YALOVA UNIVERSITY

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION (ENGLISH) UNDERGRADUATE CURRICULUM (2024-2025)

I.SEMESTER (FALL)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours U	Cr	ECTS
TDB101	Turkish Language I	2	0	0	2
AIB101	Ataturk's Principles and History of Turkish Revolution I	2	0	0	2
MAN101	Introduction to Business	3	0	3	6
MAN103	Introduction to Accounting	3	0	3	6
MAN107	Sociology	3	0	3	5
MAN109	Basic Mathematics	3	0	3	5
MAN111	Information Technology	3	0	3	4
	Total Credits	**19**	**0**	**15**	**30**

II.SEMESTER (SPRING)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours U	Cr	ECTS
TDB102	Turkish Language II	2	0	0	2
AIB102	Ataturk's Principles and History of Turkish RevolutionII	2	0	0	2
MAN104	Accounting	3	0	3	5
MAN106	Business Informatics	3	0	3	5
MAN112	Business Mathematics	3	0	3	4
MAN114	Introduction to Behavioral Sciences	3	0	3	5
MAN116	Introduction to Law	3	0	3	5
KRY1012	Career Planning	2	0	2	2
	Total Credits	**21**	**0**	**15**	**30**

III. SEMESTER (FALL)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN201	Micro Economics	3	0	3	4
MAN209	Marketing Management	3	0	3	4
MAN211	Inventory Balance Sheet	3	0	3	5
MAN223	Introduction to Statistics	2	2	3	4
MAN225	Obligations Law	3	0	3	4
MAN227	Management and Organisation	3	0	3	5
	Elective course	2	0	2	3
	Total Credits	**19**	**2**	**20**	**29**

1 Elective Course (3 ECTS) is to be selected

IV. SEMESTER (SPRING)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN202	Macro Economics	3	0	3	4
MAN204	Commercial Law	3	0	3	4
MAN206	Organizational Behavior	3	0	3	5
MAN212	Financial Statement Analysis	3	0	3	4
MAN226	Statistical Analysis	2	2	3	4
MAN228	Consumer Behaviour	3	0	3	4
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Total Credits	**21**	**2**	**22**	**31**

2 Elective Course (6 ECTS) is to be selected

V. SEMESTER (FALL)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN301	Business Finance	3	0	3	6
MAN303	Production Management	3	0	3	5
MAN305	Cost Accounting	3	0	3	5
MAN307	Entrepreneurship	4	0	4	5
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Total Credits	**19**	**0**	**19**	**30**

3 Elective Courses (9 ECTS) are to be selected

VI. SEMESTER (SPRING)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN302	Financial Management	3	0	3	5
MAN304	Human Resources Management	3	0	3	6
MAN306	Managerial Accounting	3	0	3	5
MAN336	Operations Research	3	0	3	5
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Total Credits	**18**	**0**	**18**	**30**

3 Elective Courses (9 ECTS) are to be selected

VII. SEMESTER (FALL)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN401	Strategic Management	3	0	3	7
MAN405	Auditing	3	0	3	6
MAN407	Sectoral Speciality	3	0	3	5
USD00VII	University Common Elective Course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Total Credits	**17**	**0**	**17**	**30**

One of which is USD00VII, 4 Elective Courses (12 ECTS) are to be selected

VIII. SEMESTER (SPRING)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
	Elective course (Directed Research)	2	2	3	9
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
	Elective course	2	0	2	3
or	Elective course (Practical Training)	0	30	10	30
	Total Credits	**16**	**23**	**27**	**30**

One of which is MAN 468 Directed Research, 8 Elective courses (30 ECTS) or A single elective MAN 450 Practical Training (30 ECTS) vill be selected.

