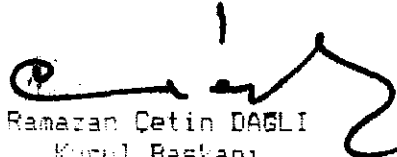



T.C.
MILLİ EĞİTİM BAKANLIĞI
Talim ve Terbiye Kurulu Başkanlığı:


Sayı: 375	Tarihi: 11.12.1995	Konu: İstanbul Özel Uluslararası Bilimler Merkezi'ne ait İngilizce Ağırlıklı Temel İşletme Kursu Programının kabulü.
Önceki Kararın		
Sayısı:	Tarihi:	

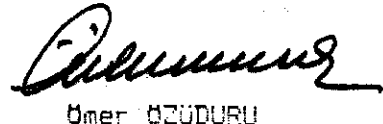
Özel Öğretim Kurumları Genel Müdürlüğü'nün 25.08.1995 gün ve 57691 sayılı teklif yazısı üzerine Kurulumuzda görüşülerek uygun bulunan İstanbul Özel Uluslararası Bilimler Merkezine ait İngilizce Ağırlıklı Temel İşletme Kursu programının ekli örneğine göre kabulü kararlaştırıldı.



Turhan TAVAN
Milli Eğitim Bakanı


Ramazan Çetin DAĞLI
Kurul Başkanı

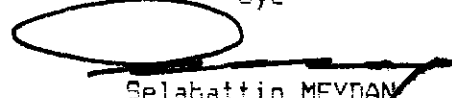

Güler ŞENÜNER
Üye


Dr. Ezdihar KARABULUT
Üye



Ömer ÖZÜDURU
Üye



Sürmeli AGDEMİR
Üye



Mustafa ERTÜRK
Üye


Selahattin MEYDAN
Üye



Hasim AYADKUR
Üye

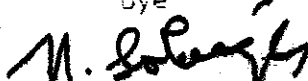

Nevim ÇAMELİ
Üye


Ömer AÇIKEL
Üye


Necdet BOZKURT
Üye


Dr. Veli KILIC
Üye


Ömer ÖZCAN
Üye


Necdet SAKAOĞLU
Üye

- 1) Kurumun Adı : Özel Uluslararası Bilimler Merkezi
2) Kurumun Adresi : Büyükdere Cad. No:39 B Blok
Maslak Meydanı Ayazağa / İstanbul
3) Kurucu Temsilcisi : Latif Mutlu
4) Program Dayanağı : a) 625 sayılı Özel Öğretim Kurumları Yönetmeliği
b) Özel Öğretim Kurumları Yönetmeliği
c) Özel Kurslar Tip Yönetmeliği
d) 23.09.1985 Tarih ve 2196 sayılı Tebliğler
Dergisinde yayımlanan "Program çerçevesi"
5) Programın Adı : İngilizce Ağırlıklı Temel İşletme
6) Programın Seviyesi : Lise mezunu ve iyi seviyede İngilizce
bilgisine sahip kişiler
7) Programın Amaçları :

1. Genel Amaçlar:

- 1.1. Türk Milli Eğitiminin amaçlarına uygun olarak lise mezunu kişilerin meslek sahibi olmasına imkan sağlamak ve sahip oldukları mesleklerinde başarılı olmalarına yardımcı olmak,
1.2. Türkiye'deki lise ve muadili okullardan mezun olup, iyi derecede İngilizce bilen, işletme alanındaki genel bilgisini uluslararası düzeyde geliştirmek isteyen öğrencileri bu alanda yetiştirmek,

2. Özel Amaçlar:

- 2.1. Birinci Dönemin Özel Amaçları:
2.1.1. Uluslararası düzeyde yapılan ekonomi ve işletme konularındaki iletişimi anlayabilme ve değerlendirmelerini sağlama.
2.1.2. Dil Bilgisi ve kelime hazinelerini geliştirme.
2.1.3. İngilizce olarak hazırlanmış Akademik metinleri okuyabilme beceri ve yeteneklerini geliştirme.
2.1.4. Ödev ve proje hazırlayabilmeleri için kütüphanelerdeki kitaplara başvurmalarını, bilgi toplayıp değer-

lendirmelerini sağlayacak yeteneklerinin gelişmesini sağlama,

2.1.5. Değişik durumlarda, gerçek hayattaki İngilizce, Ekonomi ve İşletme ile ilgili temel iletişimi sağlama,

2.1.6. Akademik konuşmaları dinlerken anlama, değerlendirebilme ve sonuç çıkarabilme,

2.1.7. Fikirlerini iyi ve doğru olarak kısa kompozisyonlar halinde anlatabilme, savunabilme,

2.1.8. Öğrencilerin daha sonraki çalışmalarında karşılaşacakları özel dil kullanımlarında yardımcı olmak amacıyla temel sağlayacak bilgilerin verilmesi,

2.1.9. Anlama ve üretme becerisinin geliştirilmesi,

2.2. İkinci Dönemin Özel Amaçları:

2.2.1. Daha sonra İŞLETME, EKONOMİ kurslarına katılacak veya bu alanlarda yüksek öğrenim görecektir lise mezunu öğrencilerine sağlam bir alt yapı oluşturmak,

2.2.2. Daha sonra yapılacak İŞLETME, EKONOMİ, konularındaki çalışmalara kaynak sağlama, bunun için gerekli İngilizce bilgisini kazandırma ve teknik terminolojiye aşinalık sağlayarak ön bilgiler kazandırma,

2.2.3. Bilişim (Enformasyon) Teknolojisinin temel bilgilerini yazılım programlarıyla uygulamalı olarak öğretme,

2.2.4. Ekonomi ve İşletme alanlarının temel bilgilerini, varolan prensipler üzerine inşa ederek öğretme,

2.2.5. Öğrencilerin kurs içinde veya dışında öğrendiklerini mantık kuralları, Millî Ahlak ve Değerleri, Anayasa

ve Cumhuriyet Kanunlarına bađlı kalarak aıka yorumlamalarını sađlama,

- 2.2.6. ğrencilerin bilgisini szlu ve yazılı olarak kendini, Milli Deđerlerimizi, ulke menfaatlerimizi, kltrmz rahata anlatabilecek ve akademik alıřmaları ve yurtdiřında İngilizce yayımlanan bilim ve teknoloji alanındaki yayınları anlayabilecek bir seviyeye getirme,
- 2.2.7. Bilgisayar sistemleri ve uygulamaları hakkında ilk bilgileri verme,
- 2.2.8. **Dkmantasyon yapabilmek iin gerekli İngilizce bilgisini kullandırma,**
- 2.2.9. Takım ruhu iinde alıřma alışkanlıđı kazandırma ve yazılım mhendisliđi ile ilgili konularda fikir sahibi olmayı kazandırma,
- 2.2.10. *Ekonominin tabiatını anlayabilme, uluslararası ekonomi kavramları anlayabilme,*
- 2.2.11. *Ekonomik analizlerde kullanılan prensipleri tanıma,*
- 2.2.12. *Ekonomi politikalarındaki gncel deđiřiklikleri kavrama ve bu deđiřikliklerin, fert, sanayi ve ekonomik faaliyetler zerindeki etkilerini kavrama,*
- 2.2.13. *Ekonominin iřletme alanındaki etkilerinin tanıtılması,*
- 2.2.14. *İřletmelerdeki ynetim stratejilerinin tanıtılması,*
- 2.2.15. *Uluslararası dzeyde Trkiye'nin bulunduđu yeri deđerlendirebilme,*
- 2.2.16. *Modern bir iřletme organizasyonunun iřlevlerini yapısal zelliklerini tanıma,*

