

**İNGİLİZCE İŞLETME BÖLÜMÜ LİSANS PROGRAMI**  
**DEPARTMENT OF BUSINESS ADMINISTRATION UNDERGRADUATE PROGRAM (ENGLISH)**

**COURSE PROGRAMME / DERS PROGRAMI**

**I. SEMESTER / I. YARIYIL**

<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>ECTS</b>
<b>ECN 1901</b>	<b>Principles of Economics I</b>	<b>3+0</b>	<b>4</b>
MAN 1001	Introduction to Business Administration	3+0	4
MAN 1003	Social and Behavioral Sciences I	3+0	4
MAN 1601	Calculus for Business and Economics I	3+0	4
MAN 1603	Fundamentals Information Technologies	2+2	4
MAN 1801	Introduction to Law	3+0	4
<b>BUS 1001</b>	<b>Reading and Writing Skills</b>	<b>3+0</b>	<b>3</b>
TDL 1001	Turkish I	2+0	2
BDE 1001	Electives I (Physical Education)		
GSM 1001	Electives I (Music)	1+0	1
GSR 1001	Electives I (Painting)		
<b>TOTAL</b>		<b>24</b>	<b>30</b>

**II. SEMESTER / II. YARIYIL**

<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>ECTS</b>
<b>ECN 1902</b>	<b>Principles of Economics II</b>	<b>3+0</b>	<b>4</b>
MAN 1002	Principles of Organization and Management	3+0	4
MAN 1004	Social and Behavioral Sciences II	3+0	4
<b>MAN 1602</b>	<b>Calculus for Business and Economics II (Pre: MAN 1601)</b>	<b>3+0</b>	<b>4</b>
<b>MAN 1604</b>	<b>Statistics I</b>	<b>3+0</b>	<b>4</b>
MAN 1802	Law of Obligations	3+0	4
BUS 1002	Report Writing	3+0	3
TDL 1002	Turkish II	2+0	2
BDE 1002	Electives II (Physical Education)		
GSM 1002	Electives II (Music)	1+0	1
GSR 1002	Electives II (Painting)		
<b>TOTAL</b>		<b>25</b>	<b>30</b>

**III. SEMESTER / III. YARIYIL**

<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>ECTS</b>
ECN 2901	Applied Micro Economics	3+0	3
MAN 2003	Organizational Behavior	3+0	4
MAN 2201	Financial Accounting I	3+0	4
MAN 2501	Principles of Marketing	3+0	4
MAN 2601	Quantitative Methods For Business	3+0	4
MAN 2603	Statistics II (Pre: MAN 1604)	3+0	4
MAN 2801	Commercial Law	3+0	3
BUS 2001	Building Communication Skills I	1+0	1
ATA 2001	Atatürk's Principles And History Of the Turkish Revolution I	2+0	2
<b>TOTAL</b>		<b>24</b>	<b>29</b>

#### IV. SEMESTER / IV. YARIYIL

	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>ECTS</b>
ECN	2902	Applied Macro Economics	3+0	3
MAN	2002	Research Methodology in Social Sciences	3+0	4
MAN	2004	Human Resources Management	3+0	4
MAN	2202	Financial Accounting II (Pre: MAN 2201)	3+0	4
MAN	2402	Introduction to Production and Operations Management	3+0	4
MAN	2502	Marketing Management	3+0	4
MAN	2602	System Analysis and Design	3+0	4
BUS	2002	Building Communication Skills II	0+2	2
ATA	2002	Atatürk's Principles and History of the Turkish Revolution II	2+0	2
		<b>TOTAL</b>	<b>25</b>	<b>31</b>

#### V. SEMESTER / V. YARIYIL

	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>	<b>ECTS</b>
MAN	3201	Cost and Managerial Accounting (Pre: MAN 2202)	3+0	5
MAN	3301	Corporate Financial Management I	3+0	5
MAN	3501	Marketing Strategies	3+0	5
MAN	3601	Management Information Systems (Pre: MAN 2602)	3+0	5
BUS	3001	Building Communication Skills III	0+2	2
ELECTIVES*				
MAN	3101	Organizational Design (Pre: MAN 1002)	3+0	4
MAN	3103	Human Res. Plan. and Staffing (Pre: MAN 1002)	3+0	4
MAN	3105	Turkish Management Culture (Pre: MAN 1003 + MAN 1004)	3+0	4
MAN	3107	Organizations and Management Today (Pre: COI)	3+0	4
MAN	3203	Intermediate Accounting (Pre: MAN 2202)	3+0	4
MAN	3303	Money Markets and Banking (Pre: COI)	3+0	4
MAN	3401	Quality Management (Pre: MAN 2402)	3+0	4
MAN	3503	Consumer Behavior (Pre: MAN 2502)	3+0	4
MAN	3603	Operations Research (Pre: MAN 2602)	3+0	4
		<b>TOTAL</b>	<b>20</b>	<b>30</b>

\* Students are required to choose 2 elective courses. They can choose one from the same year/semester course from other departments.

## VI. SEMESTER / VI. YARIYIL

<b>Course Code</b>		<b>Course Name</b>	<b>Credits</b>	<b>ECTS</b>
ECN	3902	International Economics	3+0	5
ECN	3904	Public Finance	3+0	5
MAN	3302	Corporate Financial Management II (Pre: MAN 3301)	3+0	5
MAN	3502	E-Business (Pre:MAN 3601)	2+2	5
BUS	3002	Social Responsibility Project	0+2	2
<b>ELECTIVES*</b>				
MAN	3102	Organizational Change and Development (Pre: MAN 1002)	3+0	4
MAN	3104	Employee Development and Career Management (Pre: MAN 2004)	3+0	4
MAN	3106	European Management Culture (Pre: MAN 1003 + MAN 1004)	3+0	4
MAN	3202	Financial Statement Analysis (Pre: MAN 3203)	3+0	4
MAN	3304	Bank Management (Pre: MAN 3303 veya ECN 3009)	3+0	4
MAN	3402	Production Planning and Control (Pre: MAN 3603)	3+0	4
MAN	3504	Marketing Research (Pre: MAN 2502 + MAN 2002)	3+0	4
MAN	3506	Promotion Management (Pre: MAN 3503)	3+0	4
MAN	3508	Product Development Management (Pre: MAN 2502 + MAN 3501)	3+0	4
			<b>TOTAL</b>	<b>21</b>
				<b>30</b>

\* Students are required to choose 2 elective courses. They can choose one from the same year/semester course from other departments.

## VII. SEMESTER / VII. YARIYIL

Course Code	Course Name	Credits	ECTS
BUS 4001	Project Management	3 + 6	10
<b>ELECTIVES*</b>			
MAN 4101	Entrepreneurship And Small Business Management (Pre: COI)	3+0	5
MAN 4103	Performance and Compensation Systems (Pre: MAN 2004)	3+0	5
MAN 4105	Business Ethics (Pre:MAN 1003 + MAN 1004)	3+0	5
MAN 4107	International Human Resource Management (Pre: MAN 2004)	3+0	5
MAN 4201	Advanced Accounting I (Pre: MAN 3202)	3+0	5
MAN 4203	Accounting for Decision Making and Control (Pre: MAN 3201)	3+0	5
MAN 4205	Auditing (Pre: MAN 3202)	3+0	5
MAN 4301	International Financial Management (Pre: MAN 3301 veya MAN 3931)	3+0	5
MAN 4303	Capital Markets and Financial Institutions (Pre: MAN 3301 veya MAN 3931)	3+0	5
MAN 4305	Risk Management and Insurance (Pre: MAN 3301 veya MAN 3931)	3+0	5
MAN 4307	Financial Derivates (Pre: MAN 3301 veya MAN 3931)	3+0	5
MAN 4401	Quality Assurance Systems (PRE: COI)	3+0	5
MAN 4501	Retail Marketing (Pre: MAN 3503)	3+0	5
MAN 4503	Sales Management (Pre: MAN 3503)	3+0	5
MAN 4505	Advertising Management (Pre: MAN 3503 + MAN 3506)	3+0	5
MAN 4507	International Business Management (Pre: COI)	3+0	5
MAN 4601	Directed Study in Op. Management (Pre: COI)	3+0	5
MAN 4603	Computer Applications in Business (Pre: COI)	3+0	5
MAN 4801	Consumer Law (Pre: MAN 1802)	3+0	5
MAN 4803	Company Law (Pre: MAN 2801)	3+0	5
<b>TOTAL</b>		<b>21</b>	<b>30</b>

\* Students are required to choose 4 elective courses. They can choose one from the same year/semester course from other departments.

