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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **İşletme Yönetimi-I** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Yönetim bilminin temel içeriklerini öğrenerek turizm işletmeleri için en yaygın olan yönetim, uygulama ve yaklaşımları seçip uygulayabilmek yetisi kazandırmaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. İşletme bilimi ile ilgili temel kavramları tanımlar. 2. İşletme ve ekonomi bilimi arasındaki ilişkiyi açıklar. 3. İşletme organizasyonu ve fonksiyonlarını bilir 4. Temel yönetim becerilerini uygular 5. İşletme kurabilmek için gerekli yönetimsel/yapısal unsurları belirler. | | | | | | | Dersin İçeriği | İşletme yönetimi kavramları, yönetim uygulama ve fonksiyonları ile işletmede yönetim becerileri. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İşletme bilimi ile ilgili temel kavramlar | | | | | | | 2 | İşletmelerin amaçları, işletme çevresi | | | | | | | 3 | İşletmelerin rasyonellik ilkeleri | | | | | | | 4 | İşletmelerin kuruluş çalışmaları | | | | | | | 5 | Kapasite ve **i**şletme kapasitesi, işletme büyüklüğü | | | | | | | 6 | İşletmelerin sınıflandırılması | | | | | | | 7 | Yönetim fonksiyonu | | | | | | | 8 | Üretim fonksiyonu | | | | | | | 9 | Pazarlama fonksiyonu | | | | | | | 10 | Muhasebe fonksiyonu | | | | | | | 11 | Finansman fonksiyonu | | | | | | | 12 | İnsan Kaynakları fonksiyonu | | | | | | | 13 | Ar-ge ve Halkla İlişkiler fonksiyonu | | | | | | | 14 | Yönetim becerileri ve liderlik | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | Üner, M., (2015), Genel İşletmecilik, Ankara, Detay Yayıncılık  Taslak, Soner ve Kara, Mehmet (2009), İşletme Bilimine Giriş, Trabzon, Murathan Yayınevi | | **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** | 3 | | 5 | 2 | | 2 | 4 | | 2 | 1 | | 3 | - | | - | 3 | | **ÖÇ2** | 3 | | 5 | 2 | | 3 | 4 | | 3 | 1 | | 1 | 1 | | 1 | 4 | | **ÖÇ3** | 4 | | 5 | 2 | | 3 | 4 | | 3 | 1 | | 1 | 1 | | 1 | 4 | | **ÖÇ4** | 5 | | 5 | 2 | | 4 | 4 | | 3 | 1 | | 1 | 1 | | 1 | 4 | | **ÖÇ5** | 4 | | 5 | 2 | | 4 | 4 | | 3 | 1 | | 1 | 1 | | 1 | 5 | | **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** | | İşletme Yönetimi I | 4 | 5 | 2 | 3 | 4 | 3 | 1 | 1 | 1 | 1 | 4 | |