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| **Course Unit Title** | Introduction to Business & Management |
| **Course Unit Code** | ABSM101 |
| **Type of Course Unit**  | Compulsory |
| **Level of Course Unit**  | Associate Degree |
| **Number of ECTS Credits Allocated** | 6 |
| **Theoretical (hour/week)** | 3 |
| **Practice (hour/week)** | -  |
| **GAU LOGOLaboratory (hour/week)** | - |
| **Year of Study** | 1 |
| **Semester when the course unit is delivered** | 1 |
| **Name of Lecturer** | Asst. Professor Dr. Cemal Çalıcıoğlu |
| **Mode of Delivery**  | Face to Face |
| **Language of Instruction**  | English |
| **Prerequisities and co-requisities**  | None |
| **Recommended Optional Programme Components**  | None |
| **Work Placement(s)** | - |
| **Objectives of the Course** | After studying this course, student should be able to:* Define the nature of business and identify its main goals and functions.
* Describe the different types of global economic systems according to the means by which they control the factors of production.
* Define small business, discuss its importance to the economy, and explain popular areas of small business.
* Discuss the rise of international business and describe the major world marketplaces and trade agreements and alliances.
* Discuss the factors that influence a firm’s organizational structure
 |
| **Learning Outcomes (LO)** | 1. Demonstrate an understanding of and familiarity with the world of business and its related terminology.
2. Analyze theories, principles, and policies of the economic systems.
3. Evaluate the global economy and its impact on other economies.
4. Critically assess the relationship between the individual, business, and the global economy.
5. Evaluate the importance and interconnected role of factors on structuring an organization.
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| **Course Contents** | Introduce business and non-business students to business areas and how they function together in a global business environment. Familiarize students with business concepts, terms and bases for global competition. Learn critical thinking skills through cases and application of concepts in real world situations. Expose students to a wide variety of business careers to facilitate student decision on appropriate business major. Relate business as a part of all future careers. |
| GAU LOGO**Weekly Detailed Course Contents**  | **WEEKS** | **TOPICS** |
| **Theoretical Courses** | **Chapters**  |  |
| 1 | Introduction to the Course |  |  |
| 2 | Business Environments | 1 |  |
| 3 | The Economics of Market System | 1 |  |
| 4 | Business Ethics and Social Responsibility | 2  |  |
| 5 | Entrepreneurship, New Ventures  | 3 |  |
| 6 | Business Ownership | 3 | Quiz 1 |
| 7 | *Mid-term Examination* |  |  |
| 8 | The Global Context of Business | 4 |  |
| 9 | Business Management | 5 |  |
| 10 | Strategic Management | 5 |  |
| 11 | Information Technology for Business | 13 |  |
| 12 | IT Risks, Threats and Protection | 13 |  |
| 13 | Money | 15 |  |
| 14 | Banking | 15 | Quiz 2 |
| **Textbook / Material / Recommended Readings** | **Main Textbook:** Business Essentials, 11/E, Ebert and Griffin, Prentice Hall, 2017**Library Resources:** Inside the Family Business, Danco, Leon A., 1980Contemporary Business, Boone, Louis E., 1993Modern Business Administration, Appleby, Robert C., 1987Introduction to Modern Business, Musselman, Vernon A., 1984Understanding Business, Nickels, William G., 1999Paradox: A Business User's Guide, Condliffe, Susa, 1989The Basic Business Library, Bernard, S.Schlessinger, 1995Business Today, Mescon, Micheal H, 1999The World of Business, Graham, Gerald H, 1985Introduction to business and management : Economics, Management, Finance and the Social Sciences, Timms, J, 2002**Electronic Resources:** <http://www.ealerning.gau.edu.tr/><http://cybrary.gau.edu.tr/> |
| **ASSESSMENT** |
| **Semester (Year) Interior Activities** | **Number** |  **Semester (year) Note the****% Contribution to** |
| Attendance & Participation  | 14 | 10% |
| Assignments | 2 | 20% |
| Mid-term Exam  | 1 | 30% |
| Final Exam | 1 | 40% |
| **TOTAL** |  | **100%** |
| **Course Learning, Teaching and Assessment Activities in the Framework****Calculation of the workload** |
| **Activities** | **Number**  | **Duration (hour)**  | **Total Workload(hour)** |
| Hours per week (theoretical) | 14 | 3 | 42 |
| Hours per week (Application) | - | - | - |
| Internet and Library Research | 1 | 28 | 28 |
| Preparing Reports and Presentation of Assignments | 4 | 15 | 60 |
| Mid-term Exam1. Exam
2. **GAU LOGO**Self Study for exam
 | 11 | 114 | 15 |
| Final Exam1. Exam
2. Self Study for exam
 | 11 | 120 | 21 |
|  **TOTAL WORKLOAD (hour) = 166 hours** |
| **AKTS CREDIT COURSE = Total Work Load(hour)/(30 hours/AKTS) = 5,53 ≈ 6 credits** |

**Contribution of Learning Outcomes to Programme Outcomes**

|  |  |
| --- | --- |
| **Learning Outcomes** | **Programme Outcomes** |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** | **PO 9** | **PO 10** | **PO 11** | **PO 12** |
| **LO1** |  |  | 3 |  |  |  | 4 | 4 |  |  | 5 | 5 |
| **LO2** |  |  | 3 |  |  |  |  |  |  | 3 | 4 |  |
| **LO3** |  |  | 4 |  |  |  | 3 | 3 |  |  | 3 | 5 |
| **LO4** |  | 4 |  |  |  |  | 5 |  |  |  | 4 | 5 |
| **LO5** | 4 |  | 3 |  |  |  | 3 |  |  |  |  | 4 |

**Contribution Level:** **1** Very Low **2** Low **3** Medium **4** High **5** Very High

**Cheating, References, Plagiarism**

*There will be NO make-up exams without documented medical evidence that should be presented within one week of the exam. Failure to do so will result in a score of zero in the concerned exam.*

*Any conflicts or emergencies that prevent you from taking an exam must be approved by the instructor prior to the exam.*

*Any student found cheating or plagiarizing will receive an ‘F’ for the course and will be referred to the Department Chair Person and the Dean for appropriate action.*

*Students are expected to attend classes regularly and to complete the academic work of their courses in a timely fashion in accordance with the expectations of their instructors.* *It is the policy of Girne American University that students must attend at least 75% of their scheduled classes.*

***Information in this syllabus is subject to change. All changes will be announced in class.***