

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2021-2022 FALL**

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, Discussion, Question Answer

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
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> • To understand the fundamentals of business administration • To learn the functions of management • To understand what the environment means for each function of the business • To understand the effects of globalization in the business world • To reach correct information about business administration • To master the basic concepts of business in the literature, • To discuss the skills of an outstanding manager, • To describe the development of current perspectives on management, • To explain the importance of ethics and values in effective management, • To describe how to develop your cross-cultural competency, • To compare mission, vision, and value statements, • To describe the role of effective execution in strategic management, • To be individuals with improved social and intellectual capacity, visionary, high ethical values, ability to adapt to group communication and team work

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	Doing Business in the Global Marketplace 31 Business, Profit, and the External Environment 33 The External Environments of Business 34 finding a better way: The B Team 35 Economic Systems 37 The Economics of Market Systems 42 Economic Indicators 46 Developing Skills in Your Career 54
	Understanding Business Ethics and Social Responsibility	Ethics in the Workplace 66 Social Responsibility 72 Areas of Social Responsibility 75 Implementing Social Responsibility Programs 82 The Government and Social Responsibility 84 Managing Social Responsibility 86
2	Entrepreneurship, New Ventures, and Business Ownership	What Is a Small Business? 102 Entrepreneurship 107 Trends, Successes, and Failures in New Ventures 113 Noncorporate Business Ownership 116 Corporations 119
3	Understanding the Global Context of Business	Chapter Opening Case: The Door Opens 135 The Contemporary Global Economy 136 International Trade 141 International Business Management 147 Understanding the Cultural Environment 152 Barriers to International Trade 155
4	Managing the Business	The Management Process 170 Types of Managers 175 Levels of Management 175 Management Roles and Skills 178 Strategic Management: Setting Goals and Formulating Strategy 182 Contingency Planning and Crisis Management 188 Management and the Corporate Culture 190
5	Organizing the Business	What Is Organizational Structure? 202 The Building Blocks of Organizational Structure 205 Establishing the Decision-Making Hierarchy 209 Basic Forms of Organizational Structure 213 Informal Organization 218

6	Operations Management and Quality 228	What Does <i>Operations</i> Mean Today? 232 Creating Value Through Operations 234 Business Strategy as the Driver of Operations 238 Operations Planning 240 Operations Scheduling 245 Operations Control 248 Quality Improvement and Total Quality Management 251 Adding Value Through Supply Chains 255
7	Employee Behavior and Motivation	Forms of Employee Behavior 272 Individual Differences Among Employees 275 Matching People and Jobs 280 Basic Motivation Concepts and Theories 282 Strategies and Techniques for Enhancing Motivation 289
8	Midterm	
9	Leadership and Decision Making	Nature of Leadership 306 Early Approaches to Leadership 308 The Situational Approach to Leadership 310 Leadership Through the Eyes of Followers 311 Special Issues in Leadership 314 Leadership Substitutes 314 Leadership Neutralizers 315 The Changing Nature of Leadership 315 Emerging Issues in Leadership 317 Leadership, Management, and Decision Making 319
10	Human Resource Management and Labor Relations	The Foundations of Human Resource Management 336 Equal Employment Opportunity 339 Staffing the Organization 342 Compensation and Benefits 344 Developing the Workforce 348 New Challenges in the Changing Workplace 352 Dealing with Organized Labor 355
11	Marketing Processes and Consumer Behavior	What Is Marketing? 372 Developing the Marketing Plan 377 Marketing Strategy: Target Marketing and Market Segmentation 383 Marketing Research 385 Understanding Consumer Behavior 389 Organizational Marketing and Buying Behavior 391 Small Business and the Marketing Mix 395
12	Developing and Pricing Products	What Is a Product? 408 Developing New Products 412 Product Life Cycle 416 Determining Prices 421 Pricing Strategies and Tactics 424
	Distributing and Promoting Products	The Distribution Mix 440 Wholesaling 443 Retailing 445 Physical Distribution 449 The Importance of Promotion 451
13	Information Technology (IT) for Business	Information Technology Impacts: A Driver of Changes for Business 472