## VIII. SEMESTER / VIII. YARIYIL

Course Code	Course Name	Credits	ECTS	
<b>ELECTIVES*</b>				
MAN	4102	Managerial Skills Laboratory (Pre: COI)	3+0	5
MAN	4104	Industrial Relations and Negotiation Techniques (Pre: COI)	3+0	5
MAN	4106	Current Topics in Org. and Management (Pre: COI)	3+0	5
MAN	4202	Advanced Accounting II (Pre: MAN 4201)	3+0	5
MAN	4204	Tax Law and Accounting System (Pre: COI)	3+05	
MAN	4206	Current Topics In Accounting (Pre: COI)	3+0	5
MAN	4302	Multinational Business Finance (Pre: 4301)	3+0	5
MAN	4304	Entrepreneurial Finance (Pre: MAN 3301 veya MAN 3931)	3+0	5
MAN	4306	Financial System of the EU (Pre: MAN 3301 veya MAN 3931)	3+0	5
MAN	4308	Current Topics in Finance (Pre: COI)	3+0	5
MAN	4310	Investment Analysis (Pre: MAN 3301 veya MAN 3931)	3+0	5
MAN	4312	Real Estate Finance (Pre: COI)	3+0	5
MAN	4402	Business Resource Planning(Pre: COI)	3+0	5
MAN	4502	Business Administ. In Turkey-EU (Pre: COI)	3+0	5
MAN	4504	International Marketing (Pre: MAN 4507)	3+0	5
MAN	4506	Current Topics in Marketing (Pre: COI)	3+0	5
MAN	4508	Service Marketing (Pre: MAN 2502)	3+0	5
MAN	4510	Marketing Channels (Pre: MAN 3501)	3+0	5
MAN	4512	Business Policy (Pre: COI)	3+0	5
MAN	4602	Technology Management (Pre: COI)	3+0	5
MAN	4604	Statistical Quality Control (Pre: MAN 4401)	3+0	5
MAN	4802	Labor Law	3+0	5
MAN	4804	International Business Law (Pre: MAN 1802 + MAN 4507)	3+0	5
ECN	4902	The Structure of Turkish Economics	3+0	5
		<b>TOTAL</b>	<b>18</b>	<b>30</b>

\* Students are required to choose 6 elective courses. They can choose one from the same year/semester course from other departments.

<b>Course Code:</b> ECN 2901	<b>Course Title:</b> Applied Microeconomics		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 3
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class hours:</b> 14 weeks x 3 h = 42h
<b>Instructor:</b> To be announced later.			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** This course is an intermediate course in microeconomics. Microeconomics attempts to explain economic phenomena in terms of the decisions made by the individual participants of an economy. Microeconomic theory explores the common structure of these explanations of reality, or models. Much of the course will be concerned with modeling two important participants in the marketplace, the consumer and the firm, and how they interact.

**LEARNING OUTCOMES:**

The aim of this course is to equip students with the tools needed to analyze economic problems. The payoff to the students' hard work will be a clear understanding of the core theory that much of economics is based on.

**Contents:**

The aim of this course is to equip students with the tools needed to analyze economic problems. Many students find this course especially difficult because of the emphasis on methods rather than facts and figures. The material is not easy to memorize; it can be learned well only through *repeated practice*. This explains why there will be class discussion problems. The payoff to your hard work will be a clear understanding of the core theory that much of economics is based on. Students who invest heavily at this stage are rewarded with easier (and richer) learning experiences in subsequent economic courses.

**TEACHING AND LEARNING METHODS:**

The course is consisting of lecture and class discussion. Students therefore should read the assigned chapters and prepared for class participation at each session. You are strongly encouraged to attend every class. It will be very difficult to do well in this class if you regularly miss classes.

**TEXTBOOK:**

**Intermediate Microeconomics: A Modern Approach** by H. Varian, Fifth Ed.

**ASSESSMENT:**

<b>Midterm exam</b>	30%
<b>Final Exam</b>	40%
<b>Quiz</b>	15%
<b>Homework</b>	15%
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2003	<b>Course Title:</b> Organizational Behavior		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class Hours:</b> 14 weeks x 2h = 42h
<b>Instructor:</b> Arbak			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** The course aims to provide the students with an understanding of the factors which shape individual and group behavior in organizational settings.

**Learning Outcomes:**

1. To have information on human behavior and its effects in organization and group settings.
2. To be able to deal with behavioral problems in organizations.
3. To be able to work together with people to develop some job-relevant skills.

**Contents:**

Techniques on how to deal with behavioral problems and to maintain a high quality of work life, as well as to improve individual, group and organizational performance. The manager's role in applying the findings of behavioral sciences and in using conceptual tools for analyzing and understanding behavior.

**TEACHING AND LEARNING METHODS:**

Class sessions will be mainly used for discussions to clarify concepts, ideas elaborated in the text book.

**TEXTBOOK:**

**Organizational Behavior** by Stephen ROBBINS, 2001, Prentice Hall.

**ASSESSMENT:**

<b>Midterm exam</b>	40%
<b>Final Exam</b>	60%
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2201	<b>Course Title:</b> Financial Accounting 1		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class Hours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> Aslanertik , Balsarı			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** The objective of this course is to provide students with a basic understanding of financial accounting.

**Learning outcomes:**

1. To be able to analyze effects of transactions on economic events.
2. To be able to prepare basic financial statements.
3. To be able to complete the accounting cycle and to use accounting information for decision making.

**Contents:**

Definition of accounting, general accounting principles, principles of financial statements, effects of transactions on the accounting equation, double entry system, accounting cycle, analysis and recording of the “assets” side of the balance sheet based on the Turkish Uniform Accounting System.

**TEACHING AND LEARNING METHODS:**

The course consist of lecture and class discussion. Students therefore should read the assigned chapters and be prepared for class participation at each session.

**TEXTBOOK:**

**Financial Accounting** by Meigs/Williams/Haka/Bettner, 11<sup>th</sup> Ed., 2003, McGraw-Hill.

**ASSESSMENT:**

<b>Midterm exam</b>	40%
<b>Final Exam</b>	60%
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2501	<b>Course Title:</b> Principles of Marketing		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class ours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> Bayraktaroğlu, İlter			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** To provide with a general understanding and appreciation of the societal and economic roles of marketing and its functions within the business enterprises.

**Learning Outcomes:**

1. To be able to interpret the marketing environment.
2. To be able to distinguish between functions of marketing.

**Contents:**

Focusing on marketing's macro role in society and its micro role in business and other organizations. Topics include the marketing system, marketing concept, market segmentation, targeting and positioning, sales forecasting, marketing research, buyer behavior, buying decision process, only price and product elements of the marketing mix, and services marketing.

**TEACHING AND LEARNING METHODS:**

The composition of the course consists of lectures and class discussions on small cases. All students are urged to read the assigned material before coming to class and participate in class discussions.

**TEXTBOOK:**

**Principles of Marketing** by KOTLER, P. and G. ARMSTRONG , 2006, Prentice Hall, New Jersey, 11<sup>th</sup> Ed.

**ASSESSMENT:**

<b>Midterm exam</b>	40 %
<b>Final Exam</b>	50 %
<b>Attendance and Participation</b>	10 %
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2601	<b>Course Title:</b> Quantitative Methods for Business		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class ours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> Sabri Erdem			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** This course aims to develop the skill of analytical problem solving, construct mathematical modeling capability, and interpret quantitative information in business.

**Learning Outcomes:**

At the end of this course students will be able to build linear mathematical models, understand the sensitivity on LP, build integer programming, assignment and transportation models, monitor projects' time and costs, comprehensive the manner of waiting lines and game theory.

**Contents:**

This course covers those methods and techniques that can be used for business decision making based on LP, project management, integer programming, assignment and transportation, game theory and waiting lines.

**TEACHING AND LEARNING METHODS:**

The course consists of lectures and class discussions.

**TEXTBOOK:**

**Introduction to Management Science, A modeling and Case Studies Approach with Spreadsheets.**  
Frederick S. Hillier, Mark S. Hillier, Karl Schmedders, Molly Stephens. McGraw-Hill, 2008 or later

**Supplementary Texts**

**Introduction to Management Science** 7th Ed. By Bernard W. Taylor III  
**Introduction to Operations Research**, Hillier, Lieberman, 8<sup>th</sup> Edition or Later  
**Operations Research an Introduction**, Hamdy A. TAHA, 10th Edition or Later  
**Decision Modeling with Microsoft Excel** 6th Ed. By MOORE and WEATHERFORD

**ASSESSMENT:**

<b>Midterm exam</b>	30 %
<b>Term Project</b>	20 %
<b>Final Exam</b>	50 %
<b>Total</b>	100%

<b>Course Code:</b> MAN 2603	<b>Course Title:</b> Statistics II		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class ours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> Erdem			<b>Instruction Language:</b> English

**PREREQUISITES:**

MAN 2603

**DESCRIPTION:**

**Objectives:** To develop the skill of data summarization in real world and probability approach to daily life. To develop an understanding of the importance of statistics, how statistician provide an understanding of business life. To develop a knowledge to form and understand statistical models and the techniques to do so.

