



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE	271111004	COURSE NAME	Introduction to Business
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
I	2	0	0	2	4	CORE (X) ELECTIVE ()	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity	Number	Percentage (%)				
	I. Mid-Term		40				
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM			60				
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT	Basic business concepts, business types, business functions, social responsibility and ethics in business, new development in the business life						
COURSE OBJECTIVES	To have the students gain basic knowledge about business						
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES	To learn basic notions of business To gain information about the business functions To recognize environmental factors of business To learn steps of business establishment To determine the types of business						
TEXTBOOK(S)	Öztürk, S.A. (Ed.) (2017). Genel İşletme İlkeler ve İşlevler. Nisan Kitabevi Mirze, S.K. (2019). İşletme. İstanbul: Literatür Yayınları						
SUPPORTIVE RESOURCES	İşletme İlkeleri. Anadolu Üniversitesi Yayını (2019). Yayın No.3914 İşletme Fonksiyonları. Anadolu Üniversitesi Yayını (2020). Yayın No.4146						
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Basic business concepts
2	Business in the historical process
3	Business types
4	Importance, aims and environmental factors of business
5	Foundation of business
6	Management function
7	Production function
8	Marketing function
9	Finance function
10	Accounting function
11	Human resource management
12	Institutional communication
13	Social responsibility and ethics in business
14	New development in the business life
15,16	Final Exam

No.	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.	X		
2	To be able to plan the process of investment of a new established tourism company.	X		
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.	X		
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management	X		
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.		X	
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X

1:Never. 2:Few. 3:Many.

Instructor Name :