2.2.17. İşletmelerin davranış biçimlerini tanıtmaya,

2.2.18. İşletme organizasyonundaki uygulamalar hakkında bilgi verme,

**8- Programın
Uygulanmasıyla
İlgili
Açıklamalar:**

- 1- Kayıt-Kabul İşlemleri:
 1. Programa katılmak isteyen öğrencilerde en az lise veya lise muadili okullar mezunu olma şartı aranır.
 2. Programa katılmak için iyi seviyede İngilizce bilmek gerektiğinden, kursiyerin öncelikle başvuru formu doldurup ön kayıt yaptırması koşulu aranır.
 3. Ön kayıtları yapılan kursiyerlerden durumları uygun olanlar İNGİLİZCE SEVİYE TESBİT SINAVINA alınacaktır.
 4. İNGİLİZCE SEVİYE TESPİT SINAVI kursumuz öğretmenlerinden oluşacak SINAV KOMİSYONU tarafından cevaplarıyla birlikte hazırlanacak, uygulanacak ve değerlendirilecektir.
 5. İNGİLİZCE SEVİYE TESBİT SINAVI uluslararası kabul görmüş TOEFL sınavı seviyesinde olacaktır.
 6. İNGİLİZCE SEVİYE TESBİT SINAVINDA % 55 ve daha fazla başarı gösteren öğrenciler kesin kayıt yaptırabileceklerdir.

7. İngilizce seviye tespit yerleřtirme sınavında başarılı olan öğrenci sayısı kursumuz kontenjanından yüksek olduğunda en yüksek puan alandan başlanarak kontenjan sayısı kadar öğrencinin kesin kaydı yapılacaktır.
- 2- Kurs bitiminde öğrencilere “İngilizce Ağırlıklı Temel İşletme Kursu” sertifikası verilir.
- 3- ALT DERSLERE BÖLME
- 3.1. Birinci dönemde her ders haftalık ders saati sayısına göre ayrılarak belirtilmiştir.

1. DÖNEM

DERSİN ADI	DERS SAATİ SAYISI HAFTADA / SINIF	BİLGİSAYAR LAB. HAFTALIK DERS SAATİ	DERS SAATİ SAYISI
Introduction to Economics (Ekonomiye Giriş)	3	—	45
Introduction to Business (İşletmeye Giriş)	3	—	45
Introduction to Information Tech (Bilişim Teknolojisine Giriş)	1	2	45
Communication & Study Skills (İletişim ve Çalışma Becerileri)	3	—	45
Financial Accounting (Finansal Muhasebe)	3	—	45

3.2. Birinci dönemde derslerle ilgili ilk tanıtımlar yapılacaktır.

3.3. Her sınıfa, her ders için değişik öğretmen girer.

3.4. İkinci dönemde dersler haftaya aşağıda görüldüğü şekilde dağıtılır.

2.DÖNEM

DERSİN ADI	DERS SAATİ SAYISI	BİLGİSAYAR LAB. HAFTALIK DERS SAATİ	DERS SAATİ DÖNEM
Introduction to Economics (Ekonomiye Giriş)	3	-	45
Introduction to Business (İşletmeye Giriş)	3	-	45
Introduction to Information Tech (Bilişim Teknolojisine Giriş)	1	2	45
Communication & Study Skills (İletişim ve Çalışma Becerileri)	3	-	45
Financial Accounting (Finansal Muhasebe)	3	-	45

9- Programın Süresi :

a) Haftalık Süre

b) Toplam Süre

	Haftalık Ders saati sayısı	Toplam süre (Hafta)	Toplam süre (Hafta)
1.Dönem	15	17	255
2.Dönem	15	17	255
		<hr/>	<hr/>
		34	510

10- Program muhtevasının
tamamen toplam kurs
süresine göre haftalık
dağılımı :

1. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
THE FOUNDATION OF BUSINESS
The Private Enterprise System
Factors of Production
Types of Competition
Economic Development of Turkey
- 1.2. INTRODUCTION TO ECONOMICS
ECONOMICS AD THE ECONOMY
Examples of Economic issues
Scarcity and the Competing Use of Resources
The Role of the market
Positive and Normative Economics
Microeconomics and Macroeconomics
The Tools of Economic Analysis
Economic Date
Index Numbers
Nominal and Real Variables
Measuring Changes in Economic Variables
Economic Models
Diagrams
Lines and Equations
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
COMPUTER HARDWARE AND
SOFTWARE.
Growth of Information Technology.
Predictions
Impact of information technology on business
managers.

Changes in information management

Case studies: Fibre-optic communications cable to cross the USSR; Information: an agent of change

1.4. FINANCIAL ACCOUNTING

INTRODUCTION TO ACCOUNTING,
DEFINITION

*Classify and Communicate Financial
Information*

Accounting in Every Day Life

1.5. COMMUNICATION & STUDY SKILLS

WINNING THE GAME OF HIGHER
EDUCATION.

Assessing Personal Qualities to Set Goals

Goals from Your Point of View

Aptitudes, Abilities, Interests, Needs, Values

*Integrating Institutional Perspectives with Your
Own*

Fine-Tuning Career Decisions

Exploration

Crystallization

Specification

Tracking Goals: Grading Systems

2. HAFTA :

1.1. INTRODUCTION TO BUSINESS

SOCIAL RESPONSIBILITY AND BUSINESS
ETHICS

The Concept of Social Responsibility

The Concept of Business Ethies

Self Regulation vs. Government Regulation

Business's Social Responsibilities

Responsibilities to Customers

- Responsibilities to General Public
- 1.2. INTRODUCTION TO ECONOMICS
DEMAND, SUPPLY, AND THE MARKET
Definition Of The Market
Demand as a determinant in the market
Supply and Equilibrium
Demand and Supply curves
Free Markets and Price Controls
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
PROCESSING BY COMPUTER
Why computers?
What can computers do?
Basic hardware components: Input equipment;
Central processing unit and internal memory;
Modes of processing: Batch processing; On-line
processing; Real-time processing; Time-
sharing; Distributed processing Types of
computer: Microprocessors; Microcomputers;
Workstations; Minicomputers; Mainframes;
- 1.4. FINANCIAL ACCOUNTING
CONCEPTS OF FINANCIAL ACCOUNTING
VS. MANAGEMENT
Accounting
Stewardship and Responsibility
- 1.5. COMMUNICATION & STUDY SKILLS
PRINCIPAL PLAYERS: ADMINISTRATIVE
UNITS, FACULTY, AND OTHER
STUDENTS.
Relations with Campus Offices
Interacting with Instructors
Examples of Classroom Behavior
Examples of Out-of-Class Behavior
Getting Involved in Campus Life
Campus Employment
Special Interest Groups

3. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
GLOBAL DIMENSIONS OF BUSINESS
Concepts of International Business
The Multinational Corporation
Obstacles to International Business
Forms of Private Ownership
Organizing and Operating a Corporation
Public and Collective Ownership
- 1.2. INTRODUCTION TO ECONOMICS
GOVERNMENT IN THE MIXED ECONOMY
What do governments do in mixed economics
What should governments do in mixed economics
How do governments decide?
- 1.3. INTRODUCTION TO INFORMATION TECHNOLOGY.
SOFTWARE
Processing instructions: Machine language; Assembly language; High-level programming languages; Terminal interactive languages; Query languages; Fourth generation languages; Natural languages
Kinds of software: Operating system software; Language translator programs; Applications software
- 1.4. FINANCIAL ACCOUNTING
THE ACCOUNTING EQUATION
Business Transactions
- 1.5. COMMUNICATION & STUDY SKILLS
CAMPUS DIVERSITY
Minority Groups and their characteristics
The Returning Adult Student
Advantages of Commuting Students

Students with Disabilities
Reentry Students

4. HAFTA :

1.1. INTRODUCTION TO BUSINESS
ENTERPRENEURSHIP, SMALL BUSINESS,
AND FRANCHISING

Enterpreneurship and the Economy

Advantages and Disadvantages of Small
Business

Small Business Administration and different
examples.

Definition and development of Franchising

Skills Required for Managerial Success

The Functions of Management

– Organizational Goal Setting and Planning

– Strategy Formulation and Implementation

Corporate Culture

Leadership

Managerial Decision Making

1.2. INTRODUCTION TO ECONOMICS

THE EFFECT OF PRICE AND INCOME

Effect of price and income On demand
pquantities

The price Responsiveness of Demand

Price and Quantity demanded

Explanation of Total expenditure

The cross Elasticity of Demand

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

Case studies: India promotes software; Open
systems; Cultural factors create Japanese

bottleneck in software production

1.4. FINANCIAL ACCOUNTING
INTRODUCTION TO TRADING, PROFIT
AND

Loss Accounts

Worked Examles

1.5. COMMUNICATION & STUDY SKILLS
BECOMING A SKILLED LEARNER

Theories of Learning Strategies

Learning Strategies and their applications

Advantages of Group Learning Activity

5. HAFTA :

1.1. INTRODUCTION TO BUSINESS
INTERNAL MANAGEMENT

Building the Organizational Structure

Forms of Organizational Structure

The Informal Organization

Using Structural Design to Achieve Strategic -
Objectives

Intrapreneuring

1.2. INTRODUCTION TO ECONOMICS
THE THEORY OF CONSUMER CHOISE

Adjustment to Income Changes

Adjustment to Price Changes

The Market Demand Curre

Complements and Substitutes

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

INPUT, STORAGE AND OUTPUT EQUIP-
MENT.

Input peripherals: Off-line data capture; On-line
data entry.

Strage peripherals: Magnetic tape; Magnetic
disk; Optical disk; Magnetic drum; Mass stora-

ge; Differences between storage media.

Output peripherals: Printers; Plotters; Visual display terminals;

Computer output on microfilm; Voice output

1.4. FINANCIAL ACCOUNTING

THE CASH FORECAST/CAPITAL AND REVERUE

Expenditure

Banking System

1.5. COMMUNICATION & STUDY SKILLS

TIME MANAGEMENT: PUT YOURSELF TO WORK

Effective Time Management Through Class Scheduling

Full-Time scheduling versus Part-Time Scheduling Status

Scheduling Your Class Day and Week

Flexibility in Scheduling

Avoiding Procrastination

Ways of Specifying Goals

Setting Effective Goals and its advantages

Evaluating Your Goals

Rewarding Yourself for Completing Goals

Getting Started, as a beginning work

Achieving Closure

Ways of Avoiding Burnout

6. HAFTA :

1.1. INTRODUCTION TO BUSINESS

PRODUCTION AND OPERATIONS

MANAGEMENT

Mass Production and the Assembly Line

Classifying Production Process

- Automating the Production Process
- Planning the Production Process
- Layout of Production Facilities
- Implementing the Production Plan
- Control of the Production Process
- Management Control System
- The Quest for Quality
- 1.2. INTRODUCTION TO ECONOMICS
BUSINESS ORGAISATION AND
BEHAVIOUR.
 - Revenue concept
 - Costs and Profits
 - Firms and Profit Maximization
 - The Firm's Production Decisions:**
 - An overview Managerial Cost and Managerial
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
TELEPROCESSING AND NETWORKS
 - The rise of distributed data processing
 - Transmission channels: Types of channel;
Public or private carrier?
 - Interface equipment.
- 1.4. FINANCIAL ACCOUNTING
ACCOUNTING CONCEPTS
 - Discussion on concepts
- 1.5. COMMUNICATION & STUDY SKILLS
IMPLEMENTING YOUR GOALS
 - Managing a Term
 - Managing the Week
 - Managing the Day
 - Protecting Prime Study Time
 - Selecting a Study Site
 - Making One Minute Work as Two

7. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
HUMAN RELATIONS
Scientific Relations vs. Human Relations
Needs and Motivation
Participative Management
Communicating in Organizations
MBO
Improving the Quality of Work Life
Job Enrichment ways
HUMAN RESOURCE MANAGEMENT
HR Planning
Employee Recruitment and Planning
Employee Training, Evaluation, and Counseling
Promotions, Transfers, and Separations
Employee Compensation And **Benefits**
- 1.2. INTRODUCTION TO ECONOMICS
Inputs and output
Losses and The Upise of Production Technique
Long-run Total
Manginal and Average Costs
Average Cost and Marginal Cost
- 1.3. INTRODUCTION TO INFORMATION TECHNOLOGY.
Networks in the 1990s.
Issues facing corporate management: Organiza-
tion of information resources; Compatibility; Se-
curity.
Case studies: Push towards open communicati-
ons networks; SITA: the world's largest speciali-
zed telecommunications network.
- 1.4. FINANCIAL ACCOUNTING
APPRECIATION OF DEPRECIATION
Nature and Calculations for depreciation
- 1.5. COMMUNICATION & STUDY SKILLS

LISTENING AND NOTETAKING

Before Class: Previewing the text

Making Predictions about Content

Constructing a Notetaking Outline Through Text Previewing

Using Maps to Set Your Course

8. HAFTA :

1.1. INTRODUCTION TO BUSINESS MARKETING STRATEGY

The exchange Process in marketing

Developing a Marketing Strategy

Identifying the Market

Consumer Behavior

Marketing Research

Marketing Segmentation

1.2. INTRODUCTION TO ECONOMICS PERFECT COMPETITION AND PURE MONOPOLY: THE LIMITING CASES OF MARKET STRUCTURE

Perfect competition

The Firm's Supply Decision Under Perfect Competition

The Industry Supply Curves

Comperative

Statics for a Competitive Industry

Competition in World Markets

1.3. INTRODUCTION TO INFORMATION TECHNOLOGY.

DESIGN OF A DATABASE

Data and data elements: Transactional data elements; Reference data elements; Data elements for planning; Linking data elements; Control-re-

lated data elements; Security-related data elements; Checking data elements; Other data elements.

Data element values: Raw data; Derived data; Estimated data

Selecting data elements for collection; Input/output table;

1.4. **FINANCIAL ACCOUNTING**

INTRODUCTION OF METHODS OF RECORDING

Accounting Transactions

Documentation Examples

1.5. **COMMUNICATION & STUDY SKILLS**

LISTENING IN CLASS: COMMUNICATION BETWEEN SPEAKER AND LISTENER

Factors Affecting your Ability to be an Active Listener

Maintaining Concentration

Recognizing Main Ideas

Identifying Important Information

Responding to Speaker Styles: Listening Responsibilities

Maximizing Your Understanding of the Speaker's Message

9. HAFTA :

1.1. **INTRODUCTION TO BUSINESS**

PRODUCT AND PRICING STRATEGIES

Classifying Goods and Services

The Product Mix

Meaning of The Product Life Cycle and its applications

New Product Development

Product Identification

- Methods of Pricing
- 1.2. INTRODUCTION TO ECONOMICS
MARKET STRUCTURE AND IMPERFECT
COMPETITION
Why Market Structures Differ
Monopolistic Competition
Oligopoly and Interdependence
Entry and Potential Competition
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
DATA ELEMENT DICTIONARY
Data element descriptors: Name; Definition; Derivation rule; Units; Width of field; Format; Validity rules; Identification; Status; Other descriptors
Logical organization of data: File systems; The database approach
Physical organization of data
Case studies: Databases help to customize marketing; Database dispute over Dutch names.
- 1.4. FINANCIAL ACCOUNTING
ACCOUNTING IN BUSINESS
ORGANISATION
Financial Management
- 1.5. COMMUNICATION & STUDY SKILLS
ORGANIZING WHAT YOUR HEAR IN
CLASS
Working on the different text types:
Lectures Dependent on the Text
Lectures Independent of the Text
Lectures that include Media

10. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
DISTRIBUTION STRATEGY

Distribution Channels

Vertical Marketing Systems

Market Coverage and Wholesaling

Retailing

Physical Distribution

1.2. INTRODUCTION TO ECONOMICS

THE ANALYSIS OF FACTOR MARKETS:
LABOUR

The Firm's Demand for Factors in the Long Run

The Firm's demand for Labor in the Short Run

Transfer Earnings and Economic Rents

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

ADMINISTRATION OF A DATABASE

Tools for data administration

Data directories: KWIC and KWOC indexes;
Table to identify users of data elements; Matrix
to identify data creators; Access directory; Pro-
cessing information; Code file

Organization of a DED/DD system

Database management system: Features of a
DBMS; DBMS models; Which model is best?
Selection of a DBMS; Role of business man-
agers in selection, implementation and use of a
DBMS

1.4. FINANCIAL ACCOUNTING

SOLE TRADERS

Setting up and operation of a Business

1.5. COMMUNICATION & STUDY SKILLS

NOTES: THE ACT IN ACTIVE LISTENING

Taking Notes: A Systematic Approach

Your Personal Notetaking System

Cornell System of Notetaking

Outlining

Taking Notes from Lecture Media

Passive Notetaking: Taped and Borrowed Notes

11. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
PRODUCT AND PRICING STRATEGIES
The Promotional Mix
Personal Selling Approach
Advertising Sales Promotion
Public Relations
- 1.2. INTRODUCTION TO ECONOMICS
HUMAN CAPITAL, DISCRIMINATION
AND TRADE UNIONS
Human Capital
Discrimination
Trade Unions
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
DATA PREPARATION: COLLECTION,
CODING AND VALIDATION
Data collection and capture
Codes
Types of code: Alphabetical and numerical codes; Sequential codes; Black codes; Decimal codes; Magnetic ink character codes; Bar codes
Principles of code design
Coding problems
Validation: Validity checks
Case study: Electronic hospital clip chart.
- 1.4. FINANCIAL ACCOUNTING
PARTNERSHIPS
Practical Aspects
- 1.5. COMMUNICATION & STUDY SKILLS
AFTER CLASS: THE FOLLOW-THROUGH
Post-Lecture Reading

12. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
ACCOUNTING
Accounting vs. Bookkeeping
The Income Statement
Statement of Cash Flows
Interpreting Financial Statements
Budgeting
- 1.2. INTRODUCTION TO ECONOMICS
CAPITAL AND LAND: COMPLETING THE
ANALYSIS OF FACTOR MARKETS
Physical Capital
Rentals and other points completing the analysis
of factor markets.
The Demand for Capital Services
The Supply for Capital Services
Land and Rente
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
PROCESSING OF DATA
Preprocessing data: Sort; Data validation; Mer-
ging files; Updating data; Data extraction
Processing the main program
Processing support: Utility routines; Programs
to create files; Backup and recovery
- 1.4. FINANCIAL ACCOUNTING
LIMITED COMPANIES
BENEFITS
- 1.5. COMMUNICATION & STUDY SKILLS
SQ3R: A SYSTEMATIC PLAN FOR RE-
ADING TEXT CHAPTERS
Step One: Survey, Step Two: Question, Step

Three Read.

Text Marking

Finding Main Ideas and Identifying Text Structure.

Step Four: Recite

Step Five: Review

13. HAFTA :

1.1. INTRODUCTION TO BUSINESS MONEY, BANKING, AND OTHER FINANCIAL INSTITUTIONS

Compositing of Money Supply

Commercial Banking System

The Central Bank and Reserve System

New Directions in the Banking System

Financial Management

Organizations and Funds

Generating Revenue from Excess Funds

1.2. INTRODUCTION TO ECONOMICS COPING WITH RISK IN ECONOMIC LIFE

Individual Attitudes to Risk Insurance and Risk

Insurance and Risk

Incertainty and Asset Returns

Portfolio Selection

Efficient Assets Markets

1.3. INTRODUCTION TO INFORMATION TECHNOLOGY.

AN OVERVIEW OF SYSTEMS DEVELOPMENT: Systems development life cycle methodology: Initiating a development request; Feasibility study; Systems analysis;

Systems design; Implementation; Testing the solution; Conversion; Project management;
Post-development: operations and evaluation of Problems with the life cycle approach.

1.4. FINANCIAL ACCOUNTING

INFORMATIONS FROM ACCOUNTS

Introduction to Ratios

1.5. COMMUNICATION & STUDY SKILLS

MEMORY TECHNIQUES: THE PROCESS OF LEARNING

Stages In Processing Information

Registration

Short-Term Memory (STM)

Working Memory

Long-Term Memory (LTM)

14. HAFTA :

1.1. INTRODUCTION TO BUSINESS

THE SECURITIES MARKET

Primary and Secondary Markets

Stocks and Bonds in the market

Buying and Selling Securities

Reading the Financial News

Mutual Funds

1.2. INTRODUCTION TO ECONOMICS

EQUITY AND EFFICIENCY

Perfect Competition and Pareto-Efficiency

Distortions and The Second Best

Market Failure

Environmental Issues

1.3. INTRODUCTION TO INFORMATION

TECHNOLOGY.

PROTOTYPING: STEPS IN THE PROTOTYPING PROCERSS; Ways to improve systems development: CASE tools; Other software tools; Benefits of automated systems development Choice of methodology.

Case studies: A prototyping project at Superior Oil; Choosing a development technique.

1.4. FINANCIAL ACCOUNTING
CAPITAL AND DRAVINGS

Loan accounts

1.5. COMMUNICATION & STUDY SKILLS
ASSOCIATION: LINKING IDEAS
TOGETHER

Logical Links Between Ideas

Mental and Physical Imagery

Acronyms and Acrostics

Location and Word Games

Organizing Ideas

Graphics: Visual Representation of Ideas

Idea Maps, charts and word maps

15. HAFTA :

1.1. INTRODUCTION TO BUSINESS
RISK MANAGEMENT AND INSURANCE

Risk and Dealing with Risk

Reengineering, Power management and Benchmarking

1.2. INTRODUCTION TO ECONOMICS
TAKES AND PUBLIC SPENDING: THE
GOVERNMENT AND RESOURCE
ALLOCATION

Taxation and Government Spending

The Government in the Market Economy

The Principles of Taxation

Local Government

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
PLANNING AND FEASIBILITY DETERMI-
NATION

Top-down planning.

Feasibility study: Phase one; organizing for a
feasibility study; Phase two; search for solutions;
Phase three: feasibility analysis; Phase four:
choice of a solution.

Case studies: Tax system for Inland Revenue;
Britain computerizes benefit services.

1.4. FINANCIAL ACCOUNTING
FINANCIAL STATEMENTS OF A
PARTNERSHIP

The retirement of a partner and the liquidation
of a partnership.

1.5. COMMUNICATION & STUDY SKILLS
PRACTICE EFFECTS

Spaced Study

Previewing and Recitation

Study Groups or Partners

Overlearning and Cramming

16. HAFTA :

1.1. INTRODUCTION TO BUSINESS
INTERNAL MANAGEMENT

Hierarchy of Objectives, Departmentalization

How many subordinates can a manager supervi-
se ?

Ensuring effective communication with in the
departments

1.2. INTRODUCTION TO ECONOMICS

The Social Cost of Monopoly Power

Regulating Private Monopolies

Mergers Regulating Natural Monopoly
Industrial Policy

Nationalization and Privatization

Nationalized Industries

Nationalized Industries and Government
Policy Private or Public: The Issues

Privatization is Practice

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

DETERMINING SYSTEM REQUIREMENTS

Data collection

Tools and techniques of data collection: Literature search; Interviews; Meetings and brainstorming sessions

Questionnaires and Observation; Forms and Techniques of analysis

Finalizing requirements specifications

1.4. FINANCIAL ACCOUNTING

AN OVERVIEW OF THE GENERALLY
ACCEPTED ACCOUNTING PRINCIPLES

Professional Judgement concept and the significance of ethical conduct.

1.5. COMMUNICATION & STUDY SKILLS

FORGETTING: LOSS OF INFORMATION
FROM LTM

Conditions of Forgetting
from long term memory.

Interference and Disuse.

17. HAFTA :

1.1. INTRODUCTION TO BUSINESS

PRODUCTION AND OPERATIONS

Product planning, Facility Management

Location, Selecting the right supplier

1.2. INTRODUCTION TO ECONOMICS

- GENERAL EQUILIBRIUM:
The Economy's Production Possibility
Frontier
Deriving the PPF
Consumption and Efficient Resource
Allocation
Getting to the PPF
The Consumer and General Equilibrium
The Qualificetiens Restated
Saving, Investment and the Interest Rate
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
SYSTEMS DESIGN
Management of the design process
Operational and hardware specifications
Model/algorithm selection and development
Documentation standards
Testing specifications
Organizational specifications
Programming specifications
Quality and control specifications
Output specifications
- 1.4. FINANCIAL ACCOUNTING
CORPORATE ORGANIZATIONS AND THE
STOCK HOLDERS' EQUITY
Nature and formation of a corparation and its
characteristics.
Ocuner's equity and organisational forms,
Per and No-par value stocks Illustrated.
- 1.5. COMMUNICATION & STUDY SKILLS
THINKING CRITICALLY: ANALYSIS,
SYNTHESIS AND EVALUATION
Requisites for Critical Thinking
Recall, Translation and Interpretation
Application and Analysis
Determining Relevance

Perspective and Purpose
Differentiating Between Fact and Opinion
Facts and Opinions

Exam

18. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
HUMAN RELATIONS
Human Resource Management as an emerging
managerial function
Human Resource planning
Employee Recruitment and selection
- 1.2. INTRODUCTION TO ECONOMICS
INTRODUCTION TO MACROECONOMICS
AND NATIONAL INCOME ACCOUNTING.
The Issues and The Facts
The Framework
National Income Accounting
What is GNP and its components
The Determination of National Income
The Circular Flow
Components of Aggregate Demand of Planned
Spending.
Aggregate Demand and Equilibrium Output
Another Approach: Planned Saving Equals
Planned Investment
A Fall In Aggregate Demand.
The Multiplier
The Paradox of Thrift
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
INPUT SPECIFICATIONS
Database and file specifications
Design of forms and procedures
Tools and techniques of design

Management approval

Case studies: Coachwork accounting system;
Computer-assisted tooth fillings

1.4. FINANCIAL ACCOUNTING

TYPES OF STOCK

Stock insurances for cash

Stock subscriptions

Stock insurances for other assets

Besides cash

Stock splits

Treasury stock and donated capital

Book value per share,

Market value and liquidation value

1.5. COMMUNICATION & STUDY SKILLS

SYNTHESIS

Identifying Central Issues and Problems

Drawing Conclusions

Creativity and its dimensions

Evaluation and Checking Consistency

Making Decisions

19. HAFTA :

1.1. INTRODUCTION TO BUSINESS

HUMAN RESOURCE MANAGEMENT

Promotions, Transfers and Separations

Human Resource Concerns in the 1990's

1.2. INTRODUCTION TO ECONOMICS

AGGREGATE DEMAND, FISCAL POLICY
AND FOREIGN TRADE

The Government in The Circular Flow

The Government and Aggregate Demand

The Government Budget

Deficits and the fiscal stance

Automatic Stabilizers and the Active Fiscal

Policy

The National Debt and The Deficit

Foreign Trade and Income Determination

1.3. INTRODUCTION TO INFORMATION TECHNOLOGY.

DESIGN IMPLEMENTATION, TESTING, CONVERSION AND EVALUATION

Implementation: Software implementation; Hardware selection and installation; Constructing a database or files; Organizational considerations.

Testing the solution: Planning; Levels of testing; Acceptance; Testing responsibility

Conversion: 'Cold turkey' method; Parallel conversion; The pilot method; Modular conversion; Sequential conversion; Conversion period length.

Evaluation of the systems development process

Project management tools

Case studies: Debate in India over electronic voting; Electronic trading system failure; Anatomy of a development failure.

1.4. FINANCIAL ACCOUNTING

FINANCIAL REPORTING PROCESSES IN CORPORATIONS

Reporting the results of operations

Accounting for cash dividends

Stock dividends

Stock splits and treasury stocks.

1.5. COMMUNICATION & STUDY SKILLS

TESTS: PREPARING FOR AND TAKING THEM.

