

SYLLABUS
Faculty of Economics & Administrative Sciences

Course Code	Course Title	Credits	ECTS Value	
MAN 105	Business	3-0-3	6	
Prerequisite Courses:	None			
Course Language:	English	Course Delivery Mode:	Face to Face	
Course Type and Level:	Compulsory / First cycle / 1. Year / Fall Semester			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	
Assist. Prof. Dr. Duygu Gür		Wednesday 10:15-12:35	Thursday 10:00-12:00	
Course Coordinator:		Assist. Prof. Dr. Duygu Gür		
<p>Course Objectives: The aim of the course is to teach students fundamental concepts and applications in the field of international business management, equipping them with the theoretical knowledge and practical skills necessary to make effective decisions in global business environments. Additionally, the course aims to help students develop leadership, teamwork, and critical thinking abilities, while incorporating ethical and legal principles into professional business processes. The course seeks to enhance students' ability to solve contemporary business problems using analytical tools and to establish a strategic perspective by understanding the interrelation between various business functions.</p>				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	Define and explain foundational business management concepts within the scope of international business.	1&6	5&3
	2	Produce professional reports and presentations suitable for various business environments, with a focus on international business contexts.	2&9	5&4
	3	Apply relevant business software and technology to enhance productivity and professional communication.	3&7	5&4
	4	Demonstrate awareness of ethical standards and legal considerations when making business decisions in a global context.	4&8	5&3
	5	Analyze theoretical concepts and implement them to improve business systems and processes.	5&9	5&4
	6	Evaluate the interrelated functions of business, including accounting, finance, marketing, management, and production.	6&1	5&4
7	Employ analytical tools and critical thinking to address contemporary business problems.	7&5	5&4	
8	Demonstrate leadership qualities, enhance interpersonal communication, and collaborate effectively as part of a team in diverse business settings.	9&5	5&4	
Course Content:				
Course Schedule (Weekly Plan)				
Week	Topic	Preparation	Teaching Methods and Techniques	
1	Introduction	Reflect on personal expectations and prior	Reflect on personal expectations and prior	

		knowledge of business.	knowledge of business
2	The Contemporary Business World	Read Chapter 1; prepare 3 key business news headlines.	Lecture, brainstorming, think-pair-share
3	Understanding the Global Context of Business	Read Chapter 4; identify one international company and its global challenge.	Flipped classroom, case discussion, group debate
4	Managing the Business	Read Chapter 5; prepare a short note on a business leader's management style.	Role-play, problem-based learning
5	Understanding Business Ethics and Social Responsibility	Read Chapter 2; analyze one recent ethical dilemma in business.	Small-group discussions), case analysis
6	Guest Lecturer - Lösev	Explore LÖSEV's official website and campaigns.	Guest lecture, interactive Q&A, reflective journaling.
7	LöseV Workshop	Prepare ideas on how businesses can support social responsibility projects.	Hackathon-style mini competition (team-based business ideas for LÖSEV), student presentations, peer + jury evaluation
8	Midterm Exam		Written Exam
9	Midterm Exam		
10	Entrepreneurship, New Ventures and Business Ownership	Read Chapter research one successful entrepreneur.	Lecture + guest speaker (entrepreneur), design thinking workshop
11	Human Resources Management	Read assigned materials; prepare one question on HR trends.	Lecture + guest speaker (HR manager), role-play (interview simulation)
12	Managing Business Finances	Read assigned materials, read & bring to class one company's financial statement.	Lecture + guest speaker (finance expert)
13	Operations Management & Logistics	Read assigned materials; observe supply chain example in daily life.	Lecture + guest speaker (operations/logistics professional)
14	Marketing Processes & Consumer Behavior	Read assigned materials; analyze one marketing campaign.	Lecture + guest speaker (marketing expert), group project (mini campaign design)
15	Final Project	Finalize report and presentation.	Student presentations, peer assessment,
16	Final Project		

Course Resources

Textbook:	Business Essentials, Global Edition, 13th edition Published by Pearson © 2022 Ronald J. Ebert University of Missouri-Columbia Ricky W. Griffin Texas A&M University
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Recommended References:

Course Assessment and Evaluation

Activities	Number	Percentile	Notes
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Midterm Exam	1	%25	Exam
LÖSEV Portfolio	1	%20	Group Presentation
Class Participation & Activities	1	%5	In-class discussions, case studies, speaker sessions
Final Project	1	%50	Report +Presentation

ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Study	14	3	42
LöseV Hackathon(LöseV workshop + presentations)	1	9	9
Class participation in activities & guest lecture sessions	7	3	21
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	21	21
Final Project (Final Project Preparation +Presentations)	1	45	45
Total:			180
Total / 30:			$180 \div 30 \approx 6,0$ ≈ 6
ECTS Credit:			6

Past Term Achievements

2024-2025 Fall Semester
MAN 105 Business

