

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

WED124 Workplace Education							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Workplace Education	WED124	2	6	6	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	On the Job Learning, Reporting, Communication, Seminars

Course Objective
The activities carried out in the workplace experience course will provide candidates with various skills that will enable them to become an experienced employee. The students' progress in understanding the future profession and gaining the competencies constituting the profession will be evaluated by the university instructors who are in close cooperation with them and the application trainers and mentors who have gained experience in their work. This course aims to prepare first year students to become oriented to these experiences by taking some series of seminars from field professionals.

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ol style="list-style-type: none"> 1. To be trained in accordance with the needs of the market by making the applications in laboratories that live in the market instead of the laboratories created in the school 2. To achieve gains about like; Analyzing basic economic indicators, establishing the idea of establishing a business, operating the business, performing management functions, managing human resources, managing the production process, managing marketing and financial activities of the business, managing its structure, knowing and complying with the concepts of professional ethics and morality 3. To assess practical implications of theoretical knowledge acquired at the university 4. To present obtained information in a formal report 5. To produce alternatives individually or collectively in order to solve problems 6. To reach area-specific information sources by using various databases

Course Outline
Students attend to some seminar series at University main Campus and visit some workplaces. They will listen professionals from various fields and sectors. They are expected to take notes and report them at the end of the semester.

Weekly Topics and Related Preparation Studies
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Weeks	Topics	Preparation Studies
1	Fundamentals of Workplace Training Business, People and Society	Professionals' Seminar Note Taking
2	Workplace Rules /Robotics/Digital Recruitment and First Work Day	Professionals' Seminar Note Taking
3	Job Markets Sectors Entrepreneurship and Starting a New Business	Professionals' Seminar Note Taking
4	Business Life in the Public Service Sector (NGO)	Professionals' Seminar Note Taking
5	Production sector Sales & Marketing	Professionals' Seminar Note Taking
6	Functions of Accounting Finance and Money	Professionals' Seminar Note Taking
7	Behavior in the Workplace (Multicultural Work Life) Leader in Business Life and Its Impact on Business	Professionals' Seminar Note Taking
8	MIDTERM EXAM	
9	Information and Technology at Work Decision Processes in the Workplace	Professionals' Seminar Note Taking
10	Sustainability Strategy in Business	Professionals' Seminar Note Taking
11	HRM in the Workplace and Its Applications Business Intelligence and Awareness	Professionals' Seminar Note Taking
12	Business and Risk Occupational health and Safety	Professionals' Seminar Note Taking
13	Business law Business Ethics and Ethics	Professionals' Seminar Note Taking
14	Defense Industry Companies Consulting Companies	Professionals' Seminar Note Taking
15	Software Companies Techno parks	Professionals' Seminar Note Taking
16	FINAL EXAM	

Textbook(s)/References/Materials:

- No textbook required

Assessment		
Studies	Number	Contribution margin (%)
Active Participation		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exams / 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	6	96
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class			
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
	(108/25 = 4,32)		108
	ECTS	4	

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
L01	To be trained in accordance with the needs of the market by making the applications in laboratories that live in the market instead of the laboratories created in the school					x
L02	To achieve gains about like; Analyzing basic economic indicators, establishing the idea of establishing a business, operating the business, performing management functions, managing human resources, managing the production process, managing marketing and financial activities of the business, managing its structure, knowing and complying with the concepts of professional ethics and morality					X
L03	To assess practical implications of theoretical knowledge acquired at the university					x
L04	To present obtained information in a formal report					x
L05	To produce alternatives individually or collectively in order to solve problems					X
L06	To reach area-specific information sources by using various databases					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	X	X	X	x		4
2	Evaluate a business on the basis of all functional units.			x	x	X		3
3	To use analytical thinking effectively in the decisions taken for the problem solving process.					x	x	2
4	Having a vision of self-improvement and learning.	x		x			x	3
5	To carry out all activities within this framework, equipped with ethics		x		X		x	3
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.				x		X	2
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		x		X		3
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		2

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				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	x			2
12	To follow and correctly interpret the current trends developing within the framework of marketing.					X	X	2
TOTAL EFFECT								29

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, 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.