



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

<b>BUS101 Introduction to Business</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>ECT S</b>
Introduction to Business	BUS101	1	3	0	0	3	5

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques of the Course</b>	Lecture, Question-Answer, Problem Solving

<b>Course Objective</b>
<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>

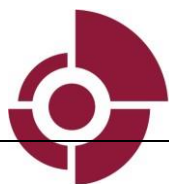
<b>Learning Outcomes</b>
<p>The students who succeeded in this course will be able;</p> <ul style="list-style-type: none"> <li>• to master the contemporary business world</li> <li>• to understand managing and organizing the Business</li> <li>• to have a basic understanding of employee behavior, motivation, leadership, decision making and human resource management</li> <li>• to learn about different marketing process, marketing strategies and consumer behavior</li> <li>• to learn managing information for better business decisions</li> <li>• to learn the financial system and issues in financial management</li> </ul>

<b>Course Outline</b>
<p>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.</p>

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	The Global Business Environment (Ebert and Griffin, Chap.1)	<ul style="list-style-type: none"> <li>– Doing Business in the Global Marketplace</li> <li>– Business, Profit, and the External Environment</li> <li>– The External Environments of Business</li> <li>– Economic Systems</li> <li>– The Economics of Market Systems</li> <li>– Economic Indicators</li> <li>– Developing Skills in Your Career</li> </ul>
	Understanding Business Ethics and Social Responsibility (Ebert and Griffin, Chap.2)	<ul style="list-style-type: none"> <li>– Ethics in the Workplace</li> <li>– Social Responsibility</li> <li>– Areas of Social Responsibility</li> <li>– Implementing Social Responsibility Programs</li> <li>– The Government and Social Responsibility</li> <li>– Managing Social Responsibility</li> </ul>
2	Entrepreneurship, New Ventures, and Business Ownership (Ebert and Griffin, Chap.3)	<ul style="list-style-type: none"> <li>– What Is a Small Business?</li> <li>– Entrepreneurship</li> <li>– Trends, Successes, and Failures in New Ventures</li> <li>– Noncorporate Business Ownership</li> <li>– Corporations</li> </ul>
3	Understanding the Global Context of Business (Ebert and Griffin, Chap.4)	<ul style="list-style-type: none"> <li>– Chapter Opening Case: The Door Opens</li> <li>– The Contemporary Global Economy</li> <li>– International Trade</li> <li>– International Business Management</li> <li>– Understanding the Cultural Environment</li> <li>– Barriers to International Trade</li> </ul>
4	Managing the Business (Ebert and Griffin, Chap.5)	<ul style="list-style-type: none"> <li>– The Management Process</li> <li>– Types of Managers</li> <li>– Levels of Management</li> <li>– Management Roles and Skills</li> <li>– Strategic Management: Setting Goals and Formulating Strategy</li> <li>– Contingency Planning and Crisis Management</li> <li>– Management and the Corporate Culture</li> </ul>
5	Organizing the Business (Ebert and Griffin, Chap.6)	<ul style="list-style-type: none"> <li>– What Is Organizational Structure?</li> <li>– The Building Blocks of Organizational Structure</li> <li>– Establishing the Decision-Making Hierarchy</li> <li>– Basic Forms of Organizational Structure</li> <li>– Informal Organization</li> </ul>



6	Operations Management and Quality (Ebert and Griffin, Chap.7)	<p>What Does Operations Mean Today?</p> <ul style="list-style-type: none"> <li>– Creating Value Through Operations</li> <li>– Business Strategy as the Driver of Operations</li> <li>– Operations Planning</li> <li>– Operations Scheduling</li> <li>– Operations Control</li> <li>– Quality Improvement and Total Quality Management</li> <li>– Adding Value Through Supply Chains</li> </ul>
7	Employee Behavior and Motivation (Ebert and Griffin, Chap.8)	<ul style="list-style-type: none"> <li>– Forms of Employee Behavior</li> <li>– Individual Differences Among Employees</li> <li>– Matching People and Jobs</li> <li>– Basic Motivation Concepts and Theories</li> <li>– Strategies and Techniques for Enhancing Motivation</li> </ul>
8	<b>MIDTERM EXAM</b>	
9	Leadership and Decision Making (Ebert and Griffin, Chap.9)	<ul style="list-style-type: none"> <li>– Nature of Leadership</li> <li>– Early Approaches to Leadership</li> <li>– The Situational Approach to Leadership</li> <li>– Leadership Through the Eyes of Followers</li> <li>– Special Issues in Leadership</li> <li>– Leadership Substitutes</li> <li>– Leadership Neutralizers</li> <li>– The Changing Nature of Leadership</li> <li>– Emerging Issues in Leadership</li> <li>– Leadership, Management, and Decision Making</li> </ul>
10	Human Resource Management and Labor Relations (Ebert and Griffin, Chap.10)	<ul style="list-style-type: none"> <li>– The Foundations of Human Resource Management</li> <li>– Equal Employment Opportunity</li> <li>– Staffing the Organization</li> <li>– Compensation and Benefits</li> <li>– Developing the Workforce</li> <li>– New Challenges in the Changing Workplace</li> <li>– Dealing with Organized Labor</li> </ul>
11	Marketing Processes and Consumer Behavior (Ebert and Griffin, Chap.11)	<ul style="list-style-type: none"> <li>– What Is Marketing?</li> <li>– Developing the Marketing Plan</li> <li>– Marketing Strategy: Target Marketing and Market</li> <li>– Segmentation</li> <li>– Marketing Research</li> <li>– Understanding Consumer Behavior</li> <li>– Organizational Marketing and Buying Behavior</li> <li>– Small Business and the Marketing Mix</li> </ul>



