

**T.C.**  
**SIIRT UNIVERSITY**  
**Social Services Vocational High School**  
**Department of Management and Organization**  
**Business Management Program**  
**Course Contents(2013)**

***1.SEMESTER COURSE PLAN***

Course Code	Course Name	T	P	LC	ECTS
TAR 101	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION-I	2	0	2	2
<b>COURSE CONTENT</b>					
The meaning of Revolution History – The Importance of Turkish Revolution, General View to the reasons of Turkish Revolution, Dividing of Ottoman Empire, The situation of Turkey in the face of invasions, the attitude of Mustafa Kemal Paşa, First step for Independence, organization with the help of congresses, communities, Kuvay-ı Milliye, Misak-ı Milli, The Opening of Turkish Grand National Assembly, Founding of national army, two important event: Seyres Peace and Gümrü Peace. Independence struggle until the Sakarya War, Sakarya War- Büyük Taarruz, From Mudanya to Lozan, Two big Revolution in political area, “Passing to the Period of Takrir-i Sükun”					

Course Code	Course Name	T	P	LC	ECTS
YD 101	ENGLISH LANGUAGE-I	2	0	2	2
<b>COURSE CONTENT</b>					
Markers; Prepositions: space, time, motion, singular and plural nouns, countable and uncountable nouns, times, simple present tense, present tense, past tense structures, modes, will, should, should not, must, must not, can not, comparative structures, pronouns, personal pronouns, possessive pronouns, adjectives, positive sentences, negative sentences and interrogative sentences, conjunctions, and, but					

Course Code	Course Name	T	P	LC	ECTS
TUR 101	TURKISH LANGUAGE-I	2	0	2	2
<b>COURSE CONTENT</b>					
What is language? Place and Importance of Language as a social institution, The Relationship of Language and Culture, The Place of Turkish Language Among the World Languages, Development of Turkish language and its Historical Stages, Today’s situation of Turkish language and its expansion area, Sounds in Turkish and their Classification, Features of Sounds and Rules of Phonetics in Turkish, Syllable, orthographic rules and their application, Punctuation Marks and their application.					

Course Code	Course Name	T	P	LC	ECTS
İŞL103	GENERAL ACCOUNTING	3	1	4	5
<b>COURSE CONTENT</b>					



Definition of Accounting, Basic Concepts, Generally Accepted Accounting Principles, Accounting Documents, Statistics and Accounting Concepts, Accounting Records and Books, Asset-Resource Accounts and Accounting Records, Tangible Fixed Assets Depreciation, Income and Expenditure Accounts, Cost Accounts, Balance Sheet Accounts and Accounting records, trial balance sheet.

Course Code	Course Name	T	P	LC	ECTS
İŞL101	GENERAL BUSINESS	3	1	4	4
<b>COURSE CONTENT</b>					
Basic Concepts of Business, Description of the Business, Development of Business Management, Objectives of the Business, The External Environment of Business and Its Place in the Economic Structure, Business Types: Classifications in terms of Economics and Fields of Activity, Types of Enterprises From a Legal Point of View, Private Enterprises, Public Enterprises, Establishment Studies of Businesses, Feasibility Studies: Survey Studies, Choosing the Place of Establishment of the Businesses, Factors Affecting the Choice of the Place of Establishment, Functions of Business: Management, Production, Accounting-Finance, Marketing, Human Resources, Public Relations, Research and Development					

Course Code	Course Name	T	P	LC	ECTS
İŞL105	INTRODUCTION TO ECONOMICS	2	0	2	2
<b>COURSE CONTENT</b>					
The basic concepts of economics, Production facilities. Demand-Supply and Market Equilibrium. The Application Of Supply-Demand And Elasticities. Household Behavior and Consumer Preference. Production and Firm Theories. Firm Balance. Production Process and Profit Maximization. Short-Term Costs and Production Decisions. Long-Term Costs and Production Decisions. Capital and Labor Markets. Perfect Competition Market. Monopoly, Monopolistic Competition and Oligopoly Markets					

Course Code	Course Name	T	P	LC	ECTS
İŞL107	LOGIN TO THE COMPUTER	1	1	2	2
<b>COURSE CONTENT</b>					
Basic Concepts in Computer, Hardware Structure, Software Programs, Windows Elements And the Use of These Elements, Data Security and Viruses, Word, Excel, Powerpoint Usage and Applications, Internet, Network Connection, Using EBYS and Google Using Apps Apps					

Course Code	Course Name	T	P	LC	ECTS
İŞL111	GENERAL LAW KNOWLEDGE	2	0	2	3
<b>COURSE CONTENT</b>					
The concept of law, rights, systems of law, the distinction between private and public law, various branches of law, sources of law, implementation of the law, courts and their competence, legal personality, natural and legal persons, capacity to act, basic concepts of property law and law of obligations.					



