**Course Number:** ABSM102

**Course Name:** Introduction to Business & Mgmt II

**Instructors:** Asst. Prof. Dr. Ilker Cingillioglu

**Required Text:** Cingillioglu Ilker (2016). Management Essentials – for Organizational Success. 3. Ed. Charleston: Amazon.com

**Course Description:** This course provides students with an introduction to the basic concepts of management with a focus on planning, organizing, leading, and controlling organizations; and functions of management at introductory level in general and strategic management, marketing, accounting, human resource management, and financial management.

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| **Topics Outline** | **Estimated Contact Hours** |
| 1. Management and Organizations    1. Management, Organizational Stakeholders and Culture    2. Decision Making Process    3. Functions of Management    4. Fayol’s Principles of Management | 8 |
| 1. Globalization and Its Impact   A. Market Economics, Supply & Demand  B. Marketing and Marketing Mix | 10 |
| 1. Functional Management   A. Strategic Management  B. Human Resource Management  C. Basic Introduction to Accounting: Balance Sheets and Income Statements  D. Managing Finances: Time Value of Money, Compound Interest and Growth | 24 |

**Recap**

**Identification of CPC Covered in this course Estimated Contact**

Accounting 5

Marketing 4

Finance 4

Management

Management Principles 8

Organizational Behavior 2

Human Resource Management 3

Operations Management 2

Economic/Social/Legal Environment

Legal Environment of Business 2

Economics 4

Business Ethics 1

Business Tools

Information Systems 1

Quantitative Methods/Statistics 2

International/Global Dimensions of Business 3

Integrative Experience 1

**Total (estimate of contact hours) 42**