



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2	
Course Code	M A N 4 2 0	Number of Weekly Lecture Hours	3	
		Number of Weekly Lab/Tutorial Hours	-	
		Number of Credit Hours	3	
Course Web Site	http://man420.cankaya.edu.tr		ECTS Credit	0 5

#### Course Name and Other Course Information

*This information will appear in the printed catalogs and on the web online catalog.*

English Name	Small Business Management
Turkish Name	Küçük İşletme Yönetimi
Mode of Delivery	Face to face
Language of Instruction	English

#### Course Description

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

Small business management theory and practices are examined in this course. Topics included in the course are: establishing a small business and small enterprise business models; planning, organization, controlling in small businesses; finance and marketing functions in small businesses, SMEs in Turkey and European Union; policies and support programs for and incentives provided to SMEs in Turkey and European Union.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Course Type</b> <i>Check all that are applicable</i>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s)           X <input type="checkbox"/> Elective course for dept.           X <input type="checkbox"/> Elective course for other dept.(s)			

#### Part II. Detailed Course Information

##### Course Objectives

*Maximum 100 words.*

The objective of the course is to introduce the students to small business management with a focus on achieving and maintaining a sustainable competitive advantage and teach them current issues that small businesses face.

**Learning Outcomes**

*Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will:

1. Learn the definition of small business,
2. Comprehend the role of small businesses in Turkish Economy,
3. Know how to form a small business,
4. Be able to perform finance function in small businesses,
5. Be able to perform marketing function in small businesses,
6. Be able to design and perform human resources management function in small businesses,
7. Know the relevant institutions and organizations related to small businesses in Turkey and how to benefit from them,
8. Understand the role of small businesses in European Union.

**Textbook(s)**

*List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Timothy S. Hatten	Small Business Management, Entrepreneurship and Beyond	South-Western, Cengage Learning	2008	
Tamer Müftüoğlu	Türkiye’de Küçük ve Orta Ölçekli İşletmeler	Turhan Kitabevi	2007	

**Reference Books**

*List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN

**Teaching Policy**

*Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of lecturing. Guest speakers will be invited from Ministry of Science, Industry and Technology and Small and Medium Sized Industry Development Organization (KOSGEB).

**Laboratory/Studio Work**

*Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

N/A

**Computer Usage**

*Briefly describe the computer usage and the hardware/software requirements for the course.*

N/A

<b>Course Outline</b> <i>List the weekly topics to be covered.</i>	
Week	Topic(s)
1	Small business (an overview)
2	Small businesses in Turkey
3	Establishing a small business and small enterprise business models
4	Management in a small business (planning, organizing, controlling)
5	Management in a small business (planning, organizing, controlling) (continued)
6	Financial management in a small business
7	Midterm Exam
8	Marketing management in a small business
9	Human resources management function in small businesses
10	Relevant institutions and organizations related to small businesses in Turkey
11	Relevant strategies and policy documents related to small businesses in Turkey
12	Support programs and financial aids provided for small businesses in Turkey
13	Small businesses in European Union
14	European Union programs and policies applied in Turkey for small businesses

<b>Grading Policy</b> <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm exam	1	50 %						
Final exam	1	50 %						

<b>ECTS Workload</b> <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	13	3	39
Attending Labs/Recitations ( <i>weekly basis</i> )	-	-	-
Compilation and finalization of course/lecture notes ( <i>weekly basis</i> )	13	1	13
Collection and selection of relevant material ( <i>once</i> )	1	2	2
Self study of relevant material ( <i>weekly basis</i> )	13	4	52
Take-home assignments	-	-	-
Preparation for quizzes	-	-	-
Preparation for mid-term exams ( <i>including the duration of the exams</i> )	1	10	10
Preparation of term paper/case-study report ( <i>including oral presentation</i> )	-	-	-
Preparation of term project/field study report ( <i>including oral presentation</i> )	-	-	-
Preparation for final exam ( <i>including the duration of the exam</i> )	1	10	10
<b>TOTAL WORKLOAD / 25</b>			<b>5.04</b>
<b>ECTS Credit</b>			<b>5</b>

<b>Program Qualifications vs. Learning Outcomes</b> Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.						
No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.					X
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.	X				
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.	X				
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.			X		
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.			X		
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.	X				
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.				X	
8	Be thereby qualified to conduct research in business administration and management.	X				
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.	X				
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.				X	
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.			X		
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.		X			
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.	X				
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.	X				
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.				X	
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.	X				

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest