

**T.C.**  
**SIIRT UNIVERSITY**  
**Social Services Vocational High School**  
**Department of Management and Organization**  
**Business Management Program**  
**Course Contents(2015)**

***1.SEMESTER COURSE PLAN***

Course Code	Course Name	T	P	LC	ECTS
ATA 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 Gümri 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 Tahrir-i Sükun”					

Course Code	Course Name	T	P	LC	ECTS
ING 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
İŞY101	GENERAL ACCOUNTING	3	1	4	6
<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
İŞY103	GENERAL BUSINESS	3	0	3	6
<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
İŞY105	INTRODUCTION TO ECONOMICS	2	0	2	4
<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
İŞY107	GENERAL LAW KNOWLEDGE	2	0	2	4
<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.					

Course Code	Course Name	T	P	LC	ECTS
İŞY109	COMMERCIAL MATHEMATICS	2	0	2	4
<b>COURSE CONTENT</b>					
Ratio-proportion accounts, Company accounts, Percentage accounts, Profit-loss and cost accounts, Mixture accounts, Alloy accounts, Interest accounts					



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## 2. SEMESTER COURSE PLAN

Course Code	Course Name	T	P	LC	ECTS
ATA 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
ING 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
İŞY102	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
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İŞY104	COMMERCIAL BUSINESS LAW	3	0	3	5
<b>COURSE CONTENT</b>					
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.					

<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>P</b>	<b>LC</b>	<b>ECTS</b>
İŞY106	OFFICE COMPUTER PROGRAMS	2	1	3	5
<b>COURSE CONTENT</b>					
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.					

<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>P</b>	<b>LC</b>	<b>ECTS</b>
İŞY108	MACRO ECONOMICS	2	0	2	4
<b>COURSE CONTENT</b>					
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.					

<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>P</b>	<b>LC</b>	<b>ECTS</b>
İŞY110	STATISTICS	2	0	2	5
<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					



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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
İŞY203	MARKETING PRINCIPLES	3	0	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
İŞY205	HUMAN RESOURCES MANAGEMENT	2	1	3	4
<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
İŞY207	FINANCIAL MANAGEMENT	2	1	3	4
<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
İŞY201	FOREIGN TRADE TRANSACTIONS MANAGEMENT	2	0	2	3
<b>COURSE CONTENT</b>					
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					



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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
İŞY209	ELECTRONIC COMMERCE	2	0	2	3

**COURSE CONTENT**

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
İŞY211	COMMERCIAL DOCUMENTS AND APPLICATION	3	1	4	4

**COURSE CONTENT**

Books to be kept in Class I enterprises, Books to be kept in Class II enterprises, Concept of commercial document and classification of commercial documents, Commercial documents according to Turkish Commercial Code, Commercial documents according to VUK, Demonstration of commercial documents in practice, End of period transactions and arrangement of trial balances , Preparing the final trial balance, Preparing the balance sheet, Preparing the income statement, Applied Examples-I, Applied Examples-II, Applied Examples-III, Applied Examples-IV

Course Code	Course Name	T	P	LC	ECTS
İŞY213	ELECTIVE RETAIL MANAGEMENT	3	0	3	4

**COURSE CONTENT**

Planning process in retailing, Establishment location decisions in retailing, Organizational decisions in retailing, Retailing and human resources management, Retailing and labor relations, Financial management in retailing, Retailing and promotional actions, Security management in retail stores

Course Code	Course Name	T	P	LC	ECTS
İŞY221	ELECTIVE STRATEGIC MANAGEMENT	3	0	3	4

**COURSE CONTENT**

Basic Concepts, Importance and Limits of Strategy, Strategic Decisions in Business, Organization of Management, Strategic Planning and Objectives, General, International



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and Industrial Environment Analyzes, Social Responsibilities of the Business, Analysis of Strengths and Weaknesses Compared to Competitors, Types of Strategic Alternatives, Selection Analysis of Strategies, Strategic Benefit and Portfolio Analysis Techniques

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

Course Code	Course Name	T	P	LC	ECTS
İŞY202	LABOR AND SOCIAL INSURANCE LAW	3	0	3	4

##### **COURSE CONTENT**

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
İŞY204	FOREIGN TRADE TRANSACTIONS ACCOUNTING	2	0	2	4

##### **COURSE CONTENT**

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
İŞY206	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	3	1	4	4

##### **COURSE CONTENT**

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
İŞY208	PRODUCTION MANAGEMENT	3	1	4	5

##### **COURSE CONTENT**



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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
İŞY210	MANAGEMENT AND ORGANIZATION	2	1	3	4

**COURSE CONTENT**

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
İŞY216	ELECTIVE CUSTOMER RELATIONS MANAGEMENT	3	0	3	4

**COURSE CONTENT**

Customer Relationship Management Concept, Definition, Development and Features, Customer Relationship Management Components and Models, Transition to Customer Relationship Management and Implementation Process, Elements of Customer Relationship Management, Communication with Customers and Creating Value, Customer Acquisition, Retention and Creating Customer Lifetime Value, Customer Relations with Parties in Relationship Management, Relationship of Customer Relationship Management with Other Concepts, Customer Relationship Management and E-Commerce, Customer Objections and Complaint Management, Reasons for Failure in CRM, Customer Relationship Management and Sales Management, CRM Sector Applications, Measurement of Customer Relationship Management and Investment Return on Return (ROI).

Course Code	Course Name	T	P	LC	ECTS
İŞY224	ELECTIVE SALES MANAGEMENT	3	0	3	4

**COURSE CONTENT**

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.



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