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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **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 kavramı kapsamı ve içeriği hakkında bilgi edindirmek amaçlanmaktadır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Temel işletmecilik kavramlarını öğrenir.  2.İşletmelerin ekonomik ve sosyal hayatta hangi fonksiyonu icra ettiğini kavrar.  3.İşletmenin bulunduğu çevre koşullarını analiz edebilme becerisi kazanır.  4.İşletmelerinin nasıl kurulduğunu öğrenir ve işletmeleri farklı ölçütlere göre sınıflandırır.  5.Girişimcilik kavramını etraflıca öğrenir. İş kurma ve yenilikçilik becerileri kazanır.  6.İşletmelerin hangi birimlerden oluştuğunu öğrenir, bu birimlerin işlevleri ve karşılıklı ilişkileri hakkında yeterli bilgi edinir. | | | | | | | Dersin İçeriği | İletmenin iç ve dış çevresi, işletmenin hukuki altyapısı, işletmenin fonksiyonları. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İşletmeciliğe Giriş: İşletme Kavram ve Kapsamı | | | | | | | 2 | İşletmelerin Sınıflandırılması | | | | | | | 3 | İşletmenin İç ve Dış Çevresi | | | | | | | 4 | İşletmelerin Kurulma Süreci | | | | | | | 5 | İşletmelerde Büyüme: Büyüme Türleri ve Birleşmeler | | | | | | | 6 | İşletme Fonksiyonları: Yönetim | | | | | | | 7 | Yönetim İşlevleri: Planlama, Örgütleme, Yürütme ve Kontrol | | | | | | | 8 | İşletme Fonksiyonları: Üretim | | | | | | | 9 | İşletme Fonksiyonları: Pazarlama | | | | | | | 10 | İşletme Fonksiyonları: İnsan Kaynakları | | | | | | | 11 | İşletme Fonksiyonları: Muhasebe | | | | | | | 12 | İşletme Fonksiyonları: Finansman | | | | | | | 13 | İşletme Fonksiyonları: Ar-ge ve İnsan Kaynakları | | | | | | | 14 | İşletmelerde Etik ve Sosyal Sorumluluk | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Ürper, Y. vd. (2014). *Genel işletme*. Anadolu Üniversitesi Açıköğretim Fakültesi Yayınları. | | **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** | **PÇ12** | | **ÖÇ1** | 3 | 3 | | 2 | 3 | | 2 | 2 | | 2 | 4 | | 3 | - | | - | 2 | | **ÖÇ2** | 3 | 3 | | 2 | 3 | | 2 | 2 | | 2 | 4 | | 3 | - | | - | 3 | | **ÖÇ3** | 3 | 3 | | 2 | 3 | | 3 | 2 | | 2 | 4 | | 3 | - | | - | 3 | | **ÖÇ4** | 3 | 3 | | 2 | 3 | | 3 | 2 | | 2 | 4 | | 3 | - | | - | 2 | | **ÖÇ5** | 3 | 3 | | 4 | 4 | | 5 | 2 | | 2 | 4 | | 3 | - | | - | 3 | | **ÖÇ6** | 4 | 3 | | 2 | 3 | | 2 | 3 | | 2 | 4 | | 3 | - | | - | 3 | | **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** | **PÇ12** | | Genel İşletme | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 3 | - | - | 3 | |