

# Introduction to Business

## Syllabus (2017-2018) Spring Semester

**Instructor:** Dr. Öğr. Üyesi Zeynep Merve Ünal

**Purpose of The Course:** Introduction to Business is a basic business course in which students will encounter basic business concepts. The concepts such as the historical development, aims, relations between the external environment and the enterprise, the structural characteristics of a static and dynamic sense of the business will be examined and basic information will be given to the students about the business in their later life.

**Learning Outcomes of The Course:** Student will be able to explain common terminology and concepts related to management. The student will be able to analyze the cause of establishment together with its surrounding environment.

**Procedure:** The whole course, with the concepts and topics given below in the content section, will proceed with presentations and class discussions. So, the students are expected to have read and well prepared for the topics and discussions. Attendance and participation is a necessary requirement.

**Requirements:** Mid-term exam: %40, Final exam: %60

### Content

Date	Topic	Notes
Week 1	Syllabus Review and Introduction	
Week 2	<u>Business in General in a Global Context</u> Business	Chapter 1
Week 3	Forming a Business Unit	Chapter 2
Week 4	Business in Global Markets	Chapter 3
Week 5	<u>Business Functions</u> General Management in Business -Management & Its Functions, Planning, Organizing	Chapter 4
Week 6	<u>Business Functions</u> General Management in Business -Leading, Controlling	Chapter 5
Week 7	<u>Human Resource Management in Business</u> -Functions of HRM -Recruiting & Selection -Orientation & Training	Chapter 6
Week 8	<u>Human Resource Management in Business</u> -Performance Appraisal -Compensation Management	Chapter 7
Week 9	<u>MID-TERM EXAM</u>	
Week10	<u>Marketing Management in Business</u> -Marketing -Planning and Research -Marketing Mix -Product -Services	Chapter 11
Week 11	<u>Marketing Management in Business</u> -Distribution -Promotion -Pricing	Chapter 12
Week 12	Business & Economics	Chapter 13
Week 13	Social Responsibility, Ethics & Law	Chapter 14
Week 14	New Concerns of Business	Chapter 15
Week 15	Case Studies	
Week 16		
Week 17	<u>FINAL EXAM</u>	

Note: Dates are subject to change if necessary. Any reviews to this syllabus will be announced during class time.

**Book:** Introduction to Business- S. Kadri Mirze