12	Developing and Pricing Products (Ebert and Griffin, Chap.12)	What Is a Product? – Developing New Products – Product Life Cycle – Determining Prices – Pricing Strategies and Tactics
	Distributing and Promoting Products (Ebert and Griffin, Chap.13)	– The Distribution Mix – Wholesaling – Retailing – Physical Distribution – The Importance of Promotion
13	Information Technology (IT) for Business (Ebert and Griffin, Chap. 14)	– Information Technology Impacts: A Driver of Changes for Business – IT Building Blocks: Business Resources – Information Systems: Harnessing the Competitive Power of IT – IT Risks and Threats – IT Protection Measures
14	The Role of Accountants and Accounting Information (Ebert and Griffin, Chap.15)	– What Is Accounting, and Who Uses Accounting Information? – Internationalizing Accounting – Financial Statements – Analyzing Financial Statements – Bringing Ethics into the Accounting Equation
15	Understanding Money and the Role of Banking (Ebert and Griffin, Chaps.16)	– What Is Money? – The U.S. Financial System – How Financial Institutions Create Money and Are Regulated – The Federal Reserve System – The Changing Money and Banking System – International Banking and Finance
	Managing Business Finances (Ebert and Griffin, Chaps.17)	– Maximizing Capital Growth – Investing to Fulfill Financial Objectives – The Business of Trading Securities – The Risk–Return Relationship – Financing the Business Firm – Becoming a Public Corporation
16	<b>FINAL EXAM</b>	

<b>Textbook(s)/References/Materials:</b>	
<b>Textbook:</b> <input type="checkbox"/>	Ebert, R.J. And Griffin, R.W. (2020). Business Essentials, 12th Edition, Harlow: Pearson.
<b>Supplementary References:</b>	Kinicki, W. and Williams, B. (2019). Management- A Practical Introduction, 9th Edition, New York: McGraw-Hill Higher Education

**Other Materials:-**

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	1	15
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	35
General Exam / Final Jury	1	50
<b>Total</b>		<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>50</b>
<b>Success Grade Contribution of End of Term</b>		<b>50</b>
<b>Total</b>		<b>100</b>

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
<b>Course hours (Including the exam week): 16 x total course hours)</b>	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
<b>Study Time Out of Class</b>	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homework	1	10	10
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	30
Preparation Period for the Final Exam / General Jury	1	20	30
<b>Total Workload</b>		<b>(150/30 = 5)</b>	<b>150</b>

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
<b>LO1</b>	to master the contemporary business world					X
<b>LO2</b>	to understand managing and organizing the Business					X
<b>LO3</b>	to have a basic understanding of employee behavior, motivation, leadership, decision making and human resource management					X
<b>LO4</b>	to learn about different marketing process, marketing strategies and consumer behavior					X
<b>LO5</b>	to learn managing information for better business decisions					X
<b>LO6</b>	to learn the financial system and issues in financial management					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	
<b>1</b>	Know the basic concepts and practical information about the science of business administration and core business activities	X	X					2
<b>2</b>	Evaluate global and local issues by using ideas and concepts from the field of business administration; examine and analyze management related information and applications in line with scientific principles by using appropriate qualitative and quantitative methods; interpret and synthesise the data and find solutions to business related problems			X	X			2
<b>3</b>	Take responsibility as a member of an interdisciplinary team to solve unpredictable and complex business problems; be able to work effectively in teams of various functions and disciplines; effectively carry out project activities		x			x	x	2
<b>4</b>	Carry out independent studies in the field by utilizing obtained knowledge and skills						X	1
<b>5</b>	Set goals and objectives for the institution he/she works at; detect and solve basic problems; analyze the	x				X	X	3



	internal and external environment of the business; evaluate the developments, support continuous improvement and provide innovative strategies						
<b>6</b>	Acquire the skill to manage activities aimed at the improvement of the employees as a leader, make decisions and implement them		x		x		x
<b>7</b>	Acquire the entrepreneurship skill; design and manage a business; promote innovativeness and sustainability				x		1
<b>8</b>	Maintain life-long learning activities; achieve self-improvement; follow higher level educational programs				x		x
<b>9</b>	Inform stakeholders with a sense of social responsibility as an individual with effective communication skills; share his/her emotions, thoughts and solutions to problems verbally and in writing; understand the behaviors and psychology of his/her colleagues				x		x
<b>10</b>	Use the information and communication technologies and computer software required by the field	x					2
<b>11</b>	Effectively use English to follow, read, write and speak about the universal information in the field of business and management sciences and be able to communicate with colleagues in a foreign language with professional proficiency				x		1
<b>12</b>	Act according to the law in all his/her affairs; have a sense of professional and ethical responsibility and code of business conduct and act in line with social values				x		2
<b>13</b>	Be aware of the contemporary business problems as well as the interdisciplinary scope of business administration and analyze these; have the	X	X	X			3





	competence to understand the effects of business and management sciences on these problems on a universal, environmental, legal, social and societal level and in terms of health, security and globalization							
14	Give research proposals, be able to design research studies, prepare and present research reports			X		X	X	3
15	Manage work time and personal time; fulfil the requirements of his/her duties on time	X	X					2
16	Have the competence to work in non-governmental organizations, private sector and public			X	X			2
								35

### Policies and Procedures

**Web page:** <https://www.ostimteknik.edu.tr/business-administration-1240/907>

**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, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions.

**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.

**Projects:** A group project with teamwork is welcome.

**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.