**Learning Outcomes:**

1. To estimate and test the population parameters,
2. To understand categorical data analysis,
3. To have knowledge on non-parametric data analysis
4. To understand the linear relations between variables,
5. Interpret data by using statistical techniques and models.

**Contents:**

Statistical inference, estimation, hypothesis testing, ANOVA, regression and correlation analysis, categorical data analysis, non-parametric statistics, time series analysis.

**TEACHING AND LEARNING METHODS:**

It consists of lectures, class discussions student presentations. For each lecture, students must bring related lecture notes, calculator and tables.

**TEXTBOOK:**

**Statistics for Business and Economics** , Paul Newbold, William L. Carlson, Betty Thorne, 6<sup>th</sup> Edition or Later

**Supplementary Text Books**

**İşletme İstatistiği** by Şevkinaz GÜMÜŞOĞLU, Hülya TÜTEK, 2007 or Later

**ASSESSMENT:**

For students who will submit a research project (submission of research projects are optional for each student)

<b>Midterm exam</b>	30 %
<b>Term project</b>	20 %
<b>Final Exam</b>	50 %
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2801	<b>Course Title:</b> Commercial Law		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 3
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)	<b>Total Class ours:</b> 14 weeks x 3 h. 42h	
<b>Instructor:</b> Eraltuğ			<b>Instruction Language:</b> Turkish

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** To provide information on legal environment of business, to introduce the main provisions of the Turkish Commercial Law, to develop the skills of solving legal problems.

**Learning Outcomes:**

- 1 To be able found a partnership or a corporation.
2. To be able to protect trade names, trade marks and patents.
3. To be able to use negotiable instruments.

**Contents:**

Basic concepts of commercial Law.Commercial Enterprise, legal status of merchants, trade names, trade marks, patents, unfair competition. Legal forms of business, partnerships and corporations. Negotiable instruments.

**TEACHING AND LEARNING METHODS:**

The course consists of lectures and class discussions.

**TEXTBOOK:**

**Bankacılar İçin Ticaret Hukuku Bilgisi (Yayın no: 368)** by Ali BOZER, Celal GÖRE

**Bankacılar İçin Şirketler Hukuku Bilgisi (Yayın no: 368)** by Tuğrul ANSAY

**Kıymetli Evrak Hukuku Bilgisi (Yayın no: 358)** by Ali BOZER, Celal GÖLE, Banka ve Ticaret Hukuku Araştırma Enstitüsü, Ankara.

**Esener, Turhan:** Business Law II, Commercial Law, İstanbul.

**ASSESSMENT:**

<b>Midterm exam</b>	40 %
<b>Final Exam</b>	60 %
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> BUS 2001	<b>Course Title:</b> Building Communication Skills I		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 1
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (1+0)		<b>Total Class Hours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> To be announced later			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** This course aims at helping students effectively communicate in academic and business contexts.

**Learning outcomes:** A thorough knowledge of how effective communications relates to academic and career success, how to improve listening and non-verbal communication skills, planning and writing business messages and basic grammatical and other writing rules.

**Contents:** The relation between effective communication and academic and career success, verbal and non-verbal communication, business messages, grammar, spelling and punctuation rules, proof-reading.

**TEACHING AND LEARNING METHODS:**

Students are expected to attend all classes. The course is based on in-class exercises as well as homework and a term project.

**TEXTBOOK:**

Bovee, C. and Thill, J.V. (2008). **Business Communication Today**, 9/E. Prentice Hall.

**ASSESSMENT:**

In-class exercises	40%
Homework	30%
Term project	30%

<b>Course Code:</b> ATA 2001	<b>Course Title:</b> Atatürk's Principles and History of Turkish Revolution I		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Fall	<b>ECTS Credit:</b> 2
<b>Status:</b> Elective	<b>Hours/Week:</b> : T. (2 + 0)		<b>Total Class ours:</b> 14 weeks x 2 h
<b>Instructor:</b> To be announced later			<b>Instruction Language:</b> Turkish

### PREREQUISITES

None

### DESCRIPTION

**Objectives:** Analysis of the reforms and events taken place after declaration of Republic.

### Learning Outcome:

To have a profound understanding of Atatürks principles and the history of Turkish Revolution.

### Contents:

Reforms made in different fields since the declaration of the Republic.

### TEACHING AND LEARNING METHODS

Lectures, preparation and presentation of the topics by the students

### TEXTBOOK:

**Atatürkçülük ve Modernleşme**, Atatürk İlkeleri ve İnkılap Tarihi Enstitüsü

### ASSESSMENT

<b>Midterm exam</b>	40%
<b>Final Exam</b>	60%
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> ECN 2902	<b>Course Title:</b> Applied Macroeconomics		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 3
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class ours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> Kasman			<b>Instruction Language:</b> English

#### **PREREQUISITES:**

None

#### **DESCRIPTION:**

**Objectives:** This course develops the basic techniques and fundamental concepts used to study the overall macroeconomy and policies that affect it.

#### **Learning Outcomes:**

1. The course is designed to help the students understand the functioning of the economy as a whole.
2. Students will be equipped with the basic principles and analytical tools of macroeconomics, which will enable them to make analysis on the major economic issues and problems.
3. Throughout the course, an underlying goal is that students develop skill in critical economic reasoning.

#### **Contents:**

The study of the determinants of the national income, the causes and consequences of unemployment, inflation and the business cycle fluctuations; the determination of foreign exchange rates and current account deficit imbalances; and the role of government policy in various settings. Firs part of the course will be the study of the long run behavior of the economy by developing the classical model of national income. During the second half of the course, the focus is on the short run behavior of the economy and the Keynesian model is used to explain the economic fluctuations.

#### **TEACHING AND LEARNING METHODS:**

The course consists of lecture and class discussion. Students therefore should read the assigned chapters and prepared for class participation at each session. Also there will be problem solving sessions.

**TEXTBOOK:** Mankiw, Greg N. (2003) **Macroeconomics**, Fifth edition, Worth Publishers.

#### **ASSESSMENT:**

<b>Midterm exam</b>	40%
<b>Final Exam</b>	60%
<b>Total</b>	100%

<b>Course Code:</b> MAN 2002	<b>Course Title:</b> Research Methodology in Social Sciences		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class Hours:</b> 14 weeks x 3h = 42 h
<b>Instructor:</b> Önder			<b>Instruction Language:</b> English

#### PREREQUISITES:

None

#### DESCRIPTION:

**Objectives:** The course aims to introduce major concepts, issues and tools of social scientific research methodology.

**Learning outcomes:** Students will be equipped with conceptual and practical knowledge that will help them as they tackle a wide range of problems in academic as well as business environments.

**Content:** This course covers basic methodological issues that social scientists, consultants, policy makers, and managers have to pay attention to if they are to undertake sound research or base their decisions on valid information. Course material relates to all stages of the research process, namely philosophy of research, identification of research questions, sampling, research design, analysis and reporting of findings, with an emphasis on major methodological signposts that relate to each stage.

#### TEACHING AND LEARNING METHODS:

Students are expected to attend all classes. Because the topic is overloaded with jargon assigned readings should be done before coming to the class. At the beginning of each session, students will be encouraged to rethink about that day's topic and will be expected to provide short answers to the questions lecturer asks. Participation grades will be based on how well the student performs in answering these questions.

Students will prepare term projects in teams of four or five. Projects will ideally involve real problems faced by organizations (business or otherwise). Students will be expected to think about the nature of the problem and appropriate research designs and report in some detail information regarding major steps of their research. The projects will end not only with discussion of findings but also potential drawbacks of the particular methods used. Possible research topics can be discussed with the lecturer. Students should observe due dates. Late submissions will not be graded.

#### TEXTBOOK:

Sekaran, U. (2003). *Business Research Methods for Managers: A Skill-Building Approach*, 4th edition. NY: John Wiley & Sons, Inc.

#### ASSESSMENT:

**Midterm exam** : 30 %

**Final exam** : 30 %

**Group project** : 30 %  
**Attendance** : 10 %

<b>Course Code:</b> MAN 2004	<b>Course Title:</b> Human Resources Management		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class Hours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> Sönmez			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** The course aims to introduce students the fundamental HR concepts and aspects and to explain how to manage human side of an organization efficiently.

**Learning outcomes:**

1. To be able to understand HR department's role in working life and to analyze alternative HR management policies and applications.
2. To have knowledge on theoretical approaches and practices on HR management.

**Contents:**

Emphasizing the strategic role HRM within the organization a broad range of alternative human resources management policies and practices will be introduced in the context of social, legal, technological and other environmental changes. Topics include job analysis, job design and evaluation, man power planning, attracting employees, employee selection, training and development, career planning, career development, performance evaluation, compensation.

