

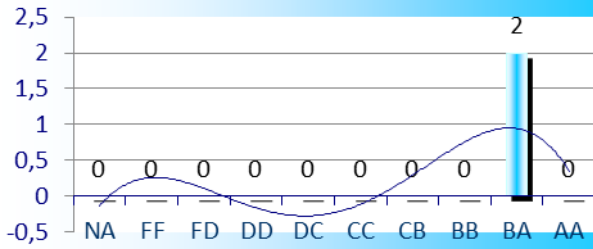
**CAG UNIVERSITY**  
**SOCIAL SCIENCES INSTITUTES**  
**INTERNATIONAL TRADE AND MARKETING**

Code	Name	Credit	ECTS	
MAN 544	Contemporary Business	(3-0-3) 3	8	
<b>Prerequisites</b>	Yok			
<b>Language of Instruction</b>	Turkish	<b>Mode of Delivery</b>	Face to Face	
<b>Type and Level of Course</b>	Compulsory / 1. Year/ Spring Semester			
<b>Lecturer</b>	<b>Name</b>	<b>Lecture Hours</b>	<b>Office Hours</b>	
<b>Course Coordinator</b>	Prof. Dr. Murat KOÇ	Saturday 09.30-12.30	Wednesday 15.00-16.00	muratkoc@cag.edu.tr
<b>Other Coordinator</b>	Asst. Prof. Dr. Yonca Bir			yoncabir@cag.edu.tr
<b>Purpose</b>	The course aims to understand the structure in contemporary organizations, provide the necessary knowledge and skills to manage employees.			
<b>Learning Outcomes of the Course</b>	Students that upon successful completion of this course;		<b>Relationship</b>	
			<b>Prog. Output</b>	<b>Prog. Output</b>
	<b>1</b>	To define planning, organizing, directing and controlling functions in a contemporary business.	3	3
	<b>2</b>	To approach managerial ideas from a critical perspective.	4	5
	<b>3</b>	To evaluate real-life administrative problems and solutions.	6	5
<b>4</b>	To develop contemporary managerial skills.	3&5&6	<b>3&amp;4&amp;5</b>	
<b>Course Description :</b> The course covers the basic principles of business management, and examines at national and international levels, in the light of the modern business concept in the context of current business functions.				
<b>Course Contents:(Weekly Lecture Plan)</b>				
<b>Week</b>	<b>Topic</b>	<b>Preparation</b>	<b>Teaching Methods</b>	
<b>1</b>	New Economy	Slides	Presentation&Discussion	
<b>2</b>	What is Sustainability?	Slides	Presentation&Discussion	
<b>3</b>	Sustainable Human, Project and Resource Management	Slides	Presentation&Discussion	
<b>4</b>	Operations Management and Supply Chain	Slides	Presentation&Discussion	
<b>5</b>	Sustainability and Social Responsibility	Slides	Presentation&Discussion	
<b>6</b>	Ledership and Sustainability	Slides	Presentation&Discussion	
<b>7</b>	Sustainable Consumption	Slides	Presentation&Discussion	
<b>8</b>	Biodiversity and Its Impact on Business Life	Slides	Presentation&Discussion	
<b>9</b>	Green Transformation	Slides	Presentation&Discussion	
<b>10</b>	Turkish Sustainability Reporting Standards Applications in Businesses	Slides	Presentation&Discussion	
<b>11</b>	Borderline Carbon Regulation Mechanism Applications in Businesses	Slides	Presentation&Discussion	
<b>12</b>	Agile Mindset	Slides	Presentation&Discussion	
<b>13</b>	Basic Principles of Lean and Agile Project Management	Slides	Presentation&Discussion	
<b>14</b>	Case study	Slides	Presentation&Discussion	
<b>REFERENCES</b>				
<b>Textbook</b>	Louis E. Boone & David E. Kurtz, 2016, Çağdaş İşletme (Çev. Azmi YALÇIN), Nobel Akademik Yayıncılık. Gülin Yücel, Levent Kurnaz, 2021, Yeni Gerçeğimiz Sürdürülebilirlik, Yeni İnsan Kitabevi			
<b>ASSESSMENT METHODS</b>				
<b>Activities</b>	<b>Number</b>	<b>Effect</b>	<b>Notes</b>	
<b>Midterm</b>	1	40%		
<b>Final Exam</b>	1	60%		
<b>Success Rate for the Year</b>		40%		
<b>Final Success Ratio</b>		60%		
<b>ECTS TABLE</b>				

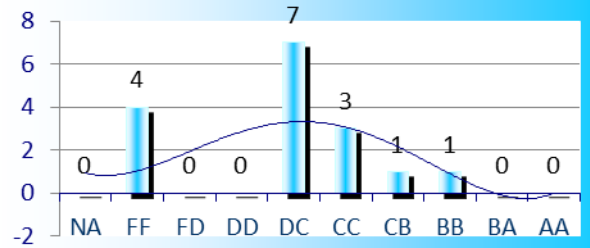
Content	Number	Hours	Total
Hours in Classroom	16	3	48
Hours out Classroom	16	3	48
Midterm	1	65	65
Final Exam	1	70	70
		<b>Total</b>	199
		<b>Total / 30</b>	<b>=231/30=7.7</b>
		<b>ECTS Credit</b>	<b>8</b>

### RECENT PERFORMANCE

2020-2021 FALL  
MAN 544



2021-2022 FALL  
MAN 544



2022-2023 SPRING  
MAN 544

