

# Yalova University

## Faculty of Economics and Administrative Sciences Department of Business Administration Bachelor's Programme

### Course Catalogue 2020-2021 Academic Year

#### I. SEMESTER

Course Code	TDB101				
Course Name	Turkish Language I				
					T U Cr ECTS
					2 0 0 3
The main aim of this course is to familiarize students with the evolution of Turkish literature, and to develop their critical literary skills. The course focuses on basic principles of Turkish grammar and various genres in literature. Upon successful completion of the course, students will gain proficiency in reading critically and writing grammatically in Turkish language.					
Course Code	AIB101				
Course Name	Ataturk's Principles and History of Turkish Revolution I				
					T U Cr ECTS
					2 0 0 3
This course aims to inform students about the political, economic, social and cultural history of the Republic of Turkey, in order to provide them with a sophisticated view of historical events and a critical assessment of current issues. In this first part of the course, the historical process from the reform movements in the Ottoman Empire to the foundation of the modern Turkey will be examined.					
Course Code	MAN101				
Course Name	Introduction to Business				
					T U Cr ECTS
					3 0 3 6
This course introduces students to a basic notion of 'business', emphasizing ethics, globalization, small business and entrepreneurship. They will be able to identify the main functional areas of business, including management, operations, marketing, finance and accounting, and start to develop an understanding of how they fit together. Students who successfully complete this course will be able to: 1) Describe the basic functions of business 2) Identify the main participants of business and explain the stakeholder theory 3) Recognize the importance of ethics and responsibility for the business 4) Define management and explain its role in the achievement of organizational objectives 5) explain the marketing concept and specify its functions 6) define accounting and describe the different uses of accounting information and financial statements 7) Identify and describe the influence of the environments created by the economy, technology, competition, diversity, global opportunities, and social responsibility 8) Understand the need for management in business organizations, the role of management in developing an organizational structure, and the process of producing products and services that satisfy customers 9) Explore the role of technology in management of an organization/institution.					
Course Code	MAN103				
Course Name	Introduction to Accounting				
					T U Cr ECTS
					3 0 3 5
The primary objective Introduction to Accounting course is to introduce students with the science of accounting and to teach them how to record business operations. In addition, it is aimed to familiarize students with accounting functions and economic events affecting a business which eventually impact the financial statements such as balance sheet and income statement. Another aim of this course is showing students how to record transactions in double entry system. Plus, teaching students to prepare an income statement and balance sheet, reporting revenues and expenses are important goals of the course. Upon completion of this course, the student should: 1) Have a strong background of financial accounting. 2) Be able to record business transactions in an accounting manner. 3) Understand accounting functions in detail. 4) Know how economic events					

influence the organizations in general and its financial statements. 5) Demonstrate a good understanding of accounting rules. 6) Build mastery about preparing income statements and balance sheets. 7) Reflect knowledge of reporting revenues and expenses. 8) Show that he/she can analyze financial statements and provide comments about the firm.

<b>Course Code</b>	<b>MAN107</b>				
<b>Course Name</b>	<b>Sociology</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>3</b>	<b>0</b>		<b>3</b>	<b>5</b>

**Aim of the Course:** This course provides an introduction to sociology and its main topics. The course intends to help students understand the role of sociological concepts in order to explain macro level topics like culture, meso level concepts like organizations, and their reflections on the micro level focus point; individual.

**Learning Outcomes:** Upon completion of this course, you will be able to:

- Explain and apply main necessities of sociological perspective
- Explain the main titles of sociology such as Environment; The Life-Course; Stratification and Social Class; Poverty, Social Exclusion; Global Inequality; Gender; Organizations and Networks; Education; Work and Economic Life

The importance of social interaction and everyday life in order to understand the sociological phenomenon

<b>Course Code</b>	<b>MAN109</b>				
<b>Course Name</b>	<b>Basic Mathematics</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>3</b>	<b>0</b>		<b>3</b>	<b>5</b>

The aim of this course is to provide students with analytical thinking skills and basic mathematical knowledge necessary for the solution and analysis of business problems. At the end of this course, students will gain the ability to perform basic mathematical operations. Students will be able to explain important concepts of mathematics (e.g., Derivative, Functions, and etc.) and be able to solve business problems using these concepts.

<b>Course Code</b>	<b>MAN111</b>				
<b>Course Name</b>	<b>Information Technology</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>3</b>	<b>0</b>		<b>3</b>	<b>3</b>

This course provides an introduction to computer, historical development of computer, Computer systems, operating systems, programming languages, flowcharts, info types, processing and expressions, input-output instruction, control instructions. Computer networks, Types of networks, Structure of Networks; computer viruses, Structure, hardware, operating systems, software languages of computers and introduction of packages allowing students to use the programs such as DOS, WINDOWS, MS WORD

## II. SEMESTER

<b>Course Code</b>	<b>TDB102</b>				
<b>Course Name</b>	<b>Turkish Language II</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>0</b>	<b>3</b>

The main aim of this course is to familiarize students with the evolution of Turkish literature, and to develop their critical literary skills. The course focuses on the analysis of literary texts from various genres and traditions in Turkish literature. Upon successful completion of the course students will gain proficiency in analyzing and interpreting Turkish literary texts in terms of structure, theme, language and expression, meaning and traditions.

<b>Course Code</b>	<b>AIB102</b>				
<b>Course Name</b>	<b>Ataturk's Principles and History of Turkish RevolutionII</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>0</b>	<b>3</b>

This course aims to inform students about the political, economic, social and cultural history of the Republic of Turkey, in order to provide them with a sophisticated view of historical events and a critical assessment of the current issues. In this second part of the course, the political, economic and social transformations that Turkey has undergone since its foundation will be analyzed.

<b>Course Code</b>	<b>MAN104</b>				
<b>Course Name</b>	<b>Accounting</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>3</b>	<b>0</b>		<b>3</b>
				<b>ECTS</b>	<b>5</b>

The primary objective of this course is to analyze economic events affecting a business and describe their impact on financial statements. Also, course aims to define and explain the basic assumptions and principles according to both Uniform Accounting System and Turkish Account Standards. Another objective of the course is to show the proper entries to record the transactions of organizations in double entry system. Upon completion of this course, the student should be able to: 1) identify assumptions, conventions, and principles that comprise the conceptual framework underlying financial reporting, 2) understand the difference between Uniform Accounting System and Turkish Accounting Standards, 3) understand the main functions of the accounts in the statement of financial position and profit or loss, 4) prepare the statement of financial position and income statement.

<b>Course Code</b>	<b>MAN106</b>				
<b>Course Name</b>	<b>Business Informatics</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>3</b>	<b>0</b>		<b>3</b>
				<b>ECTS</b>	<b>5</b>

This course is an introductory course in Microsoft Excel. Upon completion of this course, the student should be able to use Microsoft Excel. The instructor may use case studies, lectures, questions and exercises. By the end of the course, the students gain basic knowledge and skills about some fundamental software and daily usage of the computer.

<b>Course Code</b>	<b>MAN112</b>				
<b>Course Name</b>	<b>Business Mathematics</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>3</b>	<b>0</b>		<b>3</b>
				<b>ECTS</b>	<b>6</b>

The aim of this course is to provide students with analytical thinking skills for the solution and analysis of business problems. Business mathematics seeks to solve economic and business problems by means of methods and concepts provided in the sphere of mathematical science. After completing this course, students should have developed a clear understanding of the fundamental concepts of mathematics and a range of skills allowing them to solve problems in the fields of economics and business. At the end of this course, students will be able to analyze and solve business and economics problems using the important concepts of mathematics (e.g., Derivative, Functions, and etc.).

<b>Course Code</b>	<b>MAN114</b>				
<b>Course Name</b>	<b>Introduction to Behavioral Sciences</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>3</b>	<b>0</b>		<b>3</b>
				<b>ECTS</b>	<b>5</b>

**Aim of The Course:** This course focuses on scientific analysis of human behavior at frame of organizational settings. In this sense aim of this course is to provide a fundamental perspective to analyze human behavior in the context of organizations.

**Course Outcomes:** Upon completion of this course students will analyze the human behavior by means of related concepts. Course outcomes:

1. A perspective to analyze various topics related to human behavior in the business life.
2. A perspective tries to find ways to direct human behavior in organizational settings.

<b>Course Code</b>	<b>MAN116</b>				
<b>Course Name</b>	<b>Introduction to Law</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>3</b>	<b>0</b>		<b>3</b>
				<b>ECTS</b>	<b>3</b>

The main aim of this lesson is to introduce legal terms such as law and rights, justice and enforcement, legal systems and legal branches, and methods of implementation and interpretation. During the course, social orders, application of law, branches of law are discussed. At the end of the course, students will have fundamental knowledge about law of persons, family law, law of property, law of obligations and commercial law. Beside the private law, students will also learn constitutional law, administrative law, and criminal law. The course also prepares students for the law courses in the following semesters.

### III. SEMESTER

<b>Course Code</b>	<b>MAN201</b>				
<b>Course Name</b>	<b>Micro Economics</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>4</b>
The goal of this course is to provide students with the basic understanding of economic reasoning; basic concepts and processes in microeconomics. The students learn the behavior of individual households, firms and industries and how these entities interact. The course covers topics on basic principles of economics, how markets work, markets and welfare, the economics of the public sector, firm behavior and organization of the industry, the factors market and consumer choice.					
<b>Course Code</b>	<b>MAN209</b>				
<b>Course Name</b>	<b>Marketing Management</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>4</b>
The main objective of the course is to present basic concepts of brand management and branding strategies. This course will provide students with the tools necessary to manage a portfolio of brand equities, focusing explicitly on the management task, as distinct from advertising, public relations, product innovation, and other marketing disciplines that are inputs to a brand's optimisation. This course will combine the most current brand management theory with practical applications.					
<b>Course Code</b>	<b>MAN211</b>				
<b>Course Name</b>	<b>Inventory Balance Sheet</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>5</b>
The primary objective of Inventory Balance Sheet course is informing students about period-end adjustments methods, period-end adjustments of assets and liabilities and adjusting processes. Another purpose of the course is providing information to students about adjusting the accounts, recording the adjustments, Uniform Turkish Accounting System and financial statements. Moreover, it is intended that students learn how economic events affect the financial statements of a business. Also, Inventory Balance Sheet course aims to enlighten students about fundamentals and basic rules of accounting besides increasing their knowledge of International Financial Reporting Standards (IFRS). Furthermore, showing proper entries to record the transactions of firms in double entry accounting system, explaining the accrual basis of accounting and its implications for reporting revenues as well as expenses in income statement are among goals of this course. Definitely, Inventory Balance Sheet course also targets teaching students the two basic financial statements for internal and external use.					
<b>Course Code</b>	<b>MAN223</b>				
<b>Course Name</b>	<b>Introduction to Statistics</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>2</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>4</b>
Objective of this course is to introduce students some concepts of probability and statistics. Course Outcomes Upon completion of the course, the student should understand the following content areas: *Data organisation and visualization *Sampling. *Probability *Distributions *Intervals					
<b>Course Code</b>	<b>MAN225</b>				
<b>Course Name</b>	<b>Obligations Law</b>				

		<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
		<b>3</b>	<b>0</b>		<b>3</b>	<b>4</b>
The aim of this course is to explain sources of obligations, obligations deriving from contracts, establishment of contracts, invalidity, collusion, cancellation of contracts, obligations deriving from unjust act, obligations deriving from unjust enrichment, fulfilment of obligations, default, kinds of obligations, transfer of credits, transfer of debts, terminations of obligation.						
<b>Course Code</b>	<b>MAN227</b>					
<b>Course Name</b>	<b>Management and Organisation</b>					
		<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
		<b>3</b>	<b>0</b>		<b>3</b>	<b>5</b>
The aim of this course is to introduce students to the development of management theory and practice, with particular reference to concepts, functions and the integration of activities. Evolution of management theory in the context of recent developments, ethical principles and corporate social responsibility will be discussed. By the end of this course students will learn about the environmental factors which influence the success of an organization, and explore the role of critical and creative thinking in problem solving and decision making, the principles and practices of organization design, structure and behavior, and the implications for leadership and employee morale.						
<b>Course Code</b>	<b>MAN215</b>					
<b>Course Name</b>	<b>Production Systems</b>					
		<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
		<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>
This course aims to provide students with advanced managerial and applied knowledge on production operations management. In this context, to gain competence in the use of relevant models and techniques.						
<b>Course Code</b>	<b>MAN219</b>					
<b>Course Name</b>	<b>Business Readings</b>					
		<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
		<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>
This course strives to catch up with the agenda of the business world on a global scale. In this sense, the aim of the course is to bring the relevant agenda items to the attention of the students through selected readings and to discuss these topics with them.						
<b>Course Code</b>	<b>MAN217</b>					
<b>Course Name</b>	<b>Public Relations</b>					
		<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
		<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>
A new force in contemporary business and public relations functions as a place of importance and development. Objectives and basic principles of public relations. Organization of public relations: public relations unit within the organization in general, the public relations unit of the organizational structure, public relations professionals must have the features. In terms of public relations in the workplace must have features. Public relations management. Public relations and politics in business audience. Public relations and communications tools						
<b>Course Code</b>	<b>MAN229</b>					
<b>Course Name</b>	<b>Business Communication</b>					
		<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
		<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>
Starting from the communication of the individual, it is aimed to provide communication principles, communication barriers and communication styles in enterprises, communication channels and effective communication in enterprises.						
<b>Course Code</b>	<b>MAN233</b>					
<b>Course Name</b>	<b>Money and Banking</b>					
		<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
		<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

This course aims to explain the concept of money and banking theory, the theoretical framework and its role in the economy, with Turkey economy examples.

<b>Course Code</b>	<b>MAN235</b>				
<b>Course Name</b>	<b>English Grammar</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The aim of this course is to improve the English grammar knowledge of the students and to enable them to use the information they have acquired here in their reading, writing and speaking skills.					

## IV. SEMESTER

<b>Course Code</b>	<b>MAN202</b>				
<b>Course Name</b>	<b>Macro Economics</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>4</b>
The course introduces basic understanding of macroeconomics on national output, different types of economic policies to access national objectives such as high employment, low inflation, rise in national welfare.					
<b>Course Code</b>	<b>MAN204</b>				
<b>Course Name</b>	<b>Commercial Law</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>4</b>
The main purpose of this lesson is to introduce students to basic features of Turkish Commercial Law. During the course, the terms of commercial enterprise, commercial transaction, trade name, enterprise name, unfair competition, commercial agents, partnerships, and valuable documents are taught. At the end of the course, the students will learn essential concepts of commercial law, legal consequences of being a merchant, legal frame of commercial partnerships and learn how the negotiable instruments are classified and determined. By finishing the course students will have enough knowledge about how the commercial activities are regulated that helps them both their professional life.					
<b>Course Code</b>	<b>MAN206</b>				
<b>Course Name</b>	<b>Organizational Behavior</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>5</b>
The main objective of the course is to comprehend the basic principles of human behavior in organizations, understanding how human behavior and organizational environment impact organizational effectiveness, mastering the main theories relating to organizational behavior, identifying the approaches effective managers use while dealing with behavior-related problems and challenges, developing skills and gaining behavioral insights potentially useful for future career. By the end of this course students will be able to understand the relationships between the factors affecting the behaviors at individual, group, organizational levels and organizational outcomes.					
<b>Course Code</b>	<b>MAN212</b>				
<b>Course Name</b>	<b>Financial Statement Analysis</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>4</b>

The aim of this course is to give information about the content of financial reporting and choosing of accounting policies and to emphasize the usefulness and analysis of financial statements and their importance in decision making process. Students will become familiar with the challenges which must be faced when analyzing financial statements, and will develop the scope and depth of their analytical skills. The course covers topics on general information related to financial statements, stakeholders' information needs, the content of balance sheet, income statement and cash flow statement, the meaning and importance of financial statement analysis, comparative financial statements analysis, common size financial statements analysis, trend analysis and interpretation of these analysis results, ratio analysis: liquidity ratios, solvency ratios, profitability ratios ext. and interpretation of these analysis results.

<b>Course Code</b>	<b>MAN226</b>				
<b>Course Name</b>	<b>Statistical Analysis</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>2</b>	<b>2</b>		<b>3</b>	<b>4</b>

Objective of this course is to provide students majoring in management, marketing, finance, accounting, economics, and other fields of business administration with an introductory survey of the many applications of inferential statistics. While we focus on business applications, we also use many problems and examples that are student-oriented. Course Outcomes Upon completion of the course, the student should understand the following content areas:

- \*Hypothesis Tests
- \*Analysis of Variance
- \*Non-Parametric Tests
- \*Linear Regression and Correlation
- \*Multiply Regression and Correlation Analysis
- \*Chi-Square Applications

<b>Course Code</b>	<b>MAN228</b>				
<b>Course Name</b>	<b>Consumer Behaviour</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>3</b>	<b>0</b>		<b>3</b>	<b>4</b>

This course mainly emphasizes the role of consumer behavior in marketing. In this context, the aim of this lesson is to investigate the factors regarding consumption and how these factors affected consumer behavior and students their rights as a consumer buying experiences to teach ways to protect their right to encounter a problem. This lesson consists of different subjects, such as, importance of consumer behavior in marketing, characteristics of consumer behavior, relationship between marketing and consumer behavior and the factors that affected consumers behavior.

