

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**BUS499 SYLLABUS FORM
2024-2025 FALL**

BUS 499 Designing and Building a Company							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Designing and Building A Company	BUS499	1	3	0	0	3	3

Language of Instruction	English
Course Status	Compulsory/Elective
Course Level	Senior/ final-year
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Presentation, Seminar

Course Objective
499 is a compulsory course in which final-year students adapt to basic business design and construction. The goal of the lesson is to give detailed information about business design and establishment through legal regulations, application examples, and experience-sharing methods. It helps seniors familiarize with design, establishment and dissolution of the business. Students will gain knowledge on topics such as business design, types of businesses, business formation, financial matters, employee rights, business management, the industry in which the business will operate, relations with chambers and commodity exchanges, legal regulations related to businesses, and finally, the dissolution of the business.

Learning Outcomes
The students who succeeded in this course will be able ; ▪ To understand business design and establishment ▪ To know business finance ▪ To learn tax and legal issues related to business ▪ To know business management ▪ To have gained an understanding of the business audit ▪ To understand the procedures for transferring or terminating a business.

Course Outline
It aims that students are able to do the above

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies (input/ outcome
1	Introduction General business information	Questions/ answer Introduction to the course/ class
2	Types of businesses.	Review the types of businesses. Experience transfer
3	Advantages and disadvantages of businesses types.	Be ready to tell advantages and disadvantages of business types Experience transfer
4	Choosing the sector and/or activity field Establishment procedures and required documents	How to choose a sector? What are the criteria? To prepare sample required documents Experience transfer
5	Businesses' ledgers	Write the books that are required to be kept according to the Turkish Commercial Code Experience transfer
6	Relations with chambers and commodity exchanges	Know which chamber to join Experience transfer
7	Financial statements in businesses (Expenses, rent, withholding tax, wages, and taxes on wages)	Learn the meaning of expenses, rent, withholding tax, wages, and taxes on wages. Experience transfer
8	MIDTERM EXAM	
9	Financial and legal consultancy	Search legal consultancy and financial consultancy Experience transfer
10	Incentives	What kind of incentives can a business get? How can a business receive incentives? Experience transfer
11	Tax legislation in businesses	It is necessary to learn; which taxes and tax penalties must be paid. Experience transfer

12	Mergers, divisions and changes in businesses	Explain how business demerger and merger happen. Experience transfer
13	Liquidation procedures in businesses	Find out how the dissolution of the business occurs Experience transfer Project submission
14	Business Audit	Types of audits should be known Experience transfer Project submission
15	FINAL EXAM	
16	FINAL EXAM	

Textbook(s)/References/Materials:

- Textbook : Establishing Company in Turkey, Guidebook, Republic of Turkey, Ministry of Trade.
- Supplementary References:
Business Establishment Guide (Zekai Özcan, 2024)
Business Model Production (Alexander Osterwalder, Yves Pigneur Translated by Levent Gökdem, 2016)

Assessment		
Çalışmalar/Studies	Sayı/no	Katkı Payı Contribution margin
Active participation in the lesson		
Home work assignments		
Task		
Lab		
Seminar		
Report		
Presentation	1	5
Project	1	15
Midterm exam		20
Final exam		60
Toplam		% 100
Contribution to the Success Grade of Semester Studies		% 50
Contribution of End-of-Term Studies to Success Grade		% 50
Toplam		% 100
ECTS / Workload Table		

Activities	Number	Duration (Hours)	Total Workload
Course hours (16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study time out of the Class	15	1	15
Presentation			
Projects	1	6	6
Reports			
Homework			
Quizzes / tasks			
Midterm exam preparation	1	10	10
Final exam preparation	1	20	20
Total Workload			99

LEVEL OF CONTRIBUTION TO LEARNING OUTCOMES OF THE COURSE						
NO	LEARNING OUTCOMES	LEVEL OF CONTRIBUTION				
		1	2	3	4	5
LO 1	To understand business design and establishment					X
LO 2	To know business finance					X
LO 3	To learn tax and legal issues related to business					X
LO 4	To know business management					X
LO 5	To have gained an understanding of the business audit					X
LO 6	To understand the procedures for transferring or terminating a business.					X

Relationship between Course Learning Outcomes and Programme Outcomes								
No	Programme Qualifications	Learning Outcomes						Total Impact (1-5)
		LO 1	LO2	LO3	LO4	LO5	LO6	
1	Understanding the formal and informal processes of a business structure	X			X	X		3
2	To evaluate an enterprise on the basis of all functional units	X	X			X		3
3	To use analytical thinking effectively in the decisions taken for the problem solving process	X			X			2
4	To have a vision of self-development and learning				X			4
5	To be equipped with ethics and to carry out all activities within this framework		X			X		2
6	To analyse the cases encountered by conducting individual and team research and studies within the organisation			X				1
7	To be able to transfer his/her thoughts and suggestions at the level of knowledge and skills acquired in the field of marketing to the relevant people in written and verbally			X		X		2

8	To develop effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	X	X	X				3
9	To be able to interpret and analyse data, identify problems and propose solutions by using the knowledge gained in the field of marketing		X		X			2
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety		X		X	X		3
11	To evaluate the knowledge and skills gained by marketing education from a critical perspective within the framework of applications in business life	X			X	X		3
12	To follow the current trends in marketing and interpret them correctly		X			X		2
Total Impact								30