

Alanya University

Faculty of Economics, Administrative and Social Sciences
Business Administration (English)

BUS 101 İşletmeye Giriş					
Semester	Course Unit Code	Course Unit Title	L+P	Credit	Number of ECTS Credits
1	BUS 101	İşletmeye Giriş	3	3	6

Mode of Delivery:

Face to Face

Language of Instruction:

English

Level of Course Unit:

Bachelor's Degree

Work Placement(s):

No

Department / Program:

Business Administration (English)

Type of Course Unit:

Required

Objectives of the Course:

The course aims to explain basic business concepts and provide detailed information about the purposes, classifications and establishment of business, international trade, leadership, management, entrepreneurship, organization and teamwork, human resources, managing the money

Teaching Methods and Techniques:

Prerequisites and co-requisites:

Course Coordinator:

Doktor Öğretim Üyesi Müge Doğaner

Name of Lecturers:

Assistants:

Recommended or Required Reading

Resources

Şimşek M. Şerif , İşletme Bilimine Giriş, Bovee, C. L., & Thill, J. V. Business in Action. Pearson, Mirze, Kadri S. Introduction to Business.

Course Category

Mathematics and Basic Sciences	:	Education	:
Engineering	:	Science	:
Engineering Design	:	Health	:
Social Sciences	: 100	Field	:

Weekly Detailed Course Contents

Week	Topics	Study Materials	Materials
1	Basic Business Concepts	-	-
2	The objectives of business and its place in economy	-	-
3	İşletmelerin sınıflandırılması	-	-
4	Establishment of Business	-	-
5	international trade	-	-
6	midterm	-	-
7	leadership	-	-
8	Management	-	-
9	Entrepreneurship	-	-
10	Organization and teamwork	-	-
11	Human resources and employee motivation	-	-
12	satisfying the customer	-	-
13	managing the money	-	-
14	managing the money	-	-
15	final exam	-	-

Course Learning Outcomes

No	Learning Outcomes
C01	The student can define the concept of a business and differentiate between various types of businesses (commercial, manufacturing, service).
C02	The student can describe the basic management functions (planning, organizing, leading, controlling) and discuss their impact on business success.
C03	The student can explain business strategies and analyze different types of strategies (competitive, growth, cooperation).
C04	The student can analyze the economic, legal, and socio-cultural environment in which a business operates and discuss how environmental factors impact the business.

Program Learning Outcomes

No	Learning Outcome
P01	To be able to apply the theoretical knowledge acquired in the basic areas of business administration (Management-Organization, Supply Chain Management, Production Management, Marketing, Ac
P03	To be able to inform experts and non-experts about issues related to the field.
P05	To be able to take responsibility individually and as a group member to solve complex and unforeseen problems encountered in practice
P07	To be able to interpret the changing trends in the world and to be able to follow technological changes
P08	To be able to implement innovation and innovative working principles
P02	To be able to develop solutions to business issues/problems based on scientific research.
P04	To have ethical values in applications in the field of business administration
P06	To be able to evaluate changes in theories of business strategies
P09	To be equipped with information and communication technologies to gain competence in the field
P10	To provide competence in managing organizations, leadership, decision-making processes and strategic planning,