<b>Course Code</b>	<b>MAN214</b>				
<b>Course Name</b>	<b>Corporate Accounting</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The purpose is to teach the establishment procedures of a company, capital increase and decrease operations, profit and loss distribution, liquidation and amalgamation processes. Course Content Definition and Kinds of Enterprise / Sole Proprietorships, Their Characteristics and Accounting Records / Equity Companies: Founding an equity company, recording changes in equity structure, and profit – loss allocations / Cooperatives: Foundation and Accounting Entries

<b>Course Code</b>	<b>MAN216</b>				
<b>Course Name</b>	<b>Tax Law</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The tax subject includes transferring of basic concepts of tax law, according to this concepts and principles studying of each one of tax which in Turkish Tax System and to be assessed of available tax system according to modern tax system

<b>Course Code</b>	<b>MAN220</b>				
<b>Course Name</b>	<b>Brand Management</b>				
	<b>T</b>	<b>U</b>		<b>Cr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The main objective of the course is to present basic concepts of brand management and branding strategies. This course will provide students with the tools necessary to manage a portfolio of brand equities, focusing explicitly on the management task, as distinct from advertising, public relations, product innovation, and other marketing disciplines that are inputs to a brand's optimisation. This course will combine the most current brand management theory with practical applications.

Course Code	MAN218							
Course Name	Business English							
				T	U		Cr	ECTS
				2	0		2	3

This course aims to enable students to communicate better in English in the business and academic world, and to express themselves more fluently, accurately and confidently in English.

Course Code	MAN222							
Course Name	Services Marketing							
				T	U		Cr	ECTS
				2	0		2	3

Fundamental differences between goods and services, an overview of the service sector, consumer decision process in service marketing, service strategy; service delivery process, pricing of services, developing the service communication mix, managing the firm's physical evidence, managing employees and customers, defining and measuring customer satisfaction, service failures and recovery strategies.

## V. SEMESTER

Course Code	MAN301							
Course Name	Business Finance							
				T	U		Cr	ECTS
				3	0		3	6

The main purpose of this course is to introduce students to the duties, aims and methods of finance in businesses. Financial decisions affect all production, marketing and management strategies of the enterprise. Making the right financial decisions requires a good understanding of the basic concepts covered by financial management and under which assumptions and constraints to act in order to achieve the main objectives it targets.

Course Code	MAN303							
Course Name	Production Management							
				T	U		Cr	ECTS
				3	0		3	5

Functions and types of production systems, process selection and capacity planning, facilities layout, job design, work measurement, aggregate planning and project management techniques

Course Code	MAN305							
Course Name	Cost Accounting							
				T	U		Cr	ECTS
				3	0		3	5



The main objective of this course is to define, measure and collect cost information, analyze, prepare, interpret and report it to managers to help the business achieve its goals. In the course, firstly, how to make cost calculations and then how to use this information without making a decision will be discussed. This course contains basic cost terms and classification of costs, raw materials and indirect materials, labor costs and waging systems, factory overheads: Definition, classification and calculation, prepare cost of goods sold statement, classification of cost systems, budgeting of factory overhead, and cost allocations, job-order costing system, process costing system, standard costing system, Variable costing system and leverage analysis and statement of cost of sales and methods of cost calculation.

Course Code	MAN307						
Course Name	Entrepreneurship						
			T	U		Cr	ECTS
			4	0		4	5

The aim of this course is to provide the students with the necessary skills, knowledge and competencies to establish their own business as well as to work for others and to acquire the necessary equipment to develop their own entrepreneurial characteristics. In this course, the conceptual framework of entrepreneurship, approaches, functions, process, culture of entrepreneurship, local and international context of entrepreneurship and entrepreneurship ethics, and most importantly, a successful business plan will be discussed. In this respect, the students will be provided with detailed information about entrepreneurship, and then they will work to increase their entrepreneurial skills.

Course Code	MAN311							
Course Name	Organization Theory							
				T	U		Cr	ECTS
				2	0		2	3

**Aim of the Course:** The main objective of the course is to present basic concepts of organization theory to the students and to help them in developing skills in analysis of business life phenomena with organization theories.

**Learning Outcomes:** Upon completion of this course, the student should:

1. be familiar with organization theories
2. be familiar with link among theories and practices
3. Have an skill to apply organization theories to solve and understand business life phenomena

Course Code	MAN335							
Course Name	Academic Reading and Writing							
				T	U		Cr	ECTS
				2	0		2	3

The primary goal of this course is to introduce students to some of the key concepts, books, articles related to the field of business. In this course, students have the opportunity to learn, discuss, and analyse current issues and challenges surrounding the field of management as well as economics, marketing, finance etc. Upon successful completion of the course, students 1) Demonstrate knowledge and understanding of the nature and significance of business management 2) Critically analyze some of the key concepts in the field of management as well as economics, marketing, finance etc. 3) Learn and Apply how a basic scientific research is conducted in this field. 4) Have developed their research, writing, and verbal presentation skills.

Course Code	MAN345							
Course Name	Data Visualization							
				T	U		Cr	ECTS
				2	0		2	3

The aim of the course is to understand the importance of data. Firstly, the students learn how to prepare data in Excel. After that, the students will visualize the data in Excel and R. Upon successful completion of this course, students will have the knowledge and skills to: 1) Develop skills to both design and critique visualizations, 2) Understand why visualization is an important part of data analysis, 3) Understand the components involved in visualization design, 4) Understand the type of data impacts the type of visualizations.

Course Code	MAN347							
Course Name	Computer Based Accounting Practices							
				T	U		Cr	ECTS
				2	0		2	3

The primary objective of this course is providing knowledge and skills in the application of accounting knowledge in a computerized environment. The students learn the practical application of the theoretical accounting knowledge. Upon successful completion of this course, students will: 1) gain information about enterprise resource planning (ERP) software, 2) learn to create a new database and establish a new company in ERP software, 3) learn to create cash, bank, inventory, personnel, supplier, customer, fixed asset cards and integrate these cards with the uniform chart of accounts, 4) learn sale management in ERP software, 5) learn purchase management in ERP software, 6) learn finance management in ERP software, 7) learn personnel management in ERP software, 8) learn service & expense management in ERP software, 9) learn to make year-end closing transactions in ERP software, 10) learn to take financial statements from ERP software.

<b>Course Code</b>	<b>MAN315</b>				
<b>Course Name</b>	<b>Leadership</b>				
		<b>T</b>	<b>U</b>		<b>Kr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

Concept of leadership, leadership theories, power sources, principles and values in leadership, leadership and ethic, improvement leader, education of leaders, measure and analysis of leadership, leadership research of turkish organizations, leadership and teamwork.

<b>Course Code</b>	<b>MAN317</b>				
<b>Course Name</b>	<b>Marketing Communication</b>				
		<b>T</b>	<b>U</b>		<b>Kr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

The purpose of Marketing Communication is to make the target audience be aware of the product, brand or business, and to inform the consumers about the business and the product. In this context how to plan the activities to be carried out in this environment and how to plan the communication process of marketing is the subject of this course.

<b>Course Code</b>	<b>MAN319</b>				
<b>Course Name</b>	<b>International Financial Reporting Standards</b>				
		<b>T</b>	<b>U</b>	<b>L</b>	<b>Kr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

This course aim is to give an understanding about Financial Reporting Standards issued by Turkish Accounting Standard Board. This course provides a basic introduction to the main philosophical questions concerning scientific knowledge and methodology. The course covers topics on development Turkish Accounting Standards based on International Financial Reporting Standards, conceptual framework, TMS 2- Inventories, TFRS 15 Revenue from Contracts with Customers; TMS 16 Property, Plant and Equipment, TMS 40 Investment Property, TMS, 38 Intangibles Assets, TFRS 5 Fixed Assets Held for Sale and Discontinued Operations, TMS 36 Impairment of Assets, TMS 23 Borrowing Costs TMS 37 Provisions, Contingent Liabilities and Contingent Assets ext.

<b>Course Code</b>	<b>MAN323</b>				
<b>Course Name</b>	<b>Family Business Management</b>				
		<b>T</b>	<b>U</b>	<b>L</b>	<b>Kr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

The main purpose of this course is to share with students the characteristics of family businesses, their differences from other business types, the basic structure of management practices in family businesses, institutionalization in family businesses and their transfer to the following generations, and to enable students to gain an application-oriented perspective on the basis of this knowledge.

<b>Course Code</b>	<b>MAN327</b>				
<b>Course Name</b>	<b>Quality Control</b>				
		<b>T</b>	<b>U</b>		<b>Kr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

This course aims to teach the fundamentals of Total Quality Management (TQM) philosophy, techniques used in Statistical Quality Control ,Acceptance Sampling, and how to set up the Statistical Quality Control system in an enterprise.

**Course Code** | **MAN329**

**Course Name** | **English Speaking**

	<b>T</b>	<b>U</b>		<b>Kr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The aim of the course is to develop the English speaking skills that students will need in their professional life at intermediate and upper level and thus enable them to establish more effectively English communication in their professional life. With in-class speaking, discussion and presentation activities, it is aimed to improve students' foreign language skills by practicing.

**Course Code** | **MAN333**

**Course Name** | **Public Finance**

	<b>T</b>	<b>U</b>		<b>Kr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The aim of this course is to explain the basic concepts and theories of public finance, the place of the public sector in the general economic structure, and the concepts and theories regarding public services and public expenditures.

**Course Code** | **MAN337**

**Course Name** | **Advanced Office Practices**

	<b>T</b>	<b>U</b>		<b>Kr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The main aim of the course is to gain the skills of using Microsoft Office applications, internet and e-mail management programs at a basic level.

**Course Code** | **MAN339**

**Course Name** | **Financial Institutions and Instruments**

	<b>T</b>	<b>U</b>		<b>Kr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The aim of this course is to introduce basic financial institutions and markets such as economic operation, financial markets, interaction between economy and finance, financial instruments and banks.

**Course Code** | **MAN341**

**Course Name** | **Financial Institutions Accounting**

	<b>T</b>	<b>U</b>		<b>Kr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

The main objective of this course to explain Uniform Chart of Accounts of the basic principles of accounting applied by banks in Turkey and accounting transactions with practice.

**Course Code** | **MAN342**

**Course Name** | **Management Information Systems**

	<b>T</b>	<b>U</b>		<b>Kr</b>	<b>ECTS</b>
	<b>2</b>	<b>0</b>		<b>2</b>	<b>3</b>

Concept of management information systems, traditional approach in information processing, strategic role of information systems, importance and emergence of information systems, information systems and decision making, the effects of information systems on business and management functions, security and control of information systems, international communication systems

## VI. SEMESTER

<b>Course Code</b>	<b>MAN302</b>				
<b>Course Name</b>	<b>Financial Management</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>5</b>
<p>The aim of the course is to provide an understanding of the long-term investment decisions of companies, the methods used in the evaluation of investment projects, capital structure and cost of capital. The course will cover the firm's investment policy, capital budgeting methods, methods used in the evaluation of risky investment projects, capital structure and cost of capital. During the course, current financial issues will also be examined.</p>					
<b>Course Code</b>	<b>MAN304</b>				
<b>Course Name</b>	<b>Human Resources Management</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>6</b>
<p>This course is intended to provide an examination of the services provided by a manager of a human resources department. This course will provide an overview of human resources management (HRM). HRM is a fundamental component of the competitiveness, effectiveness, and sustainability of any organization, as it influences who is hired, how they are trained, evaluated, and compensated, and what steps are taken to retain them. Throughout the course we will focus on the role of managers and how they develop effective and efficient human resources practices to that support the strategic goals of their organizations.</p>					
<b>Course Code</b>	<b>MAN306</b>				
<b>Course Name</b>	<b>Managerial Accounting</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>5</b>
<p>The primary objective of managerial accounting course is to provide a solid understanding of cost volume-profit analysis, variable costing, budgeting, standard and activity-base costing. In addition, discussing the need for management accounting information, differentiating between financial accounting and managerial accounting, providing a brief historical description of managerial accounting, identifying the current focus of management accounting, describing the roles of management accountants in an organization and describing the importance of ethical behavior for managers and management accountants are other aims of the course. Finally, it is intended to teach students making efficient decisions in management and arm them with a strong background in cost accounting.</p>					
<b>Course Code</b>	<b>MAN336</b>				
<b>Course Name</b>	<b>Operations Research</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>5</b>
<p>The main objective of the Operation Research course are as follows: 1) to equip students with decision making techniques through mathematical models and present several applications in the business field, 2) Teaching operations research techniques in order for the students to have analytical and systematic thinking skills. The students are expected to be able to do modeling by using the techniques and implement applications in various departments of business.</p>					
<b>Course Code</b>	<b>MAN324</b>				
<b>Course Name</b>	<b>Turkish and World Economy</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
<p>The course analyzes features of The World and the Turkish economy from the early 20th century to the present. In this sense, nationalization and liberal periods, import substitution industrialization, export oriented industrialization and liberal period will be analysed with the current economic objectives. Basic monetary and fiscal policies applied during Pandemics of Covid 19 will be under review.</p>					

