



# ÇANKAYA UNIVERSITY

## Çankaya Vocational Training School

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b> <i>Use capital letters only</i>	FOREIGN TRADE PROGRAMME	<b>Dept. Numeric Code</b>	4 4
<b>Course Code</b>	Dept. Code+Course No F T P 1 2 1	<b>Number of weekly lecture hours</b>	3
		<b>Number of weekly lab/tutorial hours</b>	0
<b>Course Web Site</b> <i>Use capital letters only</i>	HTTP://ACADEMIC.CANKAYA.EDU.TR/~BOZSACMACI	<b>ECTS Credit</b>	0 4
			3

#### Course Name

*This information will appear in the printed catalogs and on the web online catalog.*

**English Name** *maximum 40 characters*

GLOBAL BUSINESS FUNDAMENTALS

**Abbreviated English Name** *maximum 15 characters*

BUS.FUND.

**Turkish Name** *maximum 40 characters*

KÜRESEL İŞLETME ESASLARI

**Abbreviated Turkish Name** *maximum 15 characters*

İŞL.ES.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Give others, if any.	<input type="checkbox"/> Senior Standing	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>				
<input checked="" type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input type="checkbox"/> Elective course for Dept. <input checked="" type="checkbox"/> Elective course for other dept(s)				

**Part II. Detailed Course Information****Course Description**

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

This course provides an overview of the importance of business skills in the global economy. Also provides a better understanding of different business areas in both local and global environments. Students will learn about the basic techniques and strategies associated with technological developments, business concepts, marketing, and preparing an elementary level business plan.

**Course Objectives**

*Explain the aims of the course. Maximum 100 words.*

Basic understanding of the business concepts and literature.  
 Understanding and implementing business techniques and strategies  
 Developing the overall knowledge of business plan.  
 Exploring the various legal forms of business ownership in local and global environment.  
 To master the subject of international agreements, policies and trade  
 Understanding business problems and acquire solutions.  
 Understanding the product and production concepts.  
 Understanding the basic marketing techniques and concepts.  
 Understanding the importance of business ethics and social responsibility for the business and its environment.

**Learning Outcomes**

*Explain the learning outcomes of the course. Maximum 10 items.*

As a graduate, students will be prepared to reliably demonstrate the ability to:  
 Identify the economic, social, political, and cultural variables which influence a business.  
 Spread over the knowledge of marketing function to the process of a business.  
 Apply computer skills and knowledge of information technology to support the management of a business.  
 Work effectively with co-workers, supervisors, and subordinates.  
 Understand the basic general concept of business organization and functions.  
 Improve customer-service strategies to meet the needs of internal and external customers.  
 Debate some of the ethical issues faced in making business decisions.

**Course Outline**

*List the topics covered within each week.*

Week	Topic(s)
1	Fundamentals of Business and Economics
2	Ethics and Social Responsibility of Business
3	Forms of Business Ownership and Business Combinations
4	Entrepreneurship and Small Businesses
5	The Globalization of Markets
6	Developing and Designing Organizational Structure
7	Information Technology and E-Commerce
8	Organization and Teamwork
9	Producing Quality Goods and Services
10	The Art and Science of Marketing
11	The Art and Science of Marketing (cont.)
12	Basic Accounting Concepts
13	Financial Management and Banking
14	Securities and Investment Decisions

<b>Textbook(s)</b> <i>List the textbook(s), if any, and other related main course materials.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Michael Solomon, Mary Poatsy and Kendall Martin	Better Business	Pearson	2014	978-1292023786
Michael H. Mescon, Courtland L. Bovee and John V. Thill	Excellence in Business (3 <sup>rd</sup> Edition)	Pearson	2006	978-0131870475

<b>Teaching Policy</b> <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
The main policy is to engaging students with the course materials. Motivating students to collect and analyze information relevant to business practices and solve daily business problems. To develop students' understanding there will be two mid-terms and one final examination during the semester. Also a term project will be presented by the students.

<b>Grading Policy</b> <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Term Project and Assignments	1	%20						
Midterm	2	%20						
Final Exam	1	%40						

<b>ECTS Workload</b> <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	14	3	42
Preparation beforehand and finalizing of notes ( <i>weekly basis</i> )	1	8	8
Collection and selection of relevant material ( <i>once</i> )	1	3	3
Self study of relevant material ( <i>weekly basis</i> )	1	5	10
Homework assignments	4	3	12
Preparation for Midterm Exams ( <i>including the duration of the exams</i> )	2	5	10
Preparation of Term Paper/Case Study Report ( <i>including oral presentation</i> )	1	5	5
Preparation of Term Project/Field Study Report ( <i>including oral presentation</i> )	1	2	2
Preparation for Final Exam ( <i>including the duration of the exam</i> )	1	10	10
<b>TOTAL WORKLOAD / 25</b>			4,08
<b>ECTS Credit</b>			<b>4</b>

<b>Program Qualifications vs. Course's Learning Outcomes</b>						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
FTP-1	Be able to monitor and analyze the dynamics of international markets.				x	
FTP-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of foreign trade in accordance with the requirements of the globalized business environment.				x	
FTP-3	Be able to identify and analyze the validity of theories related to the foreign trade and their relationships regarding current conditions.			x		
FTP-4	Have a good knowledge of the regulations and legislation underpinning the international markets and institutions.			x		
FTP-5	Have the ability to efficiently perform all responsibilities of foreign trade within a corporation.			x		
FTP-6	Be able to use quantitative techniques and methods that are predominantly used in foreign trade.			x		
FTP-7	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.		x			
FTP-8	Be aware of elements of the international competitiveness of the foreign trade environment and marketing techniques.				x	
FTP-9	Be able to understand and evaluate the problems in foreign trade and to discuss and express his/her opinions clearly.			x		
FTP-10	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				x	
FTP-11	Be able to understand and evaluate the legal framework for foreign trade law, rules and regulations.			x		
FTP-12	Have the ability to analyze and perform risk assessment of foreign trade companies and multinational companies.		x			

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest