



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		
Bus 1002.1	Introduction to Business		Compulsory		3	0	4	
Prerequisite			Minimum grade				Grade	
Language of Instruction								
Course Lecturer								
Short Course Content	The course will focus on business systems, workforce demographics, social responsibility, business ethics, forms of business organizations, entrepreneurship, small business and franchise systems, management processes, human resource management, marketing management, business finance, business decision-making, MIS and quantitative tools used in business, international business and the future dimensions of business opportunities in a global economy.							
Course Objectives	Introducing the importance of organizations in the societies and exploring what the businesses are will be the major objective of the course.							
Recommended or Required Reading	1.	Introduction to Business by K.Mirze, Last edition of HBR Journal, Capital Magazine, Suggested Readings						
Learning Outcomes	1.	process.						
	2.	The students will know about which processes are involved in the operations of the business functions and they will be able to give dec						
	3.	The students will have a strong knowledge of business functions.						
	4.	The students will have a clear and complete description of concepts underlying business and illustrate the dynamism and liveliness of b						
	5.	At the end of this course the students will have a wide view of business; the strengths, weaknesses, success, failures, problems, and cha						
Planned Learning Activities and Teaching Methods								
WEEK	Date	Course Contents						
Week 1		Introduction to Business and General Concepts of Business						
Week 2		Business Environment and Types of Businesses						
Week 3		Business in Global Markets						
Week 4		General Management in Business-1						
Week 5		General Management in Business-2						
Week 6		Human Resources Management in Business- 1						
Week 7		HUMAN Resources Management in Business- 2						
Week 8		Midterm(s)						
Week 9		Marketing Management in Business						
Week 10		Marketing Management in Business-2						
Week 11		Operations Management						
Week 12		Accounting and Finance						
Week 13		Business and Economics						
Week 14		Social Responsibility and Ethics						
Week 15		New Concerns in Business						
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	4	4.0
Laboratory				Project		
Pre-class self study	2.0	28.0		Research and presentation		
Post-class self study	1.0	14.0		Seminar		
Post-application self study				Field study		
Exam preparation & Midterm	10	10.0		Atelier		
Exam preparation & Final	14	14.0		Other		
GENERAL TOTAL :					34.0	112.0
Recommended ECTS Credit (Total Hours / 25) :						4