

## SYLLABUS

### Faculty of Economics and Administrative Sciences

Course Code	Course Title		Credits	ECTS Value
MAN 205	Principles of Management		(3-0-3) 3	6
Prerequisite Courses:	None			
Course Language:	English	Course Delivery Mode:	Face to Face	
Course Type and Level:	Compulsory / 2. Year / Fall Semester			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	Contact
Prof. Dr. Ünal AY		Thursday 10.15-12.35	Friday 14.00-16.00	<a href="mailto:unalay@cag.edu.tr">unalay@cag.edu.tr</a> <a href="mailto:gulayguler@cag.edu.tr">gulayguler@cag.edu.tr</a>
Course Coordinator:	Dr. Gülay GÜLER			
Course Objectives				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	The student explains the basic concepts of management and discusses, with examples, how these concepts can be applied to generate creative solutions to changing environmental conditions.	3	3
	2	The student evaluates organizational decisions by applying social responsibility and ethical values.	4	5
	3	The student compares the characteristics of classical and modern organizational structures.	6	5
	4	The student analyzes how managers use interpersonal communication skills and develops innovative solution proposals for changing environmental conditions.	3	3
	5	The student explains the content of the planning, organizing, leading, and controlling functions and evaluates them with practical examples.	3,5,6	3,4,5
Course Content:	To associate the basic concepts in the implementation of planning, organization, execution, control and supervision functions at national and international level with comprehend the basic principles of business management.			
Course Schedule (Weekly Plan)				
Week	Topic	Preparation		Teaching Methods and Techniques
1	Introduction to Management	Read the introduction section from the textbook. Take brief notes on the definition, functions, and importance of management.		Discussion Technique
2	Managers and Management	Research the types and roles of managers. Select a current leader or manager and examine		Role Playing and Discussion Technique

		their responsibilities.	
3	Complex Organizational Environment	Research a case study on how environmental factors affect businesses. Create a concept map based on the related textbook section.	Discussion Technique
4	Making Decisions	Choose an example of decision-making from daily life. Apply the decision-making process steps from the textbook to this example.	Small Group Experimental Activity
5	Influence of the External Environment and the Organization's Culture	Research the organizational culture of a company (slogans, values, symbols). Find a current example of environmental influences.	Discussion Technique
6	Foundations of Planning and Organizing	Read the planning process and organizational principles from the textbook. Create a short-term plan example from your own daily life.	Flipped Classroom
7	Managing Strategy	Research different strategy types (cost leadership, differentiation, focus). Examine a company's strategy and bring it to class.	Flipped Classroom
8	Midterm Exam	Textbook	-
9	Midterm Exam	Textbook	-
10	Designing Organizational Structure	Find and analyze the organizational chart of a company. Read the basic design types from the textbook.	Brainstorming
11	Organizational Change and Innovation	Research a current example of an innovative company. Take notes on the reasons for resistance to change.	Discussion Technique
12	Leadership and Trust	Research leadership styles. Find an example of trust-based leadership and prepare a short explanation	Role Playing and Discussion Technique
13	Managing Communication and Information	Read the section in the textbook on types of communication. Research examples of knowledge	Discussion Technique

		management in businesses.	
14	Quality, Productivity, and Customer Satisfaction	Research one of the quality management models (ISO, TQM, etc.). Find a current example related to customer satisfaction.	Discussion Technique
15	Foundations of Management Control	Read the steps of the control process from the textbook. Provide an example of a control mechanism you use in daily life.	Flipped Classroom
16	Overall Review	Review all the topics covered during the semester. Prepare to share the examples you created for each week in class.	Brainstorming and Discussion Technique
17	Final Exam	Textbook	-
18	Final Exam	Textbook	-

#### Course Resources

<b>Textbook:</b>	Management by John V. Thill, Marian Burk Wood, George P. Dovel, Courtland L. Bovee, McGraw Hill, Inc. International Edition
<b>Recommended References:</b>	Capital, Forbes, Harvard Business Review

#### Course Assessment and Evaluation

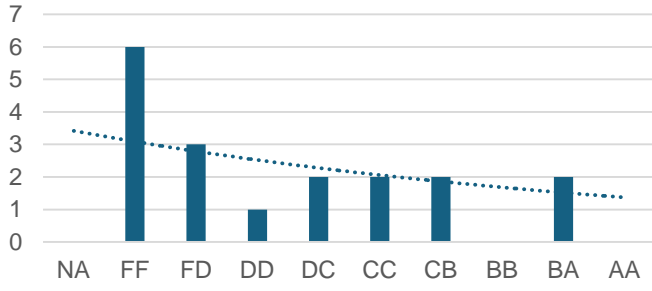
Activities	Number	Percentile	Notes
Midterm Exam	1	40%	
Final	1	60%	

#### ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Study	14	6	84
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	30	30
Final Exam (Final Exam Duration + Final Exam Preparation)	1	30	30
<b>Total:</b>			186
<b>Total / 30:</b>			6,2
<b>ECTS Credit:</b>			6

## Past Term Achievements

2024-2025 Fall Semester  
MAN 205 Principles of Management



2023-2024 Fall Semester  
MAN 205 Principles of Management