General Suggestions for Taking Exams

Preparing for and Taking Subjective Exams

Porpe: A Study Plan for Subjective Exams

Taking Subjective Exams

20. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
MARKETING STRATEGY
Creating Utility, The functions of Marketing
Marketing in nonprofit organizations
Selecting a Target Market
- 1.2. INTRODUCTION TO ECONOMICS
MONEY AND MODERN BANKING
Money and its Functions
Goldsmiths and Early Banking
Modern Banking
Measures of Money
Central Banking and The Monetary System.
The Bank and the Money Supply
Other Functions of the Central Bank
Equilibrium in the Financial Markets
Monetary Control Practical Problems of Monetary Control
- 1.4. FINANCIAL ACCOUNTING
ACCOUNTING FOR BONDS PAYABLE
Bond sinking funds
Long-term bond investments
Pension plans
Deferred income taxes
And the illustration of corporation
balance sheet.
- 1.5. COMMUNICATION & STUDY SKILLS
PREPARING FOR AND TAKING OBJECTIVE EXAMS.
Posse: A Study Plan for Objective Exams
Taking Objective Exams
Test of Test-Wisness
Key and Test-Wise Strategies
Multiple Choice Questions True/False Questions

21. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
PRODUCT AND PRICING STRATEGIES
Classifying consumer goods and services,
Classifying consumer goods, classifying
Industrial Goods, Classifying Services
product life cycle, growth, maturity, decline.
- 1.2. INTRODUCTION TO ECONOMICS
MONETARY AND FISCAL POLICY IN
A CLOSED ECONOMY
The Consumption Function Again
Investment Demand
Money, Interest Rates, And Aggregate Demand
Fiscal Policy and Crowding Out
The IS-LM Model
Demand Management and the Policy Mix
Keynesian Economics and Activism
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
SYSTEMS CONTROL:QUALITY, PRIVACY,
SECURITY
Quality control: Control of procedure and code
manuals; Forms for data collection; Data prepara-
tion and input; Operations; Data files; Prog-
ramming controls; Processing; Output controls;
Teleprocessing
Control in a microcomputer environment
Privacy: Privacy issues in business; Data accu-
racy; Unfair use of personal data; Guidelines for
businesses.
- 1.4. FINANCIAL ACCOUNTING
ACCOUNTING FOR INVESTMENTS
In Marketable debt and equity securities.

Long-term investments and consolidated financial statements.

- 1.5. COMMUNICATION & STUDY SKILLS
TAKING SPECIALIZED EXAMS
Taking Open-Book and Take-Home Exams
MENTAL PREPAREDNESS
Stages of Stress and Strategies to Cope with the Stressful Positions.
Stages of Stress: Alarm, Fear, Panic
Stress Management
Withdrawal

22. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
DISTRIBUTION STRATEGY
The functions of Marketing Intermediaries
Types of Distribution Channels, selecting a distribution channel, corporate VMS
- 1.2. INTRODUCTION TO ECONOMICS
AGGREGATE SUPPLY, THE PRICE LEVEL, AND THE SPEED OF ADJUSTMENT
The Price Level and Aggregate Demand
The Labour Market and Aggregate Supply
The Equilibrium Price Level
Monetary and Fiscal Policy
The Labour Market and Wage Behaviour
Wages, Prices, and Aggregate Supply
The Adjustment Process
A Shift in Aggregate Supply
The Business Cycle
- 1.3. INTRODUCTION TO INFORMATION TECHNOLOGY.
ORGANIZING THE HUMAN ELEMENT IN INFORMATION SYSTEMS.

Organization of computing.

EDP personnel

Management of computer personnel: Career development; Training; Technostress

Resistance to computers

Overcoming resistance: Behaviour alteration; Change strategies

Human factors

Case studies: Underwriters resist; Diskless PCs

1.4. FINANCIAL ACCOUNTING

ACCOUNTING FOR MANUFACTURING OPERATIONS

Key concepts;

Financial statement features unique to **manufacturing accounting**.

Special accounts for manufacturing.

1.5. COMMUNICATION & STUDY SKILLS

PHYSICAL PREPAREDNESS

Rest and Recuperation

Nutrition and Health

After the test: Follow-Through

23. HAFTA :

1.1. INTRODUCTION TO BUSINESS

PROMOTIONAL STRATEGY

Providing Information, Differentiating the product, Increasing Sales, Stabilizing sales product's due

1.2. INTRODUCTION TO ECONOMICS

UNEMPLOYMENT

The Facts and The Framework

Why is Unemployment so High?

Supply-side Economics

Eliminating Keynesian Unemployment

The Private and Social Cost of Unemployment

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

INFORMATION CENTRES

Mission statement

Justification

Placement in the company: Organizational;
Physical Support and services: Aid in problem
resolution; Consultation; Training: Technical
support; Product support; Hardware access;
Staffing; Computer resource planning and justifi-
cation; New service evaluation; Administrative
services.

Service implementation, Facilities and Staff

Financing;

Future of information centres

Case studies: Information centre strategy at Te-
xas Instruments; Information centre supports re-
search at Johnson and Johnson

1.4. FINANCIAL ACCOUNTING

COST ACCOUNTING SYSTEMS:

Job order costing

Limitations of cost determinations,

The nature and advantages of cost accounting.

1.5. COMMUNICATION & STUDY SKILLS

USING GRAPHICS IN TEXT

Purpose of Text Graphics

Understanding Different Types of Text Graphics

Examining Diagrams

Interpreting Charts

Tables, Flowcharts and Time Lines

Analyzing Graphs

Bar Graphs and Line Graphs and Circle Graphs

24. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
INNOVATION AND CHANGE
Managing Organisational Change
Initiating Change, need for change,
Search, creativity, New venture teams,
Implementing Change
- 1.2. INTRODUCTION TO ECONOMICS
INFLATION
Money and Inflation
Inflation and Interest Rates
Inflation, Money, and Deficits
Inflation, Unemployment, and Output
The Costs of Inflation
What Can Be Done About Inflation
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
IMPACT OF INFORMATION SYSTEMS ON
MANAGEMENT
Changes in decision-making: Quantifying the
computer's impact on management.
Corporate restructuring
Legal issues
Information as a competitive weapon: Products
and services;
Production economics; Market expansion
Reduction of buyer/supplier power; Creation of
entry barriers; joint ventures; Support of busi-
ness objectives.
Case studies: Missed opportunities; Airlines lead
in use of information technology.
- 1.4. FINANCIAL ACCOUNTING
COST ACCOUNTING SYSTEMS
Process costing
Determining with costs
Cost flows.

- 1.5. **COMMUNICATION & STUDY SKILLS**
READING MAPS
Types and Characteristics of Maps
Taking Notes From Text Graphics
Group Learning Activity

25. HAFTA :

- 1.1. **INTRODUCTION TO BUSINESS**
MOTIVATION IS ORGANISATIONS
The concept of Motivation,
Foundation of Motivation,
Traditional Approach, Human Relations
Approach.
- 1.2. **INTRODUCTION TO ECONOMICS**
OPEN ECONOMY MACROECONOMICS
The Foreign Exchange Market
The Balance of Payments
The Components of the Balance of Payments
Internal and External Balance
Monetary and Fiscal Policy under Fixed
Exchange Rates
Devaluation
The Determination of Floating Exchange Rates
Monetary and Fiscal Policy under Floating
- 1.3. **INTRODUCTION TO INFORMATION**
TECHNOLOGY.
FUNCTIONALCOMPUTER APPLICATIONS
General business functional systems
Airline reservations: Sabre; Sabre enhance-
ments; Sabre competition
Reservations by travel agents; Schmal Travel
Hotel computer applications: Reservations; Se-
parate system for business applications; Effecti-
veness of hotel applications.

Computer use by a car dealer: Accounting applications; Other computer applications.

Case study: Automation of Rotterdam's port

1.4. FINANCIAL ACCOUNTING

COST-VOLUME-PROFIT ANALYSIS:

Cost behaviour analysis

Illustration of cost-volume-profit analysis for a restaurant

1.5. COMMUNICATION & STUDY SKILLS

LIBRARY AND RESEARCH SKILLS

Someone to assist you: The Librarian

A Thread To Guide You: Library Organization

The Card Catalog

The Computerized Car Catalog

Searching for Authors and/or Titles

Conducting a Keyword Search

Systems of Organization

26. HAFTA :

1.1. INTRODUCTION TO BUSINESS

TEAM WORK

Definition of the team, Model of work team

Effectiveness, Types of teams.

