

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

BUS 101 Introduction to Business							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Introduction to Business	BUS101	1	3	0	0	3	4

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

Course Objective	
<p>The objective of this course is to introduce the fundamentals of business administration. Issues that have been on the agenda of the business world lately such as globalization, small business management, business ethics will be introduced. Following a brief introduction to functions and skills of management, organization , teamwork and communication concepts will be introduced. Technology and information management will also be covered.</p> <p>The role and function of business enterprise within our economic framework. 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, MIS, and quantitative tools used in business, international business and the future dimensions of business opportunities in a global economy.</p>	

Learning Outcomes

The students who succeeded in this course will be able;

- to master the contemporary business world
- to understand managing and organizing the Business
- to have a basic understanding of employee behavior, motivation, leadership, decision making and human resource management
- to learn about different marketing process, marketing strategies and consumer behavior
- to learn managing information for better business decisions
- to learn the financial system and issues in financial management

Course Outline

This course is to introduce the fundamentals of business administration. Issues that have been on the agenda of the business world such as The Contemporary Business World, Managing the Business, People in Organizations, Principles of Marketing, Building Relationships with Customers for Competitive Advantage, Managing Information for Better Business Decisions, The Financial System and Issues in Financial Management will be introduced.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	The Global Business Environment (Ebert and Griffin, Chap.1)	<ul style="list-style-type: none"> – Doing Business in the Global Marketplace – Business, Profit, and the External Environment – The External Environments of Business – Economic Systems – The Economics of Market Systems – Economic Indicators – Developing Skills in Your Career
	Understanding Business Ethics and Social Responsibility (Ebert and Griffin, Chap.2)	<ul style="list-style-type: none"> – Ethics in the Workplace – Social Responsibility – Areas of Social Responsibility – Implementing Social Responsibility Programs – The Government and Social Responsibility – Managing Social Responsibility

2	Entrepreneurship, New Ventures, and Business Ownership (Ebert and Griffin, Chap.3)	<ul style="list-style-type: none"> - What Is a Small Business? - Entrepreneurship - Trends, Successes, and Failures in New Ventures - Noncorporate Business Ownership - Corporations
3	Understanding the Global Context of Business (Ebert and Griffin, Chap.4)	<ul style="list-style-type: none"> - Chapter Opening Case: The Door Opens - The Contemporary Global Economy - International Trade - International Business Management - Understanding the Cultural Environment - Barriers to International Trade
4	Managing the Business (Ebert and Griffin, Chap.5)	<ul style="list-style-type: none"> - The Management Process - Types of Managers - Levels of Management - Management Roles and Skills - Strategic Management: Setting Goals and Formulating Strategy - Contingency Planning and Crisis Management - Management and the Corporate Culture
5	Organizing the Business (Ebert and Griffin, Chap.6)	<ul style="list-style-type: none"> - What Is Organizational Structure? - The Building Blocks of Organizational Structure - Establishing the Decision-Making Hierarchy - Basic Forms of Organizational Structure - Informal Organization
6	Operations Management and Quality (Ebert and Griffin, Chap.7)	<ul style="list-style-type: none"> - What Does Operations Mean Today? - Creating Value Through Operations - Business Strategy as the Driver of Operations - Operations Planning - Operations Scheduling - Operations Control - Quality Improvement and Total Quality Management - Adding Value Through Supply Chains

7	Employee Behavior and Motivation (Ebert and Griffin, Chap.8)	<ul style="list-style-type: none"> - Forms of Employee Behavior - Individual Differences Among Employees - Matching People and Jobs - Basic Motivation Concepts and Theories - Strategies and Techniques for Enhancing Motivation
8	MIDTERM EXAM	
9	Leadership and Decision Making (Ebert and Griffin, Chap.9)	<ul style="list-style-type: none"> - Nature of Leadership - Early Approaches to Leadership - The Situational Approach to Leadership - Leadership Through the Eyes of Followers - Special Issues in Leadership - Leadership Substitutes - Leadership Neutralizers - The Changing Nature of Leadership - Emerging Issues in Leadership - Leadership, Management, and Decision Making
10	Human Resource Management and Labor Relations (Ebert and Griffin, Chap.10)	<ul style="list-style-type: none"> - The Foundations of Human Resource Management - Equal Employment Opportunity - Staffing the Organization - Compensation and Benefits - Developing the Workforce - New Challenges in the Changing Workplace - Dealing with Organized Labor
11	Marketing Processes and Consumer Behavior (Ebert and Griffin, Chap.11)	<ul style="list-style-type: none"> - What Is Marketing? - Developing the Marketing Plan - Marketing Strategy: Target Marketing and Market Segmentation - Marketing Research - Understanding Consumer Behavior - Organizational Marketing and Buying Behavior - Small Business and the Marketing Mix
12	Developing and Pricing Products (Ebert and Griffin, Chap.12)	<ul style="list-style-type: none"> - What Is a Product? - Developing New Products - Product Life Cycle - Determining Prices - Pricing Strategies and Tactics

	Distributing and Promoting Products (Ebert and Griffin, Chap.13)	<ul style="list-style-type: none"> – The Distribution Mix – Wholesaling – Retailing – Physical Distribution – The Importance of Promotion
13	Information Technology (IT) for Business (Ebert and Griffin, Chap. 14)	<ul style="list-style-type: none"> – Information Technology Impacts: A Driver of Changes for Business – IT Building Blocks: Business Resources – Information Systems: Harnessing the Competitive Power of IT – IT Risks and Threats – IT Protection Measures
14	The Role of Accountants and Accounting Information (Ebert and Griffin, Chap.15)	<ul style="list-style-type: none"> – What Is Accounting, and Who Uses Accounting Information? – Internationalizing Accounting – Financial Statements – Analyzing Financial Statements – Bringing Ethics into the Accounting Equation
15	Understanding Money and the Role of Banking (Ebert and Griffin, Chaps.16)	<ul style="list-style-type: none"> – What Is Money? – The U.S. Financial System – How Financial Institutions Create Money and Are Regulated – The Federal Reserve System – The Changing Money and Banking System – International Banking and Finance
	Managing Business Finances (Ebert and Griffin, Chaps.17)	<ul style="list-style-type: none"> – Maximizing Capital Growth – Investing to Fulfill Financial Objectives – The Business of Trading Securities – The Risk–Return Relationship – Financing the Business Firm – Becoming a Public Corporation
16	FINAL EXAM	

Textbook(s)/References/Materials:

Textbook: ▪ Ebert, R.J. And Griffin, R.W. (2020). Business Essentials, 12th Edition, Harlow: Pearson.

Supplementary References: Kinicki, W. and Williams, B. (2019). Management- A Practical Introduction, 9th Edition, New York: McGraw-Hill Higher Education

Other Materials:-

Assessment

Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	1	5
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	2	10
Presentation	2	10
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	25
General Exam / Final Jury	1	50
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50
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 (if any)			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation	2	5	10
Projects			
Reports			
Homework	2	8	16
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload		(162/25 = 6,4)	162

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	to master the contemporary business world					X

L02	to understand managing and organizing the Business					X
L03	to have a basic understanding of employee behavior, motivation, leadership, decision making and human resource management					X
L04	to learn about different marketing process, marketing strategies and consumer behavior					X
L05	to learn managing information for better business decisions					X
L06	to learn the financial system and issues in financial management					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						5
2	Evaluate a business on the basis of all functional units.	x	x					5
3	To use analytical thinking effectively in the decisions taken for the problem solving process.		x			x	x	2
4	Having a vision of self-improvement and learning.			x				1
5	To carry out all activities within this framework, equipped with ethics	x						2
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.		x		x		x	4
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				x			1
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions.				x		x	3
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.				x		x	2
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	x						2
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.				x			1

12	To follow and correctly interpret the current trends developing within the framework of marketing.				x			2
								30

Policies and Procedures

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

Exams: The exam aims at assessing two dimensions of learning: knowledge of concepts and theories , and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

Assignments :The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments . Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

Missed exams: If any student misses any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

Projects: The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

Attendance: Each student should attend 70% of the class during the active term. If any student doesn't attend more than determined rate he/she will be insufficient and will not have pass mark from the course/class.

Objections: Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.