**TEACHING AND LEARNING METHODS:**

The course will be a combination of lectures, case studies, simulations and class discussions. Students therefore should read the assigned chapters and be prepared for active participation at each session. To improve their understanding on Hr management and skills, students will be invited to prepare term papers on certain topics given by the instructor.

**TEXTBOOK:**

**Human Resource Management, International Edition , 9<sup>th</sup> Edition** by Gary DESSLER, Florida International University, Prentice Hall.

**ASSESSMENT:**

<b>Quiz</b>	20 %
<b>Midterm exam</b>	25 %
<b>Final exam</b>	35 %
<b>Term paper</b>	10 %

<b>Attendance and participation</b>	<b>10 %</b>
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2202	<b>Course Title:</b> Financial Accounting II		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)	<b>Total Class ours:</b> 14 weeks x 3 h=42h	
<b>Instructor:</b> Balsari, Aslanertik			<b>Instruction Language:</b> English

**PREREQUISITES:**

MAN 2201

**DESCRIPTION:**

**Objectives:** To provide knowledge on Turkish Accounting System by considering uniform chart of accounts in use.

**Learning outcomes:**

1. To be able to analyze the financial transactions' nature in a wider perspective.
2. To be able to record and report the transactions according to Turkish Uniform Accounting System.
3. To be able to analyze the financial relationships among the departments of a business entity.

**Contents:**

Analysis and recording of the "liabilities and owners'equity" side of the balance sheet, income statement accounts and cost accounts, adjusting and closing entries based on the Turkish Uniform Accounting System.

**TEACHING AND LEARNING METHODS:**

It is accepted that the students attend all the classes. Because even the course seems like a lecture type, class participation plays very important role as the course proceeds.

**TEXTBOOK:**

**Financial Accounting** by Meigs/Williams/Haka/Bettner, 2001.

**Sekizinci Sanat: Muhasebe ve Uygulamaları** by Yükçü, Özkol, Özkan, et.al.

**ASSESSMENT:**

**Midterm grade**

**Exam** 80 %  
**Quiz** 10 %  
**Assignments** 10 %

**Final Grade**

**Exam** 80 %  
**Quiz** 10 %  
**Assignments** 10 %

**Total Grade = 40% of midterm grade + 60% of final grade**

<b>Course Code:</b> MAN 2402	<b>Course Title:</b> Introduction to Production and Operations Management		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class Hours:</b> 14 weeks x 3 h. 42h
<b>Instructor:</b> Sabri Erdem			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** Purpose of this course is to develop an understanding of the strategic importance of operations and how operations can provide a competitive advantage in the marketplace, understand the relationship between operations and other business functions , such as marketing, finance, accounting and human resources.

**Learning Outcomes:**

Students will be able to make decisions with probabilities, to improve the quality of design include using design teams, monitoring design quality for more reliable products, make or buy decisions for a by-product, factors to be considered for facility location problems, to determine the resource capacity needed to meet demand, to determine optimum stock level for minimizing cost, assembly line balancing, scheduling.

**Contents:**

Operational strategies, decision making tools, quality management, product and service design, facility, process and production planning, capacity planning supply chain management and materials requirements planning, enterprise resource planning, scheduling.

**TEACHING AND LEARNING METHODS:**

The course consists of lectures, problem sessions, laboratory applications, class discussions, workshops and term project including case study analysis.

**TEXTBOOK:**

**Operations Management**, Jay Heizer, Barry Render Eighth Edition, 2003, Prentice Hall.

**ASSESSMENT:**

<b>Midterm exam</b>	20%
<b>Final Exam</b>	40%
<b>Laboratory Applications</b>	15 %
<b>Term Project</b>	20%
<b>Workshops</b>	5%
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2502	<b>Course Title:</b> Marketing Management		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class hours:</b> 14 weeks x 3 h = 42h
<b>Instructor:</b> İlter			<b>Instruction Language:</b> English

**PREREQUISITES:**

None

**DESCRIPTION:**

**Objectives:** To make students understand the role of marketing managers, how they plan , implement and control their plans; what type of decisions they make and how they manage marketing mix.

**Learning Outcome:**

1. To have a complete overall knowledge of what marketing is
2. To be able to conduct a marketing plan for a product
3. To be able to apply marketing strategies appropriate for different situations

**Contents:**

The concept of marketing management, marketing management process, pricing strategies, distribution management, distribution channels, promotion management and promotion mix, direct marketing, sales force management, evaluation and control, marketing audit, and analysis of real life marketing problems.