<b>Course Code</b>	<b>MAN326</b>				
<b>Course Name</b>	<b>International Business</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
<p>The course provides an introduction to international business. Topics include: global business environment, culture's influence, technological developments, ethical issues, international strategies, human resources management, marketing and production functions related to international business. Students who successfully complete this course will be able to: 1) Analyze the role and impact of global business environment on firms 2) Explain how cultural differences affect international business practices 3) Discuss technological and ethical issues from an international perspective 4) Understand international market entry mode choices 5) Assess the roles of critical business functions such as strategic management, production, marketing and human resource management.</p>					
<b>Course Code</b>	<b>MAN328</b>				
<b>Course Name</b>	<b>Quality Management Systems</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
<p>The aim of the course is to provide students with the basic philosophy of Total Quality Management and quality management systems. In addition, students to implement Total Quality Management in a workplace. This course also aims to introduce students to the concepts of quality, quality control, quality assurance, quality improvement, six sigma, and seven basic quality tools, and ISO 9000 standards.</p>					
<b>Course Code</b>	<b>MAN338</b>				
<b>Course Name</b>	<b>Research Methods</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
<p>To examine scientific research methods and ethics. Scientific research process and the scientific activities to be carried out in this process, basic approaches and concepts (positivism, hypothesis, variable, measurement, scale, etc.) to explain. The aim of this course is to examine the research subject and problem, literature review, research design, data collection and analysis, reporting of research findings and the rise of modern science and scientific research.</p>					
<b>Course Code</b>	<b>MAN314</b>				
<b>Course Name</b>	<b>Investment Project Analysis</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
<p>Basic principles of investment, related legal order concerning investment, the preparation of investment projects, operation and evaluation from an economic perspective, the effects of subsidies on the investment projects, the preparation of investment projects, operation and evaluation from a technical perspective, monitoring investment projects.</p>					
<b>Course Code</b>	<b>MAN320</b>				
<b>Course Name</b>	<b>Labor Law</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
<p>Individual labour law (employment contracts) and collective labour law: trade unions, the collective bargaining process, collective agreements, collective labour disputes and their peaceful settlement, labour conciliation, mediation and arbitration of industrial conflicts, strikes and lockouts as well as labour courts.</p>					
<b>Course Code</b>	<b>MAN322</b>				
<b>Course Name</b>	<b>Turkish Business History</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

It is aimed to learn the development of business management with examples from the world within the framework of the history of business discipline and development of basic knowledge of the evolution of management thought.

<b>Course Code</b>	<b>MAN330</b>				
<b>Course Name</b>	<b>English Listening</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The aim of the course is to improve students' English listening skills through practice.

<b>Course Code</b>	<b>MAN334</b>				
<b>Course Name</b>	<b>Business Ethics</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The aim of this course is two-fold: 1) to gain knowledge about various aspects of the concept of ethics and to use it in analysing ethical unethical decisions/behaviors; 2) to analyze empirical studies and cases about social responsibility and business ethics.

<b>Course Code</b>	<b>MAN340</b>				
<b>Course Name</b>	<b>Accounting for International Trade</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The aim of this course is to teach students the principles of accounting for international trade transactions.

## VII. SEMESTER

<b>Course Code</b>	<b>MAN401</b>				
<b>Course Name</b>	<b>Strategic Management</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>7</b>

Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership. Students are expected to integrate and apply their prior learning to strategic decision making in organisations.

<b>Course Code</b>	<b>MAN405</b>				
<b>Course Name</b>	<b>Auditing</b>				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>7</b>

This course provides information on principles of auditing in elementary and intermediate levels. The primary objective of the course is to teach the students basic auditing terminologies such as internal control, evidence accumulation, auditing standards, tests of controls, audit sampling and risk assessment. The course covers topics on concepts of audit and auditor; needs for the independent audit of financial statements; evaluation of internal control system and the errors with accounting information; definition of audit evidence, types of evidence, techniques of audit, quality of audit evidence; determining the number of samples, audit procedures; audit programs, sample audit program; definition, types, and benefits of working papers; preparation, filing, ownership, and secrecy of working papers; reporting standards, disclosure opinion, and preparation of

audit reports.

<b>Course Code</b>	MAN407				
<b>Course Name</b>	Sectoral Speciality				
			<b>T</b>	<b>U</b>	
			<b>3</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>5</b>
With this course, it is aimed that students gain knowledge about different business sectors, both theoretically and practically. Please follow the current course schedule for detailed information, as each instructor shares course content about different industries.					
<b>Course Code</b>	USD00VII				
<b>Course Name</b>	University Common Elective Course				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>2</b>
<b>Course Code</b>	MAN439				
<b>Course Name</b>	International Finance				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
International Finance will introduce students to global financial markets and operations of multinational firms. Upon completion of this course, the student should be able to: <ol style="list-style-type: none"><li>1. Understand how international financial markets work.</li><li>2. Understand exchange rates and why currency values fluctuate.</li><li>3. Explore methods used to manage risk in the global markets.</li></ol> Understand the process and techniques used to make international investment decisions.					
<b>Course Code</b>	MAN421				
<b>Course Name</b>	Marketing Research				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The course aims to examine information determination, collection, evaluation, and reporting in the context of market and marketing research to provide information that will help marketing managers to work more effectively and make more accurate decisions within the framework of changing market dynamics. This course is aimed to teach all the activities that need to be done in the marketing research process. From data needs analysis, hypothesis development, research design, measurement, and scale development, sampling, data collection process, data preparation and analysis, and reporting of research findings are discussed.					
<b>Course Code</b>	MAN425				
<b>Course Name</b>	Advertising				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The course provides a comprehensive overview of advertising and promotion from an integrated marketing communications (IMC) perspective. It creates a clear understanding of traditional advertising and promotional tools, and shows how other key elements within the marketing communications mix (e.g., advertising, direct marketing, promotion and the Internet) can be integrated. A primary goal of the course is to shift the perceptual focus of class members from an audience to creators of advertising and promotion strategies for businesses.

<b>Course Code</b>	<b>MAN443</b>				
<b>Course Name</b>	<b>Cost and Managerial Accounting Practices</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The aim of the course is to explain how the cost information is determined and how it is used, which is an important information in the planning, control and decision making functions of the managers in organizations. Practices related to cost and management accounting issues are made in this course. In this course also mentioned responsibility accounting and liability reports, transfer pricing, JIT (full-time production), change engineering, target costing, value engineering, activity based costing, kaizen costing, quality costs, balanced score card, resource consumption accounting, phase costing system					
<b>Course Code</b>	<b>MAN423</b>				
<b>Course Name</b>	<b>International Marketing</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
Growing importance of international marketing, economic, political, cultural, environment, international marketing research, segmentation targeting and positioning in international markets, product, price and place decisions in international market					
<b>Course Code</b>	<b>MAN427</b>				
<b>Course Name</b>	<b>Sales Management</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
Basic concepts of sales management, phases of sales process, planning of sales management, improving sales techniques, choosing and training sales personnel, sales strategies to protect and increase market share, creating sales areas, and case studies.					
<b>Course Code</b>	<b>MAN429</b>				
<b>Course Name</b>	<b>Enterprise Resource Planning</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
Enterprise resource planning (ERP) systems are software systems that support corporate information flow and management. The aim of this course is to examine in detail the role of ERP in organizations and integrated information system design, installation and management phases. In addition, within the scope of this course, the technological infrastructures of ERP systems, the integration of the business with other systems, contribution e-business and e-commerce are evaluated.					
<b>Course Code</b>	<b>MAN431</b>				
<b>Course Name</b>	<b>System Analysis and Design</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
This course aims to establish and improve information system analysis, design and development methods and introduces established and evolving methodologies for the analysis, design, and development of an information system.					
<b>Course Code</b>	<b>MAN435</b>				
<b>Course Name</b>	<b>Introduction to Programming</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The aim of the course is to provide the student with the knowledge and skills to write computer code required to apply basic modeling and decision making techniques.					



<b>Course Code</b>	<b>MAN449</b>				
<b>Course Name</b>	<b>Corporate Governance and Social Responsibility</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
This course explains the role and importance of corporate governance and social responsibility and aims to reveal the contributions of corporate social responsibility practices to companies and society.					
<b>Course Code</b>	<b>MAN451</b>				
<b>Course Name</b>	<b>English Reading</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The aim of the course is to improve students' English reading skills with practice.					
<b>Course Code</b>	<b>MAN453</b>				
<b>Course Name</b>	<b>Global Transformation in Business</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The aim of the course is to convey the changes and transformations experienced in the field of business on a global scale to the students with examples.					
<b>Course Code</b>	<b>MAN455</b>				
<b>Course Name</b>	<b>Performance and Reward Management</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
This course aims to train employees who are equipped to carry out and manage the performance appraisal and reward management function of human resources management in enterprises.					
<b>Course Code</b>	<b>MAN457</b>				
<b>Course Name</b>	<b>E-Commerce</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The aim of the course is to give the students the issues encountered in transferring the works and activities, which have become a necessity rather than a preference, to the electronic environment and especially to the internet environment, under different headings, and to discuss the examples from the latest applications in the field of e-commerce.					
<b>Course Code</b>	<b>MAN459</b>				
<b>Course Name</b>	<b>Quantitative Methods</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The subjects of numerical methods, matrix, linear algebra, linear programming, solution of linear programming models, graphs solution method, analytical method, simplex method, dual problem, parametric programming transport model, basic transport models, simulation, game theory, non-linear programming, stock models.					
<b>Course Code</b>	<b>MAN461</b>				
<b>Course Name</b>	<b>Case Studies in Accounting</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Kr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The aim of the course is to analyze and discuss in detail the accounting processes, transactions and problems encountered in business life through case studies and to turn them into strategic decisions.

## VIII. SEMESTER

<b>Course Code</b>	<b>MAN468</b>				
<b>Course Name</b>	<b>Directed Research</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>2</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>3</b>	<b>9</b>
In this course, it is aimed to guide students in scientific research process. Topic selection, hypothesis development, research design, sampling, data collection process, analysis and reporting of research findings are discussed. During the term, the research process of the student is followed weekly and feedback is given. Students are guided at every stage of their research.					
<b>Course Code</b>	<b>MAN440</b>				
<b>Course Name</b>	<b>Securities Analysis</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The main purpose of this course is to introduce students to the investment environment and financial markets. The course aims to give a general idea about the asset pricing models and the valuation of the portfolio performances. Upon completion of this course, the student should be able to:					
<ol style="list-style-type: none"> <li>1. Analyze the risk and return relation of the financial assets.</li> <li>2. Form optimal portfolios through diversification of risk.</li> <li>3. Discuss the Capital Asset Pricing Model and Arbitrage Pricing Theory and their differences.</li> <li>4. Define the efficient market hypothesis and argue implications of the hypothesis.</li> </ol>					
Evaluate the performance of security portfolios					
<b>Course Code</b>	<b>MAN426</b>				
<b>Course Name</b>	<b>Customer Relationship Management</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>
The purpose of this course is to prepare students to understand the importance of customer relations and service in marketing. This course deals with why and how organizations must reach out to touch the customers and the benefits that can be derived from this course of action. This course examines Customer Relationship Management(CRM) and its applications in marketing, sales and service. Throughout the semester, CRM discussions will address relationship marketing with both organizational customers (B2B) and consumers/households (B2C). After successfully completing the course, a student should:					
<ol style="list-style-type: none"> <li>1) Understand the fundamentals of CRM which include customer behavior, relationship marketing, customer satisfaction, loyalty, sales management, closed loop marketing, privacy, ethics, consumer privacy concerns, and the role of Business Intelligence in CRM;</li> </ol>					
Recognise the basic technological infrastructure and organizations involved in current and emerging CRM practices.					
<b>Course Code</b>	<b>MAN454</b>				
<b>Course Name</b>	<b>Positive Organizational Scholarship</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

