

## COURSE SYLLABUS

## **Vocational School**

Cou	rse Code	Course Name	Credit			ECTS Value			
ISL 107		Business Management	2-1-3		6				
Prerec	quisite es:	None							
Course Language:		Turkish	Online						
Cours and L	e Type evel:	Required/Fall Semester							
	Instructor	's Title, First Name, and Last Name	Course Time	Office Hours		Contact			
	As	sistant 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							
		Со	urse Objective						
							Relationships		
sət	Upon suc	cessful completion of this course, the stude	ent will be able to:				gram omes	Net Contribution	
tcom	1	Defines business and management concepts.					, 3	4,5	
Learning Outcomes	2	Explains management processes (planning, organizing, leading, controlling).					,3	4,5	
earni	3	Analyzes human resources, production, and marketing functions at a basic level.					,5	4,5	
Τ	4	Develops problem-solving skills by examining real-world business examples.					,5	4,5	
	5	Develops teamwork and communication skills through group projects.					,7	4,5	
Course Content:  This course aims to teach the basic concepts, functions, and management processes of business admin Students will have the opportunity to develop their managerial perspectives and acquire basic business applying theoretical knowledge through case studies, individual projects, and presentations.									
		Course Conte	nt: (Weekly Cours	e Plan)					
Weel	k	Topic Preparation		Te	Teaching Methods and Techniques				
1	Course	e Introduction and Expectations	General information course			Lecture, Discussion			
2		ess and Management Concepts	Reading: Definition management		Lec	Lecture, Discussion			
3	Histor Thoug		Reading: Managem theories	ent	Pres	Presentation, Case Study			
4	Planni		Short Text Analysis				k, Problen	n Solving	
5	Organ		Reviewing the organizational chart Pre			resentation, Case Study			
6	Leade	rship and Motivation	Examples of leaders	ship styles	Discussion, Peer Learning			rning	
7	Huma	n Resource Management	Job posting review		Pres	Presentation, Small Group Work			
8	Midte	rm Exam Week	-		-				
9	Midte	rm Exam Week	-	-					
10	Marke		Selected brand anal					on	
11	Produ		Short case: producti process	ion	Cas	e Analys	sis		



12	Ethics and Social Responsibili		Examples of Ethical Dilemmas		Case Study, Discussion			
13	Final Project Presentations I			Individual preparation		Presentation, Feedback		
14	Final Project Presentations II	Individ	Individual preparation		Presentation, Feedback			
15	Final Project Presentations III			Individual preparation		Presentation, Feedback		
16 Final Project Presentations IV			Individual preparation		Presentation, Feedback			
17	17 Final Exam Week			-		-		
18 Final Exam Week			-	-		-		
			Course Re	sources				
Textbook:		Koçel, Tan Yayınları, İ	ner (2023). İşletme Yöneticiliği: Yönetim ve Organizasyon. 18. Basım, Beta İstanbul.					
Recommen	nded Resources:	Robbins, S.	. P. & Coulter	P. & Coulter, M. (2021). Management (15th Edition). Pearson Education.				
		Cours	e Assessment	and Evaluation				
	Activities	Number	Contributio	n	Notes			
Midterm Exam Project			35	their choice in ter report (3–5 pages) sections: <ul> <li>A brief introduct</li> <li>Analysis of ma organizing)</li> <li>Discussion of str</li> <li>The student's ind Submission: Wor font, 1.5 line space specified date to so</li> </ul>	cesses (e.g., planning and aknesses nent. les New Roman, 12 point et must be submitted by the gedu.tr			
Final Exam Project		1	functions of a pages) and princlude the fol Introduction Planning and Organization Leadership a Human resou Understand business Overall evaluations project will be Presentation		$\mathcal{E}$			
Process Score (Assignments and Class Participation)			10	and short reflective learned this week	Students' regular attendance, participation in discussions and short reflective assignments (e.g., "Three concepts I learned this week and their place in professional life") artaken into account in the process assessment.			
ECTS Table								
	Content		Number	Hours		Total		
Course Du	ration	14	3		42			
Out-of-Cla	ss Work		14	3		42		
Homework	Ţ	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