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| ***ÇAĞ ÜNİVERSİTESİ***  ***İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | |
| **MAN 105** | | | | Business | | | | | | | | | | | | 2 (2-0-0) | | | | | **6** | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | | **Language of Instruction** | | | | | | English | | | | | |
| **Type and Level of Course** | | | | | | | | **Compulsory/1.Year/Spring Semester EQF- Level 6** | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | **Lecturers** | | | | | | **Name(s)** | | | | **Lecturers** | | |
| **Course Coordinator** | | | | | Dr. Duygu Gür | | | | | | Tuesday  13:25-16:35 | | | | | | Thursday 10-12:00 | | | | duygugur@cag.edu.tr | | |
| **Course Objective** | | | | | The aim of the course is to teach students fundamental concepts and applications in the field of international business management, equipping them with the theoretical knowledge and practical skills necessary to make effective decisions in global business environments. Additionally, the course aims to help students develop leadership, teamwork, and critical thinking abilities, while incorporating ethical and legal principles into professional business processes. The course seeks to enhance students' ability to solve contemporary business problems using analytical tools and to establish a strategic perspective by understanding the interrelation between various business functions. | | | | | | | | | | | | | | | | | | |
| **Ders Öğrenme Çıktıları** | |  | Students who have completed the course successfully should be able to | | | | | | | | | | | | | | | | | **İlişkiler** | | | |
| **Prog. Çıktıları** | | | **Net Katkı** |
| 1 | Students will learn to produce reports and presentations suitable for various business environments, with a focus on international business contexts. | | | | | | | | | | | | | | | | | 1 | | | 3 |
| 2 | Mastery in applying relevant business software and technology to enhance productivity and professional communication. | | | | | | | | | | | | | | | | | 2 | | | 2 |
| 3 | Understand and define foundational business management concepts within the scope of international business. | | | | | | | | | | | | | | | | | 3 | | | 5 |
| 4 | Apply ethical standards and legal considerations when making business decisions in a global context. | | | | | | | | | | | | | | | | | 4 | | | 5 |
| 5 | Analyze and implement theoretical concepts to improve business systems and processes. | | | | | | | | | | | | | | | | | 5 | | | 4 |
| 6 | Cultivate leadership qualities, enhance interpersonal communication, and demonstrate effective teamwork in various business settings. | | | | | | | | | | | | | | | | | 6 | | | 3 |
| 7 | Evaluate the interrelated functions of business, including accounting, finance, marketing, management, and production | | | | | | | | | | | | | | | | | 7 | | | 5 |
| 8 | Employ analytical tools and critical thinking to address contemporary business problems. | | | | | | | | | | | | | | | | | 8&9 | | | 4 |
| **Course Content:**  This course provides an overview of key international business management concepts, emphasizing the relationship between business functions and ethical/legal responsibilities in global contexts. Students will explore management functions such as accounting, finance, marketing, production, and develop skills in leadership, teamwork, and communication. The course includes practical problem-solving through analytical tools and critical thinking, along with training in report writing, presentations, and effective use of business technology. | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( Weekly Lecture Plan )** | | | | | | | | | | | | | | | | | | | | | | | |
| **Week** | **Topic** | | | | | | | | | | | | Preparation | | | | | | Teaching Methods | | | | |
| **1** | Introduction | | | | | | | | | | | |  | | | | | | **Discussions** | | | | |
| **2** | Understanding the Business Environment &  Business Ethics and Social Responsibility | | | | | | | | | | | | Part 1-Chapter 1&2 | | | | | | **Presentation and Discussions** | | | | |
| **3** | Entrepreneurship, New Ventures, and Business Ownership | | | | | | | | | | | | Part 1-Chapter 3 | | | | | | **Presentation and Discussions** | | | | |
| **4** | Managing the Business | | | | | | | | | | | | Part 2-Chapter 5 | | | | | | **Presentation and Discussions** | | | | |
| **5** | Organizing the Business | | | | | | | | | | | | Part 2-Chapter 6 | | | | | | **Presentation and Discussions** | | | | |
| **6** | Operations Management and Quality | | | | | | | | | | | | Part 2- Chapter 7 | | | | | | **Presentation and Discussions** | | | | |
| **7** | General Discussion & Review | | | | | | | | | | | |  | | | | | | **Presentation and Discussions** | | | | |
| **8** | Employee Behavior and Motivation  Leadership and Decision Making | | | | | | | | | | | | Part 3-Chapter 8 & 9 | | | | | | **Presentation and Discussions** | | | | |
| **9** | Human Resource Management and Labor Relations | | | | | | | | | | | | Part 3-Chapter 10 | | | | | | **Presentation and Discussions** | | | | |
| **10** | Marketing Processes and Consumer Behavior | | | | | | | | | | | | Part 4-Chapter 11 | | | | | | **Presentation and Discussions** | | | | |
| **11** | Developing and Pricing Products | | | | | | | | | | | | Part 4-Chapter 12 | | | | | | **Presentation and Discussions** | | | | |
| **12** | Distributing and Promoting Products | | | | | | | | | | | | Part 4-Chapter 13 | | | | | | **Presentation and Discussions** | | | | |
| **13** | Understanding Money and the Role of Banking  Managing Business Finances | | | | | | | | | | | | Part 6-Chapter 16&17 | | | | | | **Presentation and Discussions** | | | | |
| **14** | Case Discussion & General Review | | | | | | | | | | | |  | | | | | | **Presentation and Discussions** | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | Business Essentials, Global Edition, 13th edition  Published by Pearson © 2022  Ronald J. Ebert University of Missouri-Columbia  Ricky W. Griffin Texas A&M University | | | | | | | | | | | | | | | | | |
| **Related Links** | | | | | | **-** | | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | | **-** | | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | **If required, additional learning materials and presentation outputs are accessible in the Student Automation System on Çağ University Web Site.** | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | |
| **Etkinlikler** | | | | | | | **Number** | | | **Effect** | | | | **Notlar** | | | | | | | | | |
| **Midterm Exam** | | | | | | | **1** | | | **%40** | | | |  | | | | | | | | | |
| ***Final Exam*** | | | | | | | **1** | | | **%60** | | | |  | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | | | **Hours** | | | | | | | **Total** | |
| **Hours in Classroom** | | | | | | | | | **14** | | | | | | **2** | | | | | | | **28** | |
| **Hours out Classroom** | | | | | | | | | **14** | | | | | | **7** | | | | | | | **98** | |
| **Homeworks** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Implementation** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Quizzes** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Midterm Exam** | | | | | | | | | **1** | | | | | | **20** | | | | | | | **20** | |
| **Fieldwork** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Final Exam** | | | | | | | | | **1** | | | | | | **30** | | | | | | | **30** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | **176** | |
| **=176/30**  **=5,86** | |
| **6** | |