

**SYLLABUS**  
**Vocational School**

Course Code	Course Title		Credits	ECTS Value
BUS 107	Business Administration		2-1-3	6
Prerequisite Courses:	None			
Course Language:	Turkish	Course Delivery Mode:	Face-to-Face	
Course Type and Level:	Compulsory / 1st Year / Fall Semester			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	Contact
Assoc. Prof. Dr. Esma Irmak		Wednesday, 10:15 – 12:35	Monday– Wednesday, 10:00 – 16:00	esmairmak@cag.edu.tr
Course Coordinator:	Assoc. Prof. Dr. Esma Irmak			
Course Objectives				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	Identify the fundamental concepts of business and management, and illustrate them with examples.	1	4
	2	Analyzes simple business problems and suggests possible solutions	3	5
	3	Participates in group work and classroom activities, and assumes responsibility.	6	4
	4	Recognizes basic ethical and cultural issues encountered in business life and demonstrates appropriate behaviors.	7	5
Course Content:	This course addresses the fundamental concepts, functions, and contemporary practices of business administration. It covers an introduction to business and management concepts, business objectives, the business environment, stakeholder theory, and business–environment relations. Topics include coordination and communication processes, managerial decision-making, types of businesses, establishment processes, and growth models. Furthermore, within the scope of business–environment interaction, the dimensions of technology, ecology, and sustainability are examined. The management functions of planning, organizing, leading, and controlling are discussed in detail, while in the context of human resource management, job analysis, recruitment, placement, and motivation processes are evaluated. In production and operations management, production systems, productivity, and quality issues are addressed, whereas in marketing management, the marketing mix, market analysis, and customer orientation are explored.			
Course Schedule (Weekly Plan)				
Week	Topic	Preparation	Teaching Methods and Techniques	
1	Introduction to Business and Management Concepts	Coursebook, Introduction Chapter	Lecture, Q&A: “Why do businesses exist?”, Mini discussion	
2	Objectives, Stakeholders, and Environmental Relations	Current news example	Lecture, Case analysis, Brainstorming	

3	Coordination & Communication	Sample communication case	Lecture, Sample communication case, Role play, Evaluation (Assignment I)
4	Types of Businesses and Establishment Process	Relevant coursebook chapter, Research on SME establishment process	Lecture, Group work
5	Business and Environment (Technology, Ecology)	Review of current news/report	News analysis, In-class activity
6	Management Functions I (Planning & Organizing)	Reading on management functions	Lecture, Case analysis, Discussion
7	Management Functions II (Leading & Controlling)	Leadership examples	Lecture, Role play, Discussion
8	Midterm Exam		
9	Midterm Exam		
10	Human Resource Management	Job advertisement examples	Lecture, Group work
11	Production and Operations Management	Relevant coursebook chapter	Lecture, Case analysis, Discussion
12	Marketing Management	Product–market examples	Lecture, Group activity
13	Financial Management (Basics)	Concept reading	Lecture, Short discussion
14	Guest Speaker / Contemporary Approaches	Students prepare at least 2 questions for the guest speaker	Panel, Q&A, Discussion (Assignment II)
15	Poster Presentation	Preparation of poster based on final report	Evaluation of poster presentations (Assignment II)
16	Final (Project Report)	Submission of the final project report	Project submission and evaluation
17	Final Exam		
18	Final Exam		

#### Course Resources

<b>Textbook:</b>	Özgen, H., & Yalçın, A. (2017). <i>Temel işletmecilik bilgisi</i> [Fundamentals of Business Administration] (7th ed.). Akademisyen Kitabevi.
<b>Recommended References:</b>	Koçel, T. (2023). <i>İşletme yöneticiliği</i> [Business Management]. Beta Yayıncılık.

#### Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm Exam	1	%20	Written examination
Assignment I	1	%10	A short analysis report to be prepared after the role-play activity (group work)
Assignment II	1	%20	Poster presentation of an imaginary project and active participation in the guest lecture + field activity (preparing questions, contributing to the discussion)
Final (Project Report)	1	%50	Students design an imaginary SME, prepare a logo and promotional materials, and submit a project report covering the main features of the business (field of activity, mission, vision, market analysis, business model,

organizational structure, marketing strategies, risks, and roadmap).

### ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Study	14	3	42
Assignment	1	12	12
Presentation	1	16	16
Project	6	2	12
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	12	12
Final Exam (Final Exam Duration + Final Exam Preparation)	1	44	44
<b>Total:</b>			180
<b>Total / 30:</b>			$180 \div 30 = 6,0$
<b>ECTS Credit:</b>			6