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Course Code	Course Name	T	P	LC	ECTS
İŞL109	MATHEMATICS	2	1	3	3
<b>COURSE CONTENT</b>					
History of the Concept of Natural Numbers, Basic Concepts and Integers, Rational Numbers, Division and Divisibility, Exponents, Radical Numbers, Factorization, Ratio and Proportion, Establishing Equations and Functions, Solving Equations, Quadratic Equations, Absolute Value, Problem Solutions					
Course Code	Course Name	T	P	LC	ECTS
İŞL113	OFFICE MANAGEMENT AND COMMUNICATION TECHNIQUES	1	1	2	3
<b>COURSE CONTENT</b>					
Office concept, definition and types, Office employees, classical and contemporary office types, Management, functions of management, office management, Job analysis in offices, job analysis techniques, job design, Personnel recruitment process in offices, Personnel training in offices, Quality concept, total office management quality management, standardization, certification and awards, design and ergonomics in offices, ergonomics in offices, office automation, office supplies, stocking, purchasing, filing in offices, correspondence techniques in offices, communication concept, definition, process, types of communication, structure of communication networks, organizational communication.					

## 2. SEMESTER COURSE PLAN

Course Code	Course Name	T	P	LC	ECTS
İŞL102	BUSINESS SKILLS GROUP WORK	1	1	2	2
<b>COURSE CONTENT</b>					
Goals and objectives in businesses, issues to consider when determining goals, Problem definition and the causes of problems occurring in businesses, Sample and practical discussion about problems in business and solutions, Effective communication with subordinates and superiors in business life, formation and functions of groups within the organizational structure, The importance of group work, Sample and practical discussion about effective communication and group work, Characteristics and work ethics that the personnel in a workplace should have, Thoughts and approaches of successful and unsuccessful personnel towards events, sample discussion topics, Motivation tools and application methods in business life, Stress in management and ways to cope with stress, Personal learning needs and success, Time management skills, discussion practice, Ways and methods of being successful in business life, employer's expectations from the personnel, Job application, preparation for the interview, things to consider in appearance, documents to be taken and the interview process .					



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Course Code	Course Name	T	P	LC	ECTS
TAR 102	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION-II	2	0	2	2
<b>COURSE CONTENT</b>					
Features in Turkish Revolution Managing, Founding of Law System, Founding of Education System, Economic and Financial Efforts, Other Renovations which Regulates Community Living, Domestic Politics of Turkish Republics in the time of Atatürk, Foreign Policy of Turkish Republics in the time of Atatürk, Unit Adding: Death of Atatürk, Domestic and Foreign Policy of Turkish Republic after Atatürk's time (1938-1983 Summary), Atatürk's Doctrines - (2) Nationalism, Atatürk's Doctrines (3)-(4) (Populism and Statism), Atatürk's Doctrines (5) Secularism, Atatürk's Doctrines (6) Revolutionism, General Evaluation.					

Course Code	Course Name	T	P	LC	ECTS
YD 102	ENGLISH LANGUAGE-II	2	0	2	2
<b>COURSE CONTENT</b>					
Indirect speech, sentences directory, adjective clauses, and the middle and upper levels of vocabulary, basic time and mode in English under the initial intermediate level; names, adjectives, pronouns, prepositions and adverbs; conditionals; gerund; passive; compare the structure, sentence directory; indirect object; question-answer patterns; adjective clauses and English vocabulary.					

Course Code	Course Name	T	P	LC	ECTS
TUR 102	TURKISH LANGUAGE-II	2	0	2	2
<b>COURSE CONTENT</b>					
Derivational affixes in Turkish and their application, general information about composition, word types, elements of a sentence, application of sentence analysis, expression and sentence faults and their correction, application letter, report, letter and its types, principles of scientific papers.					

Course Code	Course Name	T	P	LC	ECTS
İŞL104	YEAR END ACCOUNTING PROCEDURES	3	1	4	5
<b>COURSE CONTENT</b>					
Need for Accounting Period End Processes, Inventory and Inventory Related Concepts, Appraisal and Valuation Measures, Inventory and Valuation Procedures Preparation, Asset Inventory and Valuation of-Resource Accounts, Cost and Profit and Loss Accounts Closing, Net Profit / Loss Finding, trial balance sheet-income Off-balance Sheet Arrangement of Statement and Balance Sheet Accounts					

Course Code	Course Name	T	P	LC	ECTS
İŞL112	COMMERCIAL BUSINESS LAW	2	0	2	2
<b>COURSE CONTENT</b>					



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Commercial Business Law: Commercial Business, Real and Legal Persons, Business People, Commercial Business, Ordinary Business, Trade Name, Business Name, Brand, Unfair Competition, Commercial Books, Trade Registration, Interest, Following One Another, Contract Types, Commercial Agents, Commercial Agents, Howler, Agents and Brokers.