ELECTIVE COURSES

III. SEMESTER (FALL)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN215	Production Systems	2	0	2	3
MAN217	Public Relations	2	0	2	3
MAN219	Business Readings	2	0	2	3
MAN229	Business Communication	2	0	2	3
MAN233	Money and Banking	2	0	2	3
MAN235	English Grammar	2	0	2	3
MAN237	Search Engine Optimization	2	0	2	3
MAN239	Competition Law	2	0	2	3

IV. SEMESTER (SPRING)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN214	Corporate Accounting	2	0	2	3
MAN216	Tax Law	2	0	2	3
MAN218	Business English	2	0	2	3
MAN220	Brand Management	2	0	2	3
MAN222	Services Marketing	2	0	2	3
MAN230	Italian	2	0	2	3

V. SEMESTER (FALL)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN311	Organization Theory	2	0	2	3
MAN315	Leadership	2	0	2	3
MAN317	Marketing Communication	2	0	2	3
MAN319	International Financial Reporting Standards	2	0	2	3
MAN323	Family Business Management	2	0	2	3
MAN327	Quality Control	2	0	2	3
MAN329	English Speaking	2	0	2	3
MAN333	Public Finance	2	0	2	3
MAN335	Academic Reading and Writing	2	0	2	3
MAN337	Advanced Office Practices	2	0	2	3
MAN339	Financial Institutions and Instruments	2	0	2	3
MAN341	Financial Institutions Accounting	2	0	2	3
MAN343	Management Information Systems	2	0	2	3
MAN345	Data Visualization	2	0	2	3
MAN347	Computer Based Accounting Practices	2	0	2	3
MAN349	Artificial Intelligence in Business and Management	2	0	2	3
MAN351	Brand Law	2	0	2	3

VI. SEMESTER (SPRING)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN314	Investment Project Analysis	2	0	2	3
MAN320	Labor Law	2	0	2	3
MAN322	Turkish Business History	2	0	2	3
MAN324	Turkish and World Economy	2	0	2	3
MAN326	International Business	2	0	2	3
MAN328	Quality Management Systems	2	0	2	3
MAN330	English Listening	2	0	2	3
MAN334	Business Ethics	2	0	2	3
MAN338	Research Methods	2	0	2	3
MAN340	Accounting for International Trade	2	0	2	3
MAN342	Internatiol Commercial Law	2	0	2	3
MAN344	Artificial Intelligence Applications in Businesses	2	0	2	3
MAN346	Social Entrepreneurship in Businesses	2	0	2	3

VII. SEMESTER (FALL)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN421	Marketing Research	2	0	2	3
MAN423	International Marketing	2	0	2	3
MAN425	Advertising	2	0	2	3
MAN427	Sales Management	2	0	2	3
MAN429	Enterprise Resource Planning	2	0	2	3
MAN431	System Analysis and Design	2	0	2	3
MAN435	Introduction to Programming	2	0	2	3
MAN439	International Finance	2	0	2	3
MAN443	Cost and Managerial Accounting Practices	2	0	2	3
MAN449	Corporate Governance and Social Responsibility	2	0	2	3
MAN451	English Reading	2	0	2	3
MAN453	Global Transformation in Business	2	0	2	3
MAN455	Performance and Reward Management	2	0	2	3
MAN457	E-Commerce	2	0	2	3
MAN459	Quantitative Methods	2	0	2	3
MAN461	Case Studies in Accounting	2	0	2	3
MAN463	Consumer Law	2	0	2	3

VIII. SEMESTER (SPRING)

Course Code	Course Name	Weekly Course Hours T	Weekly Course Hours A	Cr	ECTS
MAN412	Human Resources Practices	2	0	2	3
MAN414	Job Analysis and Design	2	0	2	3
MAN422	Digital Marketing	2	0	2	3
MAN424	Retail Management	2	0	2	3
MAN426	Customer Relationship Management	2	0	2	3
MAN434	Project Management	2	0	2	3
MAN440	Securities Analysis	2	0	2	3
MAN450	Practical Training	0	30	10	30
MAN452	Globalisation and Employment	2	0	2	3
MAN454	Positive Psychology	2	0	2	3
MAN456	Data Management	2	0	2	3
MAN458	Strategic Cost Management	2	0	2	3
MAN460	Forensic Accounting and Fraudulent Transactions	2	0	2	3
MAN462	Risk Management	2	0	2	3
MAN464	Business Life Skills	2	0	2	3
MAN466	Administrative Law	2	0	2	3
MAN468	Directed Research	2	2	3	9
MAN470	Enterprise Risk Management in Businesses	2	0	2	3
MAN472	Digital Transformation In Business	2	0	2	3