1.2. INTRODUCTION TO ECONOMICS

ECONOMIC GROWTH

Economic Growth

Growth: an Overview

Technical Knowledge

1.3. INTRODUCTION TO INFORMATION

TECHNOLOGY.

COMPUTERS IN MANUFACTURING

Numerical control: Configurations for numerical control machines.

Process control: Nature of process control

- 1.4. FINANCIAL ACCOUNTING
MEASURING AND EVALUATING
SEGMENT PERFORMANCE AND
RESPONSIBILITY
Accounting Systems
- 1.5. COMMUNICATION & STUDY SKILLS
A SWORD AND THE SKILL TO USE IT
Creating a Working Bibliography
Research Skills
The Maze: Variety of Information in the Library

27. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
MANAGEMENT CONTROL SYSTEM
Care Management Control System
Top Management Financial Control
- 1.2. INTRODUCTION TO ECONOMICS
MACROECONOMICS: WHERE DO WE
STAND?
The Major Areas of Disagreement
The New Classical Macroeconomics
Gradualist Monetarists
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
OFFICE AUTOMATION
Word processing
Microcomputers: Automated spreadsheets;
Computer graphics; Database management
systems; Data communications programs.
Broad-based office automation: Teleconferen-
cing;
Case studies: Desktop publishing at the OECD;
Electronic data interchange.
- 1.4. FINANCIAL ACCOUNTING

BUDGETING

Advantages of budgeting,

Budget Preparation illustrated

Standart costs.

1.5. COMMUNICATION & STUDY SKILLS

WRITING THE RESEARCH PAPER

Types of Research Papers

Parts of the Research Paper

Selecting the Subject for Research Paper

Interest and Importance

Library Resource Availability

28. HAFTA :

1.1. INTRODUCTION TO BUSINESS

Data versus information, characteristics of useful information, information systems,

1.2. INTRODUCTION TO ECONOMICS

INTERNATIONAL TRADE

The Pattern of World Trade

Intra-Industry Trade

The Economics of Tariffs

Good and Bad Arguments for Tariffs

Exchange Rate Regimes

1.3. INTRODUCTION TO INFORMATION

TECHNOLOGY.

FINANCIAL SYSTEMS.

Financial information systems: Cash management; Portfolio management

Credit management; Capital budgeting; Financial forecasting

Financing requirements analysis

Operational budgeting; Costing analysis

1.4. FINANCIAL ACCOUNTING

FINANCIAL ANALYSIS

Financial Analysis applications

1.5. COMMUNICATION & STUDY SKILLS
GATHERING AND EVALUATING SOURCES OF INFORMATION.

Research Methods

Library Research and Observation and Interviews.

Personal Experience

29. HAFTA :

1.1. INTRODUCTION TO BUSINESS
CARRIER MANAGEMENT

Career versus job, A career development

1.2. INTRODUCTION TO ECONOMICS
EUROPEAN INTEGRATION IN THE 1990'S

The Single European Act.

The Benefits of 1992

Quantifying the Effects of 1992

European Monetary Union

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

EXECUTIVE AND DECISION SUPPORT
SYSTEMS.

Information requirements for management:
Types of question asked; Time horizon of data;
Input source; Degree of aggregation;

User interfaces

Independent or integrated systems?

1.4. FINANCIAL ACCOUNTING
DETERMINING AND USING STANDARD
COSTS

Standard costs in financial statements.

1.5. COMMUNICATION & STUDY SKILLS
SYNTHESIZING SOURCES

Outlines and Charts

30. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
TEAM WORK IN ORGANISATIONS
Managing team conflict, team processes
- 1.2. INTRODUCTION TO ECONOMICS
ECONOMIC GROWTH
Growth and Accumulation
Growth through Technical Progress
Growth in OECD Countries
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
COMPUTERS IN MANUFACTURING
Computer aided design: CAD software;
Integration of CAD with manufacturing.
Automated factories
Management's response to CIM
- 1.4. FINANCIAL ACCOUNTING
MEASURING AND EVALUATING
SEGMENT PERFORMANCE AND
RESPONSIBILITY
Management and the decision making process.
- 1.5. COMMUNICATION & STUDY SKILLS
WORKING BIBLIOGRAPH AND
RESEARCH SKILLS.
General References
Specialized Content References
Running The Maze

31. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
MANAGEMENT CONTROL SYSTEM

- Financial Statements; Financial Analysis
- 1.2. INTRODUCTION TO ECONOMICS
MACROECONOMICS: KEYNESIANS
Eclectic Keynesians
Extreme Keynesians
 - 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.
OFFICE AUTOMATION
Telecommuting; Desktop publishing; Terminal
emulation and networking Management
concerns.
Case studies: Desktop publishing at the OECD;
Electronic data interchange.
 - 1.4. FINANCIAL ACCOUNTING
STANDARD COSTS:
Standart costs and its applications
 - 1.5. COMMUNICATION & STUDY SKILLS
WRITING THE RESEARCH PAPER
Narrowing the Subject
Determining a Purpose and Determining Scope
Writing the Thesis Statement and Creating
a Title

32. HAFTA :

- 1.1. INTRODUCTION TO BUSINESS
Transaction Processing systems.
- 1.2. INTRODUCTION TO ECONOMICS
COMMERCIAL POLICY
Comparative Advantage in Commercial Policies
International Policy Coordanitaion
The European Monetary System
- 1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

BANKING SYSTEMS.

Computers in banking: Automated teller machines; Electronic transfer of funds.

EFT spin-offs: Point-of-sale terminals; Home banking; Home shopping

Smart cards

1.4. FINANCIAL ACCOUNTING

REVISION OF THE COURSE

Outline in relation to questions and illustrations.

1.5. COMMUNICATION & STUDY SKILLS

GATHERING AND EVALUATING SOURCES OF INFORMATION.

Personal Inferences

Evaluating Sources

Objectivity and Bias

Author's Qualifications

33. HAFTA :

1.1. INTRODUCTION TO BUSINESS

CARRIER MANAGEMENT 2

Perspective, A career in Management,
Individual Career Planning

1.2. INTRODUCTION TO ECONOMICS

EUROPEAN INTEGRATION IN THE 1990'S

The Economics of Monetary Union

Lessons from 1992

Eastern Europe

1.3. INTRODUCTION TO INFORMATION

TECHNOLOGY.

EXECUTIVE AND DECISION SUPPORT SYSTEMS.

Executive information systems

Decision support systems: Example of DSS use;
Components of a DSS; DSS hardware; DSS
software; Future of DSS

Case studies: DSS in Japan; When to salt

1.4. FINANCIAL ACCOUNTING
DETERMINING AND USING STANDARD
COSTS

Standard costs applications.

1.5. COMMUNICATION & STUDY SKILLS
SYNTHESIZING SOURCES

Second Draft

Elements of Style

Final Revisions and Plagiarism

34. HAFTA :

1.1. INTRODUCTION TO BUSINESS

General overview for all the subjects that are
corcred

1.2. INTRODUCTION TO ECONOMICS
PROBLEMS OF DEVELOPING COUNTRIES
IN THE WORLD ECONOMY.

World Income Distribution and the NIEO
Economic Development in Low-income
Countries.

Development Through Trade in Primary
Products.