**Aim of The Course:** This course seeks to understand what represents the best of the human condition in the context of organizations based on scholarly research and theory.

**Course Outcomes:** Upon completion of this course students will meet the concepts of positive organizational scholarship and have chance to build an understanding of optimal individual psychological states. Course outcomes can be summarized as understanding of:

1. Positive Individual Attributes.

2. Positive Emotions

3. Individual and collective strengths (attributes and processes)

<b>Course Code</b>	<b>MAN412</b>				
<b>Course Name</b>	<b>Human Resources Practices</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>
Conducting case study analysis, presentation and reporting by using the theoretical knowledge of the human resources course taken by the students. Researching and reporting the applications regarding human resources in corporate enterprises.					

<b>Course Code</b>	<b>MAN464</b>				
<b>Course Name</b>	<b>Business Skills and Career Management</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

This course aims to provide an understanding of the strategic role that effective career planning and management plays in a successful career and life. Because successful career management has been empirically linked to intrinsic and extrinsic career satisfaction, career management skills should be learned and practiced. To do so necessitates first an understanding of the extant career literature and how you can apply it to your career path. To this end, concepts, techniques, and processes are explored, with an emphasis on linking theory and research with practical lifelong skill development. Topics covered include self-assessment, decision making, personality, career pathways, inter-personal communication and behaviour, as well as social issues surrounding careers.

<b>Course Code</b>	<b>MAN458</b>				
<b>Course Name</b>	<b>Strategic Cost Management</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

The main aim of this course is to establish a connection between strategic management and cost management; The aim of this course is to enable students to get acquainted with the basic issues and approaches of cost management from a strategic point of view. In this course, value concept, value creating and non-value creating activities, strategy concept, strategic management, key issues of strategic cost management; value chain analysis, strategic positioning analysis, cost factors analysis, approaches supporting strategic cost management; activity based costing, product life cycle costing, target costing, just in time approach, economic value added approach, quality costs are covered.

<b>Course Code</b>	<b>MAN414</b>				
<b>Course Name</b>	<b>Job Analysis and Design</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

The aim of this course is to give information about the nature of work, basic concepts of job analysis, job analysis methods, approaches and applications, current job analysis methods and approaches.

<b>Course Code</b>	<b>MAN422</b>				
<b>Course Name</b>	<b>Digital Marketing</b>				
		<b>T</b>	<b>U</b>		<b>Cr</b>
		<b>2</b>	<b>0</b>		<b>2</b>
					<b>ECTS</b>
					<b>3</b>

The aim of the course is to discuss the fundamentals of marketing in the digital age.

<b>Course Code</b>	<b>MAN424</b>				
<b>Course Name</b>	<b>Retail Management</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The aim of the course is to enable students to learn the basic concepts of retail management and to comprehend how basic management functions are performed in retail management.

<b>Course Code</b>	<b>MAN434</b>				
<b>Course Name</b>	<b>Project Management</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

Projects and project management continues to grow in our society and its organizations. Businesses regularly use Project management to accomplish unique outcomes with limited resources under critical time constraints. Aim of this course is to teach occasionally about how to plan and manage project.

<b>Course Code</b>	<b>MAN452</b>				
<b>Course Name</b>	<b>Globalisation and Employment</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The aim of the course is to examine the effects of globalization on business and the effects of globalization on employment policies.

<b>Course Code</b>	<b>MAN456</b>				
<b>Course Name</b>	<b>Data Management</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The goal of the database management course is to teach students to design and use database applications for organizations. Its primary objectives include user requirement analysis, normalization, logical and physical database design, technical and conceptual understanding of data definition and data processing languages for relational and other database models, give experience in databases and data management applications, and using SQL language.

<b>Course Code</b>	<b>MAN460</b>				
<b>Course Name</b>	<b>Forensic Accounting and Fraudulent Transactions</b>				
			<b>T</b>	<b>U</b>	
			<b>2</b>	<b>0</b>	
				<b>Cr</b>	<b>ECTS</b>
				<b>2</b>	<b>3</b>

The aim of this course is to ensure that Forensic Accounting and Fraudulent Transactions issues are addressed and understood correctly, especially basic concepts and definitions.

<b>Course Code</b>	<b>MAN462</b>				
<b>Course Name</b>	<b>Risk Management</b>				
			<b>T</b>	<b>U</b>	
				<b>Cr</b>	<b>ECTS</b>

		2	0		2	3
Risk analysis, risk assessment, environmental risks, mitigation measures and follow up of developing a program to reduce the risks, risk assessment techniques and methods, risk analysis techniques and methods and risk management strategies						
Course Code	MAN466					
Course Name	Administrative Law					
		T	U		Kr	ECTS
		2	0		2	3
The meaning and scope of administrative law, in this context, the duties, powers and responsibilities of the administrative organization and administration in meeting social needs will be explained.						
Course Code	MAN450					
Course Name	Practical Training					
		T	U		Kr	ECTS
		2	0		2	3
The aim of the course is to develop the professional knowledge and experience students will need in business life.						