



MARMARA UNIVERSITY - Faculty of Business Administration

Business Administration (in English)

SYLLABUS

Course Code	Course Title		Type of Course	Course Group * for electives	Weekly Course Hours		ECTS Credits	Prerequisite to minimum letter grade
					T	P		
MGT 1014	Business Management		Compulsory		3	0	4	
Prerequisite			Minimum grade				Grade	
Language of Instruction								
Course Lecturer								
Short Course Content	This basic management course examines the different functions of management, namely planning, organising, leading and controlling. In addition, this course will examine how issues such as organizational structure, technology, innovation, ethics, corporate responsibility, organizational culture, competitive environment and customer orientation affect managerial decision making. Students will learn how managers orchestrate change, communicate, assemble teams, lead, manage resources, and achieve competitive goals. Therefore, the course aims to provide students with basic knowledge of management as an intellectual business tool.							
Course Objectives	This course aims to inform students about the classical functions of management, new trends in management, and basic principles and theories of management.							
Recommended or Required Reading	1.	Dart, R. L. Management, 12th Edition, CENGAGE Learning, How Business Works: A Graphic Guide to Business Success, OK. Downing Kindersley Limited, 2015 and Powerspoint Slides						
Learning Outcomes	1.	To understand the different management functions and their applications in organizations.						
	2.	Critically examine the managerial decision-making process in terms of its reasons and context in order to make informed decisions and						
	3.	Analyzing various management related topics such as social responsibility, ethics, global management, leadership, organizational change						
Planned Learning Activities and Teaching Methods								
WEEK	Date	Course Contents						
Week 1		Promotion - Entrepreneurship						
Week 2		Innovative Management Approach for Turbulent Times						
Week 3		Evolution of Management Thought						
Week 4		Corporate Culture and the Global Environment						
Week 5		Planning and Goal Setting						
Week 6		Strategy Creation and Implementation – 1						
Week 7		Strategy Creation and Implementation – 2						
Week 8		Midterm(s)						
Week 9		Designing Adaptive Organizations						
Week 10		Dynamics of Behavior in Organizations and Leadership						
Week 11		Employee Motivation, Teams and Communication						
Week 12		Human Resources Management						
Week 13		Quality and Performance Management						
Week 14		Information Technologies, E-Commerce and Innovation						
Week 15		Ethics and Social Responsibility						
Week 16		Study week						
Week 17		Final						
Assessment Methods		Assessment Method	Quantity	Date		Weight in Total (%)	Weight in Semester Evaluation (%)	
		Final Exam	1			50	0	
		Final Make-up Exam (if exists)	1			50	0	
		Semester Evaluation				50	100	

Methods and Criteria	Midterm(s)		1		50	100.0
	Quiz(zes)					
	Project(s)					
	Homework(s)					
	Laboratory					
	Other					
*** ECTS Credit Calculation ***						
Evaluation Tool	Hour/Quantity	Student Workload Hours		Evaluation Tool	Quantity	Student Workload Hours
Theoretical hours	3.0	42.0		Quiz & preparation		
Applied hours	0.0	0.0		Homework	10	10.0
Laboratory				Project	0	0.0
Pre-class self study				Research and presentation		
Post-class self study				Seminar		
Post-application self study				Field study		
Exam preparation & Midterm	20	20.0		Atelier		
Exam preparation & Final	30	30.0		Other		
GENERAL TOTAL :					63.0	102.0
Recommended ECTS Credit (Total Hours / 25) :						4