**TEACHING AND LEARNING METHODS:**

The composition of the course consists of lectures, class discussions and a project preparation. All students are urged to read the assigned material before coming to class and participate in class discussions.

**TEXTBOOK:**

**Principles of Marketing**, Kotler,P. and G. Armstrong, Prentice Hall, New Jersey, 1999, 9<sup>th</sup> Ed.

**ASSESSMENT:**

<b>Midterm exam</b>	40 %
<b>Final Exam</b>	30 %
<b>Project</b>	30%
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> MAN 2602	<b>Course Title:</b> System Analysis and Design		
<b>Level:</b> Undergraduate	<b>Year:</b> One	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 4
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (3+0)		<b>Total Class Hours:</b> 14 weeks x 2h = 42h
<b>Instructor:</b> Erdem			<b>Instruction Language:</b> English

#### **PREREQUISITES:**

Consent of the Instructor.

#### **DESCRIPTION:**

**Objectives:** To understand system thinking, understand analyzing of an information system, have knowledge about basics of information system.

#### **Learning Outcomes:**

1. Ability to analyze information system,
2. Ability to draw data flow diagrams and other types of charts of a business process,
3. Ability to design a system.

#### **Contents:**

Basic system concept, system thinking, system approach and types of the system are first part of the course. System life cycle of information systems, information systems and management relations, user needs and requirement analysis, data flow diagrams and preparation techniques, system validation and verification techniques, prototyping, system documentation and system testing are core topics. Developing information systems, system design and detailed design (input-output, files and databases, programs and procedures) and project management are second part of the course.

#### **TEACHING AND LEARNING METHODS:**

The course consists of class discussions, supervised group study and a research project.

#### **TEXTBOOK:**

System Analysis and Design, Kenneth E. Kendall, Julie E. Kendall, 6<sup>th</sup> Edition and Later

#### **ASSESSMENT:**

<b>Midterm Exam</b>	30%
<b>Research Project</b>	30%
<b>Final Exam</b>	40%
<b>Total</b>	<b>100%</b>

<b>Course Code:</b> BUS 2002	<b>Course Title:</b> Building Communication Skills II		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 2
<b>Status:</b> Obligatory	<b>Hours/Week:</b> T. (0+2)		<b>Total Class Hours:</b> 14 weeks x 3 h = 42h
<b>Instructor:</b> To be announced later			<b>Instruction Language:</b> English

**PREREQUISITES:**

BUS 2001

**DESCRIPTION:**

**Objectives:** This course aims at helping students effectively communicate in academic and business contexts.

**Learning outcomes:** After completing the course students will be able to write effective non-routine as well as routine messages and will possess knowledge of how culture relates to communication.

**Contents:** Writing routine and positive messages, writing negative messages, writing persuasive messages, cross-cultural communication.

**TEACHING AND LEARNING METHODS:**

Students are expected to attend all classes. The course is based on in-class exercises as well as homework and a term project.

**TEXTBOOK:**

Bovee, C. and Thill, J.V. (2008). Business Communication Today, 9/E. Prentice Hall.

**ASSESSMENT:**

In-class exercises	40%
Homework	30%
Term project	30%

<b>Course Code:</b> ATA 202	<b>Course Title:</b> Ataturk's Principles and History of Turkish Revolution II		
<b>Level:</b> Undergraduate	<b>Year:</b> Two	<b>Semester:</b> Spring	<b>ECTS Credit:</b> 2
<b>Status:</b> Obligatory	<b>Hours/Week:</b> : T. (2 + 0)		<b>Total Class ours:</b> 14 weeks x 2 h=28h
<b>Instructor:</b> To be announced later			<b>Instruction Language:</b> Turkish

### PREREQUISITES

None

### DESCRIPTION

**Objectives:** Analysis of the reforms and events taken place after declaration of Republic

### Learning Outcome:

To have a profound understanding of Atatürks principles and the history of Turkish Revolution.

### Contents:

Reforms made in different fields since the declaration of the Republic.

### TEACHING AND LEARNING METHODS

Lectures, preparation and presentation of the topics by the students

### READINGS

**Atatürkçülük ve Modernleşme**, Atatürk İlkeleri ve İnkılap Tarihi Enstitüsü

### ASSESSMENT

<b>Midterm exam</b>	40%
<b>Final Exam</b>	60%
<b>Total</b>	<b>100%</b>