**ADM102 Introduction to Business 2**

Syllabus

2022 Spring

**Instructor Information:**

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Office Hours: Tuesday 13.00-15.00 B5-440

Thursday 13.00-15.00 B5-440

Also, you may send an e-mail for an on-line appointment.

**Course Description:**

This course examines the basic concepts and theories in business management and is designed to make students familiar with common business practices through examples and case studies. The objective is that the students explore the organization’s various functions such as marketing, sales, accounting, finance, operations, human resources.

**Course Content:** Various functions of business: production, human resources management, marketing, finance, accounting.

**Student Learning Outcomes:**

1. Identify the role and the importance of various business functions.
2. Discuss management of quality, project planning and productivity models.
3. Analyze the key issues related to administering the human elements such as compensation, recruiting, career planning, diversity.
4. Explain how marketing creates value for the consumer, the company, and society and how organizations use the marketing mix to market to their target customers.
5. Explain fundamental concepts underlying accounting and finance management.
6. Explain the approach to risk management through risk identification, risk measurement.

**Grading:**

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| Midterm | 40 points |
| Final exam | 60 points |
| Total | 100 points |

There will be quizzes every week except week- one (1). Quizzes will cover text material from the present week.

**Assigned readings and everything discussed in class may appear on the exam.**

**Texts and Materials:** (Old editions of the books are also welcome)

* Nickels, McHugh and McHugh’s (2005) *Understanding Business*. 7th edition. New York: McGraw-Hill.
* Bovee and Thill (2020) *Business in Action*. 9th edition. Pearson.
* Ebert and Griffin (2019) *Business Essentials*. 12th edition. Pearson.
* Solomon, Poatsy and Kendall (2018) *Better Business*. 5th edition. Pearson.

**Course Outline:**

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| --- | --- |
| **Week-1** | Introduction to various functions of business |
| **Week-2** | Production systems and quality |
| **Week-3** | Human resource management and labor relations |
| **Week-4** | Marketing process and consumer behavior |
| **Week-5** | Developing a product and product strategies |
| **Week-6** | Pricing strategies |
| **Week-7** | Review and wrap up |
| **Week-8** | Midterm |
| **Week-9** | Communication |
| **Week-10** | Distribution |
| **Week-11** | Accounting concepts |
| **Week-12** | Financial management |
| **Week-13** | Risk management |
| **Week-14** | Review and evaluation |