COURSE OBJECTIVES:

This course:
✓ Focuses on the nature of the free enterprise system and its business organizations,
✓ Examines the role played by business in society, as well as its purpose and responsibilities; and
✓ Introduces the practical operations that must exist if businesses are to create goods and services.
✓ Provides a broad overview of the functions, institutions, principles and practices of business.

After completing this course, students should:
✓ Understand the historical foundation of industrial and commercial development.
✓ Examine social and economic philosophies of business past and present.
✓ Distinguish the differences between the major forms of business organizations and be able to know and identify the characteristics of each
✓ Identify reasons for growth in business.

TEXTBOOK:


Reference Books:

Journals:
✓ Business Process Management Journal
✓ European Business Review
✓ Journal of Business Strategy
✓ Harvard Business Review
✓ The Journal of Business and Industrial Marketing
✓ Journal of Small Business and Enterprise Development

Reference Web Pages:
American Society For Quality http://www.asq.org
Commercial News http://www.cnewsusa.com
International Organization For Standardization http://www.iso.ch
U.S. Small Business Administration http://www.sba.gov
Council of Logistics Management http://www.clm1.org
World Intellectual property Organization http://www.wipo.org
World Trade Organization http://www.wto.org
European Union Website http://www.europa.eu.int
Financial Times http://www.ft.com
Business Week On-line http://www.businessweek.com
Time Online Edition http://www.time.com/time
More Business For Entrepreneurs http://www.morebusiness.com
Cateris Paribus İşletme Yönetimi http://www.ceterisparibus.net
Bilgi Yönetimi http://www.bilgivonetimi.org
KOSGEB http://www.kosgeb.gov.tr/
KOBİNET http://www.kobi.net/
EVALUATION

Course grades will be based on a weighted composite of performance evaluations in several areas:

- Midterm Exam (2) 30%
- Quiz, Participation & Attendance 20%
- Assignment 15%
- Final Exam 35%

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<thead>
<tr>
<th>PERCENT</th>
<th>GRADE</th>
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<tbody>
<tr>
<td>90-100</td>
<td>4.0 (AA)</td>
</tr>
<tr>
<td>85-89</td>
<td>3.5 (BA)</td>
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<tr>
<td>80-84</td>
<td>3.0 (BB)</td>
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<tr>
<td>75-79</td>
<td>2.5 (CB)</td>
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<td>70-74</td>
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<td>65-69</td>
<td>1.5 (DC)</td>
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<td>60-64</td>
<td>1.0 (DD)</td>
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<td>50-59</td>
<td>0.5 (FD)</td>
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<tr>
<td>49 AND BELOW</td>
<td>0 (FF)</td>
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Exams: There will be two, in-class exams (two midterms) and one final exam that will cover prior lecture and reading material. Any additional materials are provided by assignments, or applications will be also covered in the exams. Students are expected to take the exams during class time on those days.

Assignment: In this assignment students are expected to establish their own enterprises in groups of 3-5. Each group will prepare two reports. One of these reports will be the progress report while the other will be the final report. The members of the groups will present the final report in class. Submission date of the progress report and the presentation dates are given in the course outline below. Additional information about the assignment will be provided by the instructor.

Quiz: There will be two quizzes that will cover prior lecture and reading materials during the semester. Time schedule of quizzes are shown in the course outline. Students are expected to take the quizzes during class time on those days.

COURSE OUTLINE:

<table>
<thead>
<tr>
<th>Approx. Dates</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>1st week 24/28 September</td>
<td>Ch 1 - Fundamentals of Business &amp; Economics: What is a business, what is an economic system, how does a free-market economic system work, challenges of a global economy, focusing on e-business</td>
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<tr>
<td>2nd week 1/5 October</td>
<td>Ch 2 - Ethics &amp; Social Responsibility; Ethics in the workplace, social responsibility in business, business’ response to the needs of society, ethics and social responsibility around the world. Ch 3 - Global Business; The global business environment, fundamentals of international trade, interdependence of economies in the global market place.</td>
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<tr>
<td>3rd week 8/12 October</td>
<td>Ch 5 - Forms of Business Ownership &amp; Business Combinations; Choosing a form of business ownership, understanding business corporations.</td>
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<tr>
<td>4th week 15/19 October</td>
<td>Wrap-Up</td>
</tr>
<tr>
<td>5th week 22/26 October</td>
<td>Ch 6 - Small Business &amp; Entrepreneurship; Understanding the world of small business, starting and expanding small business, financing a new business. Ch.4 - Information Technology and E-Commerce Quiz</td>
</tr>
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</table>
**Rules for Attendance:**

- All students are required to attend classes punctually and regularly. Access to the final exam will be granted to students who attain an attendance in excess of 70%. Attendance will be considering in calculating the final grade.

- The instructor can change the content of syllabus at any time by informing the related department’s head. The students are expected to follow the latest changes of syllabus through the Internet.