|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Genel İşletme** | |  | 1 | 3+0 | 3 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | İşletme yönetimi ile ilgili temel kavramları, işletmenin amaçlarını, kuruluş çalışmalarını ve fonksiyonlarını kavrayabilme. Çağdaş işletmecilik ve geleneksel işletmecilik ayırımını yapma ve çağdaş işletmelerin faaliyet yöntemlerini kavrayabilme. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Öğrencinin işletme ve işletmecilik eğitimi üzerine güncel bilgi ile desteklenmiş kurumsal ve uygulamalı bilgilere sahip olur  2. İşletme ve işletmecilik ile ilgili konularda düşüncelerini ve sorunlara ilişkin çözüm önerilerini uzman olan ve olmayan kişilerle paylaşır  3. Girişimcilik düşüncesinin geliştirilerek kendi işini kurabilmeye teşvik eder  4. Ülkemizin genç girişimcilere ihtiyacının olduğu bilinciyle hareket ederek istihdam yaratıcı düşünceyi yaygınlaştırır | | | | | | | Dersin İçeriği | Temel işletme kavramları. işletme türleri ve sınıflandırmaları, işletmelerde yönetim fonksiyonları, yönetim fonksiyonları, üretim fonksiyonuna giriş, üretim biçimlerinin sınıflandırılması, toplam kalite yönetimi, pazarlamanın temel kavramları, pazarlamanın gelişimi, pazarlama karması, insan kaynakları işlevi, insan kaynakları yönetim süreci, işletmelerde muhasebe işlevi, finansal yönetim. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Temel İşletme Kavramları. İşletme Türleri ve Sınıflandırmaları | | | | | | | 2 | İşletmelerde Yönetim Fonksiyonları: Planlama-Örgütleme | | | | | | | 3 | Yönetim Fonksiyonları: Yürütme-Kontrol | | | | | | | 4 | Üretim Fonksiyonuna Giriş | | | | | | | 5 | Üretim Biçimlerinin Sınıflandırılması | | | | | | | 6 | Toplam Kalite Yönetimi (TKY) | | | | | | | 7 | Pazarlamanın Temel Kavramları | | | | | | | 8 | Pazarlamanın Gelişimi | | | | | | | 9 | Pazarlama Karması | | | | | | | 10 | İnsan Kaynakları İşlevi | | | | | | | 11 | İnsan Kaynakları Yönetim Süreci | | | | | | | 12 | İşletmelerde Muhasebe İşlevi | | | | | | | 13 | Finansal Yönetim | | | | | | | 14 | Genel Tekrar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Ürper, Y. vd. (2014). Genel İşletme. Eskişehir: Açıköğretim Fakültesi Yayını.  Mirze, K. (2014) İşletme, Literatür Yayıncılık. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 4 | | - | 5 | | 3 | - | | 4 | 3 | | - | 5 | | - | 4 | | **ÖÇ2** | 4 | | - | 5 | | 3 | - | | 4 | 3 | | - | 5 | | - | 4 | | **ÖÇ3** | 4 | | - | 5 | | 3 | - | | 4 | 3 | | - | 5 | | - | 4 | | **ÖÇ4** | 4 | | - | 5 | | 3 | - | | 4 | 3 | | - | 5 | | - | 4 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | **Genel İşletme** | 4 | - | 5 | 3 | - | 4 | 3 | - | 5 | - | 4 | |