Course Code	Course Name	T	P	LC	ECTS
İŞL108	OFFICE COMPUTER PROGRAMS	3	1	4	5
<b>COURSE CONTENT</b>					
<p>Computer Description, History, Basics, Hardware and Software Concepts ,Introduction to Windows XP, the concept of file directory, windows features, create a new folder, Cut-Copy-Paste, turn off the computer, Windows XP-My Computer, Recycle bin, create shortcuts, open together, Windows XP-Desktop properties, taskbar, dialog boxes, form elements, the Start menu, point to Accessories, Basic Internet services, Internet browsers and settings, search engine, MS Word MS Word screen, toolbars and features, Save, Security Options, Page Setup, writing in Worden, font properties, Form painter ,MS Word MS Word screen, toolbars and features, Saver, Security Options, Page Setup, writing in Worden, font properties, Form painter, MS Word toolbar to add a table and add a drawing object, Templates ,MS Word AutoCorrect Options, Special Paste, Find-Replace, add thumbnail and image, use the toolbar image, MS Excel - Introduction to Excel, Page and Cell Concept, cursor type, page tabs, Cut-Copy-Paste, Row and Column Operations ,MS Excel - to meet with the Toolbar, Working with Folders, Worksheet ,MS Excel - Operator and Formula, MS Excel - cell formatting, drawing objects to create, Graphics, MS PowerPoint - Slide to create, Slide Layout, Slide Design, Custom animations, add sound and start the slideshow.</p>					

Course Code	Course Name	T	P	LC	ECTS
İŞL110	COMMERCIAL MATHEMATICS	1	1	2	3
<b>COURSE CONTENT</b>					
<p>Ratio-proportion accounts, Company accounts, Percentage accounts, Profit-loss and cost accounts, Mixture accounts, Alloy accounts, Interest accounts</p>					

Course Code	Course Name	T	P	LC	ECTS
İŞL106	MACRO ECONOMICS	2	0	2	3
<b>COURSE CONTENT</b>					
<p>Macroeconomics trends and macroeconomic models. National income and methods estimation of national income. Consumption and Saving Functions. Investment and Investment Function. National Income and Calculation. Deflationary and Inflationary Deficit. Definition of Money, Functions of Money and Role of Money in Economy. Simultaneous Equilibrium in Good and Money Markets. Inflation, Employment and Unemployment. Theory of Foreign Trade. Foreign Trade Barriers. Foreign Trade and Balance of Payments. Economic Growth and Development.</p>					

Course Code	Course Name	T	P	LC	ECTS
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İŞL114	STATISTICS	1	1	2	2
<b>COURSE CONTENT</b>					
Introduction What is statistics, history and uses of the importance of statistics. The basic concepts of statistics: Functions, and types Unit net. The basic concepts of statistics: What is the qualification and types. The basic concepts of statistics: data collection-compilation varieties. Series (distributions). Series of graphic drawings and graphics varieties. Measures of central tendency (averages): Precision averages. Measures of central tendency (mean): The Harmonic Mean. Measures of central tendency (averages): Non-sensitive average. Variability measures: Change the range, standard deviation. Measures of variability: variance, coefficient of variation, exercises. Variability measures: Collection and Aggregation rate curve. Regression and Correlation: What is regression, the dependent argument. Regression and Correlation: Correlation coefficients account and exercises.					

### **3. SEMESTER COURSE PLAN**

Course Code	Course Name	T	P	LC	ECTS
İŞL201	MARKETING PRINCIPLES	2	1	3	4
<b>COURSE CONTENT</b>					
What do Marketers Do, Marketing Environment, Behaviours of Consumers and Industrial Purchasers, Segmentation, Targeting and Positioning, Market Research, Products, Brands and Packaging, Pricing Strategies , Distribution, Consumer Culture, Marketing Communications and Means of Sales Promotion, Planning, Practising and Control of Marketing, International Marketing, Sustainable Marketing, New Trends in Marketing					

