

Course Information Form						
Course Name: Introduction to Business II			Program Business Administration			
Credit: 5	Year- Semester: 2014-2015 Spring	Course Code: İŞL1004	Level of Course: Undergraduate	Required/Elective: Required	Language: Turkish	
Hours/Credit:		Instructor(s):				
T 3	U 0	L 0	C 3	Assist. Prof. Dr. Ali Ender ALTUNOĞLU (aealtunoglu@mu.edu.tr)		
Teaching Methods: Expression, question and answer, discussion.						
Course Objectives: The aim of this course is to examine and explain business functions with the point of growth and survival of business.						
Course Content:						
I. Week	Business Functions					
II. Week	Management and Evolution of Understanding of Management					
III. Week	Functions of Management					
IV. Week	Organizational Structure					
V. Week	Production					
VI. Week	Quality Management and Quality Control					
VII. Week	Supply Management					
VIII. Week	Mid-term Exam					
IX. Week	Marketing					
X. Week	Human Resource Management					
XI. Week	Financial Management					
XII. Week	Accounting					
XIII. Week	Research and Development					
XIV. Week	Public Relations					
XV. Week	General Assessment					
Anticipated Learning Outcomes At the end of the course, students ;						
1. have information about business functions and they can analyze the role of functions in business success.						
2. can understand roles of functions of business in the activities of business internal and external environments.						
3. gain perspective about totally evaluation of business functions.						
Assessment Method(s): Mid-term (40%) and final exam (60%)						
Textbook:						
Demet Varoğlu, Doğan Tuncer, Doğan Yaşar Ayhan, 2011. Genel İşletmecilik Bilgileri, Ankara: Siyasal Kitabevi.						
Recommended Reading:						
Muammer Doğan, 2012. İşletme Ekonomisi ve Yönetimi, İstanbul: Nobel Yayın Dağıtım.						
M. Şerif Şimşek ve Adnan Çelik, 2008. Genel İşletme, Konya: Eğitim Kitabevi						
Kadri Mirze, 2010. İşletme, İstanbul: Literatür Yayınevi.						
Mümin Ertürk, 2009. İşletme Biliminin Temel İlkeleri, İstanbul: BETA Basım Yayım Dağıtım.						
Pre/Co-requisites: -						