		IT Building Blocks: Business Resources 478 Information Systems: Harnessing the Competitive Power of IT 484 IT Risks and Threats 488 IT Protection Measures 491
14	The Role of Accountants and Accounting Information	What Is Accounting, and Who Uses Accounting Information? 506 Internationalizing Accounting 513 Financial Statements 517 Analyzing Financial Statements 523 Bringing Ethics into the Accounting Equation 524
15	Understanding Money and the Role of Banking	What Is Money? 540 The U.S. Financial System 543 How Financial Institutions Create Money and Are Regulated 549 The Federal Reserve System 550 The Changing Money and Banking System 554 International Banking and Finance 558
	Managing Business Finances	Maximizing Capital Growth 574 Investing to Fulfill Financial Objectives 577 The Business of Trading Securities 579 The Risk–Return Relationship 586 Financing the Business Firm 589 Becoming a Public Corporation 593
16	Final Exam	

Textbook(s)/References/Materials:

- Ebert, R.J. And Griffin, R.W. (2020). Business Essentials, 12th Edition, Harlow: Pearson.
- Kinicki, W. and Williams, B. (2019). Management- A Practical Introduction, 9th Edition, New York: McGraw-Hill Higher Education

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Attendance	16	10
Midterm Exams / Midterm Jury	1	35
General Exam / Final Jury	1	55
Total		100
Success Grade Contribution of Semester Studies		45
Success Grade Contribution of End of Term		55
Total		100

Relationship Between Course Learning Outcomes and Program Competencies						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	To define the nature of business, describe the external environments of business, and discusses how these environments affect the success or failure of organization					x
2	To describe global economic systems according to the means by which they control the factors of production					x
3	To explain how individuals develop their personal codes of ethics and why ethics are important in the workplace					x
4	To identify four general approaches to social responsibility and note the role of social responsibility in small business					x
5	To Explain entrepreneurship and describe some key characteristics of entrepreneurial personalities and activities					x
6	To Describe distinctive competence, the business plan and the start-up decisions made by small businesses and identify sources of financial aid available to such enterprises.				x	
7	To explain how differences in import-export balances, exchange rates, and foreign competition determine the ways in which countries and businesses respond to the international environment.				x	
8	To Explain the role and importance of the cultural environment in international business.				x	
9	To Describe the nature of management and identify the four basic functions that constitute the management process.					x
10	To Explain the importance of strategic management and effective goal setting in organizational success.					x
11	To Explain the differences among functional, divisional, matrix, and international organizational structures and describe the most popular new forms of organizational design.					x
12	To Identify the major factors that are considered in operations planning.				x	
13	To Identify and summarize the most important models and concepts of employee motivation.					x
14	To Relate leadership to decision making and discuss both rational and behavioral perspectives on decision making.					x
15	To Define human resource management, discuss its strategic significance, and explain how managers plan for their organization's human resource needs.					x
16	To Explain the concept of marketing and identify the five forces that constitute the external marketing environment.					x
17	To Describe the stages of the product life cycle (PLC) and methods for extending a product's life.					x
18	To Identify the various pricing objectives that govern pricing decisions, and describe the price-setting tools used in making these decisions.					x
19	To Explain the meaning of distribution mix and identify the different channels of distribution.					x
20	To Identify the objectives of promotion and the considerations in selecting a promotional mix, and discuss the various kinds of advertising promotions					x
21	To Describe the role of information systems, the different types of information systems, and how businesses use such systems.					x
22	To Describe the ways in which businesses protect themselves from the threats and risks information technology poses.					x
23	To Explain how the accounting equation is used.					x
24	To Explain the key standards and principles for reporting financial statements.					x
25	To Explain how financial institutions create money and describe the means by which they are regulated.					x
26	To Identify reasons for investing and the investment opportunities offered by mutual funds and exchange-traded funds.					x
27	To Identify the reasons a company might make an initial public offering of its stock, explain how stock value is determined, and discuss the significance of market capitalization					x

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			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homeworks	2	8	16
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	2	2
Preparation Period for the Final Exam / General Jury	1	2	2
Total Workload	(100/25 = 4)		100