Development Through Industrialization

Development Through Borrowing Aid

1.3. INTRODUCTION TO INFORMATION
TECHNOLOGY.

EXPERT SYSTEMS

Why develop an expert system?

Components of expert systems

Appropriate problem environments

Development of expert systems

Benefits and limitations of expert systems

Relationship of ES and DSS: ES and DSS as se-
parate entities; ES/DSS integration.

- 1.4. FINANCIAL ACCOUNTING
GENERAL ASSESMENT OF THE
OVERALL SUBJECTS
- 1.5. COMMUNICATION & STUDY SKILLS
AVOIDING THE "I'M-OVER-MY-HEAD"
FEELING: SETTING A WRITTING SCHE-
DULE
Rationale for a Writing Schedule
Setting a Writing Schedule

**11- Değerlendirme
ile ilgili
esaslar :**

- 1- İngilizce Ağırlıklı Temel İşletme Kursunda ölçme ve değerlendirmede
 - 1.1. Verilen bilgilerin ne ölçüde öğrenildiğini ölçmek,
 - 1.2. Öğrencinin bir sonraki aşamaya hazır olup olmadığını ölçmek,
 - 1.3. Aynı gruba devam eden öğrencilerin düzeylerini karşılaştırarak durum değerlendirmesi yapmak,
 - 1.4. Aynı düzeydeki gruplar arasındaki farklılıkları ortaya çıkarmak,
 - 1.5. Değerlendirmeler, yapılan eğitimin verimini kontrol etmek için gereklidir ve İngilizce Ağırlıklı Temel İşletme eğitiminin vazgeçilmez bir ögesidir.
- 2- İngilizce Ağırlıklı Temel İşletme ve Meslek Kurslarında "sadece öğretilenin sınanması" temel kuraldır.
- 3- Bu kursların ölçme ve değerlendirme çalışmalarında İngilizce ağırlıklı temel işletme ilgili teorik ve uygulama

ma öğrencinin düzeyine uygun bir şekilde sınav kapsamına alınmalıdır.

- 4- Sınav, ara sınav test ve ölçme ve değerlendirme sistemleri geliştirilirken öğrenci tarafından kolaylıkla anlaşılabilir, yanlış yorumlara yol açmayacak nitelikte sorulara yer verilmelidir.
- 5- Sınav için verilen süre soruların sayısına ve niteliğine göre ayarlanmalı ve sınav kağıdı üzerinde belirtilmelidir.
- 6- Ölçme ve değerlendirme yapılırken öğrencilerin hazırladıkları ödev projeleri sınıf içi faaliyetleri ve öğretmen kanaatine yer verilmelidir.
- 7- Sınav sorularının hazırlanmasında kısa cevaplı, açık-lamalı, ödev projeleri sınıf içi faaliyetleri ve öğretmen kanaatine yer verilmelidir.
- 8- Uygulamalı ve sözlü sınavlar meslekle ilgili teorik bilgilerin alışkanlık haline gelip gelmediğini ölçecek nitelikte olmalıdır.
- 9- Tüm yazılı sözlü, uygulamalı sınavlar:
 - 9.1. Kurs öğretmenlerinden oluşan "sınav komisyonu" tarafından hazırlanacak.
 - 9.2. Sınav komisyonu gözetiminde uygulanacak.
 - 9.3. Sınav komisyonu tarafından değerlendirilecektir.
- 10- Bir kurs döneminde verilecek ödevler:
 - 10.1. Araştırma, bilgi toplama, uygulama ödevleri kurs başında sınav komisyonunca saptanacak,
 - 10.2. Öğrenciye ödevin hazırlanmasında yardımcı olacak bir danışman öğretmen tayin edilecek.
- 11- Değerlendirme ile ilgili diğer konularda özel kurslar tip yönetmeliği ve konuyla ilgili mevzuata uygunluk

sağlanacaktır.

**12- Metod ve
Teknikler**

:

1. Küçük sınıflarda öğrencilerinde dersin işlenişine katkıda bulunarak karşılıklı olarak ders işlenmesi.
2. Öğretimde İletişimsel metodu (communicative method) küçük sınıflarda, ikili çalışmalar (pair work), grup çalışmalarının (group work) teşvik edilmesi.
3. Sınıf çalışmaları, bilgisayar laboratuvarları, uygulamaları ve seminer ve proje hazırlıkları ile desteklenir.
4. Akademik metinler okunmadan önce ön okuma (pre-reading) soruları hazırlanıp öğrencilere ödev olarak verilir.
5. Bu ödevler konuya hakimiyet kazandırmak amacıyla sistematik olarak yapılır.
6. Öğrencilere kütüphane kullanımına yönelik ödevler verilir.
7. Öğrencilere okuma alışkanlığı kazandırmak amacıyla, güncel ve öğrencilerin severek okuyacağı okuma ödevleri verilir.
8. Öğrenciler derslerdeki konularla ilgili video kasetler izletilerek bu konularla ilgili ödev hazırlayacaklar.
9. Öğrencilere akademik tartışmaların, konuşmaların yapıldığı kasetler dinletilerek not alma çalışmaları yaptırılır.

10. Sınıftaki çalışmalar bilgisayar laboratuvarındaki kütüphanedeki çalışmalarla desteklenecek.
11. Öğrencilerin fikirlerini iyi ve doğru olarak anlatabilecekleri kompozisyon yazma çalışmaları yapacaklar.
12. Öğrenciler kendi yazdıklarını arkadaşlarına düzelttirerek kendi hatalarını ve başkalarının hatalarını görmeleri sağlanır.
13. Kursun Teorik ve Uygulamalı bölümü için gerçek öğrenim materyalleri kullanılır.
14. Sınıf öğretimi,
15. Seminerler
16. Tartışma
17. Takım çalışması
18. Vaka Yöntemi ve Data cevapları kullanarak öğrencilerin aktif olduğu tartışma ortamı meydana getirmek.
19. Özel ve kamu şirketlerine geziler yapılarak, öğrenciler ve kurumların hedeflerini saptamaya çalışacaklar.
20. Kurumlarla yapılan gezilerden sonra rapor tutma alışkanlığı,
21. Araştırmacı ve analitik becerilerin geliştirilmesine önem verilecek.

**13- Programın
Uygulanmasında
kullanılacak
öğretim
malzemesi :**

**a. Ana ders kitabı
veya dizisinin adı :**

DERS ADI	KİTAP ADI	TEBLİĞLER DERGİSİ TARİH VE SAYISI
Introduction to Business (İşletmeye Giriş)	Administrative Management Case Studies Maureen Hoddow, Pitman	27.7.1994/002064
Introduction to Economics (Ekonomiye Giriş)	The Economy and the Environment Economics Alain Anderton Conseyway Press	27.7.1994/002063
Introduction to Information Technology (Bilişim Teknolojisine Giriş)	Information Technology I. Roger Carter, Butterworth Hainemann	27.7.1994/002059
Communication&Study Skills (Çalışma Becerileri ve Kişisel Gelişim)	Organisational Behaviour, Buchaman-Huczky Prentice Hall	27.7.1994/002058
Financial Accounting (Finansal Muhasebe)	Management and cost Accountng Collins Drury Chapman Hall 85	31.01.1995/0462

**b. Kullanılacak
Araç-Gereçler :**

1. Bilgisayar laboratuvarı
2. Video
3. Tepegöz
4. Özel ve kamu kuruluşlarına ait dökümanlar
5. Teyp ve kasetler