marketing.							
Total Effect								20

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/marketing-1242>

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, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions.

Assignments: 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.