Course Code	Course Name	T	P	LC	ECTS
İŞL203	MANAGEMENT AND ORGANIZATION	2	0	2	2
<b>COURSE CONTENT</b>					
Definition, Purpose and Scope of Management, Evolution of Management Thought and Classical Management Thought, Neoclassical Management Thought, Modern Organization Theories, Postmodern Approaches in Management, Planning Function, Decision Making, Organizational Structures, Modern Organizational Structures, Leadership, Situational Leadership					

Course Code	Course Name	T	P	LC	ECTS
İŞL205	FINANCIAL MANAGEMENT	3	1	4	5
<b>COURSE CONTENT</b>					
Finance definition, nature and the finance function in business, The time value of Money, Financial resources, Breakeven and leverage analysis, Working capital management, Receivables and cash management, Inventory Management, financial analysis, Short and long-term financial planning, Capital budgeting, Cost of capital and optimal capital structure, Capital Markets, Special Financial Problems in Business, Applied Examples					

Course Code	Course Name	T	P	LC	ECTS
İŞL207	COMPUTERIZED ACCOUNTING	3	1	4	5



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### COURSE CONTENT

Introduction of the accounting package program, Working papers 1, Commercial transactions module of the accounting package program, Stock and current transactions module of the accounting package program, Invoice, delivery note and order transactions application example of the accounting package program, Accounting applications, Cash and bank transactions of the accounting package program Working Papers 2 Application Example, Business ledger income and expense transactions Working Papers 3, Accounting applications

Course Code	Course Name	T	P	LC	ECTS
İŞL209	FOREIGN TRADE TRANSACTIONS MANAGEMENT	1	1	2	2

### COURSE CONTENT

What is Foreign Trade?, Basic concepts about Foreign Trade, What is Export? What is import?, Export Types, Import Types, Customs Procedures, Market Entry Methods in Foreign Trade, Foreign Exchange Legislation, Delivery Methods in Foreign Trade (INCOTERMS), Transportation and Insurance Transactions in Foreign Trade, Payment Methods in Foreign Trade, Letter of Credit Transaction Types, Related to Foreign Trade national and international organizations, Inward Processing and Outward Processing Regimes

Course Code	Course Name	T	P	LC	ECTS
İŞL211	DIRECTED STUDY-I	2	1	3	4

### COURSE CONTENT

General Introduction of Research Methods and Planning of Research, Accessing Primary and Secondary Sources in Research, Compilation Process of Accessed Sources, Text Transfer and Transfer Types, Project Development, Survey Organizing, Sample Surveys, Sample Projects, Preparation of Contents and Chapters of the Study, Preface, Summary, Table, Preparation of Figures and Graphs, Checking Compliance with Spelling Rules, Correcting Errors, Evaluation of the Results Obtained in the Study, Evaluation of the Results Obtained in the Study, Ethics in Scientific Studies, Presentation Techniques, Preparation of the Study Presentation, Group Presentation of the Studies.

Course Code	Course Name	T	P	LC	ECTS
İŞL217	ELECTIVE COST ACCOUNTING	3	1	4	4

### COURSE CONTENT

Cost accounting and basic concepts, Cost calculations, Cost calculation methods, Classification of costs, Calculating cost types, Raw material and material costs, Labor costs, General production costs, Distribution of costs to cost centers, Cost calculation according to production method, Standard cost method, Activity-based costing and combined cost distribution, Order cost system, Cost-Volume-Profit analysis



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Course Code	Course Name	T	P	LC	ECTS
İŞL217	ELECTIVE TOTAL QUALITY MANAGEMENT	2	0	2	2
<b>COURSE CONTENT</b>					
Concept of Quality, Objectives of Quality and Elements of Quality, Factors Affecting Quality, Concepts Related to Quality, Total Quality Management (TQM) Concept, General Features of TQM, Benefits and Objectives of TQM, TQM Philosophy and Development of Standards, TQM Implementation Process, Pioneers of Quality, TQM Tools and Techniques I, TQM Tools and Techniques II, Quality Improvement Activities, Quality Management System, Quality Culture, TQM and Ethics, Quality Time, Time Management, Quality of Life.					

Course Code	Course Name	T	P	LC	ECTS
İŞL225	ELECTIVE TIME MANAGEMENT	2	0	2	2
<b>COURSE CONTENT</b>					
Time concept, definition, managerial time concepts, Time planning and management techniques, Personal time management and techniques, Organizational time management and techniques, Time traps and managing traps, Time management approaches, Effective time management					

#### **4. SEMESTER COURSE PLAN**

Course Code	Course Name	T	P	LC	ECTS
İŞL208	LABOR AND SOCIAL INSURANCE LAW	3	1	4	5
<b>COURSE CONTENT</b>					
Basic Subject and Principles of Labor Law, Scope of Labor Law, Obligations Concerning the Making of an Employment Contract, Types of Employment Contracts, Rights Arising from the Employment Contract, Suspension of the Employment Contract, Immediate Termination and Its Reasons, Working Times, Rest Periods and Leaves, Severance pay.					

