

T.C.
SIIRT UNIVERSITY
Social Services Vocational High School
Department of Management and Organization
Business Management Program
Course Contents(2018)

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
COURSE CONTENT					
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
COURSE CONTENT					
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
COURSE CONTENT					
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
IYO101	GENERAL ACCOUNTING	3	1	4	6
COURSE CONTENT					



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
IYO103	GENERAL BUSINESS	3	0	3	6
COURSE CONTENT					
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
IYO105	INTRODUCTION TO ECONOMICS	2	0	2	4
COURSE CONTENT					
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
IYO107	GENERAL LAW KNOWLEDGE	2	0	2	4
COURSE CONTENT					
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
IYO109	COMMERCIAL MATHEMATICS	2	0	2	4
COURSE CONTENT					
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
COURSE CONTENT					
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
COURSE CONTENT					
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
COURSE CONTENT					
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
IYO102	YEAR END ACCOUNTING PROCEDURES	3	1	4	5
COURSE CONTENT					
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					



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Course Code	Course Name	T	P	LC	ECTS
IYO104	COMMERCIAL BUSINESS LAW	3	0	3	5
COURSE CONTENT					
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
IYO106	OFFICE COMPUTER PROGRAMS	2	1	3	5
COURSE CONTENT					
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.					

Course Code	Course Name	T	P	LC	ECTS
IYO108	MACRO ECONOMICS	2	0	2	4
COURSE CONTENT					
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.					

Course Code	Course Name	T	P	LC	ECTS
IYO110	STATISTICS	2	0	2	5
COURSE CONTENT					
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					



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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
IYO201	SECTOR APPLICATIONS-I	0	8	4	4
COURSE CONTENT					
This course is to reinforce and apply the reflections of the theoretical topics in the courses from field experts who have industry experience.					

Course Code	Course Name	T	P	LC	ECTS
IYO203	MARKETING PRINCIPLES	3	0	3	4
COURSE CONTENT					
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
IYO205	HUMAN RECOURCES MANAGEMENT	2	1	3	4
COURSE CONTENT					
Definition and Scope of Human Resources Management, Human Resources Concept, Importance and Characteristics. Strategic Human Resources Management. Human Resources Planning, Business Analysis and Business Design, Human Resources Procurement and Selection, Business Valuation, Wage and Wage Management. Education and Development, Career Management. Performance Evaluation, International Human Resources Management.					

Course Code	Course Name	T	P	LC	ECTS
IYO207	FINANCIAL MANAGEMENT	2	1	3	4
COURSE CONTENT					
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					



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Course Code	Course Name	T	P	LC	ECTS
IYO209	ELECTRONIC COMMERCE	2	0	2	3
COURSE CONTENT					
Definition of Electronic Commerce, objectives and tools, Types of Electronic Commerce, size, brought changes, Electronic commerce will be considerations, Payment Instruments in Electronic Commerce, Parties and customer concepts in electronic commerce, electronic commerce, The issue of consumer protection in electronic commerce and the situation in Turkey, Positive and negative effects of electronic commerce, Security Systems in Electronic Commerce, Legal regulations in Electronic Commerce.					

Course Code	Course Name	T	P	LC	ECTS
IYO211	COMMERCIAL DOCUMENT AND APPLICATION	3	1	4	4
COURSE CONTENT					
Books to be kept in Class I businesses, Books to be kept in Class II businesses, Concept of commercial document and classification of commercial documents, Commercial documents according to the Turkish Commercial Code, Commercial documents according to the Tax Procedure Law, Demonstration of commercial documents in practice, Period-end transactions and arrangement of trial balances, Arrangement of precise temperament , Adjustment of the balance sheet, Arrangement of Income Statement, Practical Examples-I, Practical Examples-II, Practical Examples-III , Practical Examples-IV					

Course Code	Course Name	T	P	LC	ECTS
IYO213	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
IYO221	ELECTIVE STRATEGIC MANAGEMENT	3	0	3	4
COURSE CONTENT					
Basic Concepts, The Importance of The Strategy and Its Limits, Strategic Decisions In Business, Organization of Management, Strategic Planning and Objectives, Overall, the analysis of international and industry circles, Social responsibilities of business, Analysis of strengths and weaknesses compared to competitors, Types of strategic alternatives, Choice of strategy analysis, Strategic benefits and portfolio analysis techniques.					



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4. SEMESTER COURSE PLAN

Course Code	Course Name	T	P	LC	ECTS
IYO202	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
IYO204	SECTOR APPLICATIONS-II	0	8	4	4
COURSE CONTENT					
This course is to reinforce and apply the reflections of the theoretical topics in the courses from field experts who have industry experience.					

Course Code	Course Name	T	P	LC	ECTS
IYO206	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	3	1	4	5
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
IYO208	PRODUCTION MANAGEMENT	2	1	3	5
COURSE CONTENT					
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					



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Course Code	Course Name	T	P	LC	ECTS
IYO210	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
IYO216	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
IYO224	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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