

COURSE SYLLABUS
Vocational School

Course Code	Course Name		Credit	ECTS Value	
ISL 107	Business Management		3-0-3	6	
Prerequisite Courses:	None				
Course Language:	Turkish	Course Delivery Method:	Online		
Course Type and Level:	Required/Fall Semester				
Instructor's Title, First Name, and Last Name		Course Time	Office Hours	Contact	
Assistant Prof. Dr. Suzan Oğuz		Friday 1:30 PM-3:40 PM	Wednesday 2:00 PM - 3:00 PM	suzanoguz@cag.edu.tr	
Course Coordinator:	Assistant Prof. Dr. Suzan Oğuz				
Course Objective					
Learning Outcomes	Upon successful completion of this course, the student will be able to:			Relationships	
				Program Outcomes	Net Contribution
	1	Defines business and management concepts.		2, 3	4,5
	2	Explains management processes (planning, organizing, leading, controlling).		2,3	4,5
	3	Analyzes human resources, production, and marketing functions at a basic level.		4,5	4,5
	4	Develops problem-solving skills by examining real-world business examples.		4,5	4,5
	5	Develops teamwork and communication skills through group projects.		6,7	4,5
Course Content:	This course aims to teach the basic concepts, functions, and management processes of business administration. Students will have the opportunity to develop their managerial perspectives and acquire basic business skills by applying theoretical knowledge through case studies, individual projects, and presentations.				
Course Content: (Weekly Course Plan)					
Week	Topic		Preparation	Teaching Methods and Techniques	
1	Course Introduction and Expectations		General information about the course	Lecture, Discussion	
2	Business and Management Concepts		Reading: Definitions of management	Lecture, Discussion	
3	Historical Development of Management Thought		Reading: Management theories	Presentation, Case Study	
4	Planning and Strategic Management		Short Text Analysis	Group Work, Problem Solving	
5	Organizational Structure and Functions		Reviewing the organizational chart	Presentation, Case Study	
6	Leadership and Motivation		Examples of leadership styles	Discussion, Peer Learning	
7	Human Resource Management		Job posting review	Presentation, Small Group Work	
8	Midterm Exam Week		-	-	
9	Midterm Exam Week		-	-	
10	Marketing Management		Selected brand analysis	Case Study, Discussion	
11	Production and Operations Management		Short case: production process	Case Analysis	

12	Ethics and Social Responsibility in Businesses	Examples of Ethical Dilemmas	Case Study, Discussion
13	Final Project Presentations I	Individual preparation	Presentation, Feedback
14	Final Project Presentations II	Individual preparation	Presentation, Feedback
15	Final Project Presentations III	Individual preparation	Presentation, Feedback
16	Final Project Presentations IV	Individual preparation	Presentation, Feedback
17	Final Exam Week	-	-
18	Final Exam Week	-	-

Course Resources

Textbook:	Koçel, Tamer (2023). İşletme Yöneticiliği: Yönetim ve Organizasyon. 18. Basım, Beta Yayınları, İstanbul.
Recommended Resources:	Robbins, S. P. & Coulter, M. (2021). Management (15th Edition). Pearson Education.

Course Assessment and Evaluation

Activities	Number	Contribution	Notes
Midterm Exam Project	1	35	Students will examine a small or medium-sized business of their choice in terms of basic management processes. The report (3–5 pages) to be prepared will include the following sections: <ul style="list-style-type: none"> • A brief introduction to the business • Analysis of management processes (e.g., planning and organizing) • Discussion of strengths and weaknesses • The student's individual assessment. Submission: Word format, Times New Roman, 12 point font, 1.5 line spacing. The project must be submitted by the specified date to suzanoguz@cag.edu.tr
Final Exam Project	1	55	Students will comprehensively cover the management functions of a business they have selected. The report (5–6 pages) and presentation (10 minutes) to be prepared will include the following sections: <ul style="list-style-type: none"> • Introduction to the company • Planning and strategic management practices • Organizational structure and operations • Leadership and motivation approaches • Human resources and marketing practices • Understanding of ethics and social responsibility in business • Overall evaluation and student feedback. Submission: Word report + PowerPoint presentation. The project will be submitted to suzanoguz@cag.edu.tr . Presentations will be held during the last weeks of the course, and presentation dates will be announced by the instructor.
Process Score (Assignments and Class Participation)	1	10	Students' regular attendance, participation in discussions, and short reflective assignments (e.g., "Three concepts I learned this week and their place in professional life") are taken into account in the process assessment.

ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Work	14	3	42
Homework	1	10	10
Midterm Exam (Midterm Exam Project Preparation)	1	35	35

Final Exam (Final Project Preparation)	1	55	55
Total:			184
Total / 30:			184/30 = 6,13
ECTS Credit:			6