Course Code	Course Name	T	P	LC	ECTS
İŞL210	DIRECTED STUDY -II	2	1	3	4
<b>COURSE CONTENT</b>					
Conducting planning, preparation, writing and expression studies on research topics in specified areas. I. And II. To put into practice the theoretical knowledge they received about business management during the semesters, to transfer the existing methods and techniques related to business management in practice by people who come from the practice in the form of seminars; Collecting documents and documents related to what students have learned and presenting them in the form of a file; researching, learning and comparing business management practices in various private or public enterprises					



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Course Code	Course Name	T	P	LC	ECTS
İŞL206	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	3	1	4	5
<b>COURSE CONTENT</b>					
Basic concepts of entrepreneurship, Entrepreneurship and Entrepreneurial Process Models, Local, National and International Innovative Market Opportunities, Finding a Business Idea: Creative thought-Innovation, Preparing a Business Plan, Project Development, Designing And Managing Work Organizations, Marketing the New Business Idea - Franchising-Chain Entrepreneurship, Financial Projections and Capital Planning-And Fundraising, Entrepreneurship Legal Framework: Intellectual Property, Patent, Trademark, Licensing, Incentives and Consulting, Understanding of the Future Techno-Entrepreneurship, Gender Factor in Entrepreneurship, Social Networks, Business Ethics and Social Responsibility - Overview					

Course Code	Course Name	T	P	LC	ECTS
İŞL204	PRODUCTION MANAGEMENT	3	1	4	5
<b>COURSE CONTENT</b>					
Basic concepts, history of production and management, development of production technology, Waiting line models, The concept of capacity and capacity factors affecting, Simplex Tables, Job design and productivity, Scheduling and Project Control Techniques, Stock Management, Scheme PERT, CPM schemes, Stock systems, Quality, Quality Control Concept, Kanban System, Just in time Production, Lean Production, Mass Production					

Course Code	Course Name	T	P	LC	ECTS
İŞL202	HUMAN RESOURCES MANAGEMENT	2	1	3	3
<b>COURSE CONTENT</b>					
Definition and Scope of Human Resources Management, Human Resources Concept, Importance and Characteristics, Strategic Human Resources Management, Human Resources Planning, Job Analysis and Job Design, Human Resources Procurement and Selection, Job Evaluation. Wage and Wage Management, Training and Development, Career Management. Performance Appraisal, International Human Resources Management.					

Course Code	Course Name	T	P	LC	ECTS
İŞL216	ELECTIVE ELECTRONIC COMMERCE	3	1	4	4
<b>COURSE CONTENT</b>					
Definition of Electronic Commerce, Objectives and Tools, Types of Electronic Commerce, Its Size, Changes It Brings, Points to Consider in Electronic Commerce, Payment Instruments in Electronic Commerce, Parties of Electronic Commerce and the Concept of Customer in Electronic Commerce, Problem of Consumer Protection in Electronic Commerce and the Situation in Turkey, Electronic Commerce Positive and Negative					



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Effects, Security Systems in Electronic Commerce, Legal Regulations in Electronic Commerce

Course Code	Course Name	T	P	LC	ECTS
İŞL220	ELECTIVE SALES MANAGEMENT	1	1	2	2
<b>COURSE CONTENT</b>					
Introduction to Sales Management, Sales Process, Sales Management and Operations Planning, Sales Forecasting and Methods Used, Creating Sales Territories, Regulation of Sales Quotas, Sales Budgets, Organization of Sales Force, Selection and Training of the Sales Force, Chargeable to the sales person, Motivation of the sales person, Evaluation and Control of the Sales Performance Sales.					

Course Code	Course Name	T	P	LC	ECTS
İŞL222	ELECTIVE FOREIGN TRADE TRANSACTIONS ACCOUNTING	1	1	2	2
<b>COURSE CONTENT</b>					
Accounting in foreign trade transactions, Chart of accounts in foreign trade, Foreign exchange, foreign exchange, effective and exchange rate concepts, Accounting of foreign exchange transactions, Leasing, Factoring, Forfeiting Eximbank Credit, Export payment methods and accounting records, VAT in foreign trade transactions, State aids and incentives in foreign trade, Accounting for import transactions, Accounting for export transactions, VAT in export transactions, VAT in import transactions					



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