

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2020-2021 SPRING**

ITF 102 Introduction to Business							
Course Name	Course Code	Period	Hours	Application	Theory	Credit	ECTS
Entrepreneurship I	EPR 121	2	3	0	3	3	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Practice
Lecturer	Dr. Erdem Erciyas

Course Objective

Businesses have an important role in the economic framework we are in, with their basic functions such as organization, finance, marketing, personnel management, production and economy. This course focuses on the basic functions of businesses and their relations with each other, concepts such as ethics, globalization, social responsibility, entrepreneurship and the relationship of these concepts with business.

Learning Outcomes

The students who succeeded in this course will be able;

- To master the basic concepts of business in the literature,
- To discuss the skills of an outstanding manager,
- To describe the development of current perspectives on management,
- To explain the importance of ethics and values in effective management,
- To describe how to develop your cross-cultural competency,
- To compare mission, vision, and value statements,
- To describe the role of effective execution in strategic management,
- To be individuals with improved social and intellectual capacity, visionary, high ethical values, ability to adapt to group communication and team work.

Weekly Topics and Related Preparation Studies	
Weeks	Topics
1	Introduction to Basic Concepts of Business
2	The History of Thought on Management
3	Ethics and Values
4	Managing across Borders
5	Planning the Foundation of Successful Management
6	Strategic Management
7	Individual & Group Decision Making
8	Midterm
9	Organizational Culture, Structure & Design
10	Human Resource Management
11	Organizational Change
12	Managing Individual Differences & Behavior
13	Achieving Superior Performance in the Workplace
14	Power and Management
15	Organizational Communication
16	Final Exam

Textbook(s)/References/Materials:
Ebert, R.J. And Griffin, R.W. (2020). Business Essentials, 12th Edition, Harlow: Pearson.
Kinicki, W. and Williams, B. (2019). Management- A Practical Introduction, 9th Edition, New York: McGraw-Hill Higher Education.
Latham, G.P. (2012) Work Motivation, London: Sage Publications.
Lord, R.G., Foti, R.J. and Phillips, J.S. (1982) A theory of leadership categorization. In: J.G. Hunt, U. Sekaran & C.A. Schriesheim (eds.), Leadership: Beyond Establishment Views, Carbondale: Southern Illinois University Press, 104-121.
Machiavelli, Nicola, the Prince, 1532, Translated by W. K. Marriott, (Hazleton: The Electronic Classics Series Publication, 2001), 30.
Parry, Ken W., "Leadership and Organization Theory" in, Bryman, Collinson, Grint, Jackson and Uhl-Bien eds, the Sage Handbook of Leadership, London: Sage Publications, 2011.
Schein, E.H. (2004) Organizational Culture and Leadership. 3d ed. San Francisco: Jossey-Bass Inc.

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Attendance	16	10
Midterm Exams / Midterm Jury	1	35
General Exam / Final Jury	1	55
	Total	100
Success Grade Contribution of Semester Studies		45
Success Grade Contribution of End of Term		55
	Total	100

Relationship Between Course Learning Outcomes and Program Competencies						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	To master the basic concepts of business in the literature.					x
2	To discuss the skills of an outstanding manager.				x	
3	To describe the development of current perspectives on management.					x
4	To explain the importance of ethics and values in effective management.					x
5	To describe how to develop your cross-cultural competency.					x
6	To compare mission, vision, and value statements.				x	
7	To describe the role of effective execution in strategic management.				x	
8	To be individuals with improved social and intellectual capacity, visionary, high ethical values, ability to adapt to group communication and team work.					x

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Homeworks			
Quizzes / Studio Review			

Preparation Time for Midterm Exams / Midterm Jury	1	2	2
Preparation Period for the Final Exam / General Jury	1	2	2
Total Workload	(84/25 = 3,3)		84