

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**2020-CURRICULUM COURSE CONTENTS**

**1<sup>st</sup> YEAR 1<sup>st</sup> SEMESTER**

| COURSE (C)  |               | CREDITS |   |   |      |
|---|---------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE    | L       | P | C | ECTS |
| İBF1001   | Mathematics 1 | 3       | 0 | 3 | 5    |
| The topics of business Mathematics I are as follows; numbers, algebra, polynomic and linear functions equations, inequalities, functions, limits, derivative, graphs of functions, single variable optimization. In this course, the above given theoretical topics are covered and the business applications of these topics are introduced to students. |               |         |   |   |      |

| COURSE (C)  |                    | CREDITS |   |   |      |
|---|--------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE         | L       | P | C | ECTS |
| İŞL1001   | Management Science | 3       | 0 | 3 | 7    |
| Basic concepts of business management, definition of business, functions of business, location selection, capacity planning, business environment |                    |         |   |   |      |

| COURSE (C)  |                        | CREDITS |   |   |      |
|---|------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE             | L       | P | C | ECTS |
| KKÜ0001   | Financial Accounting 1 | 3       | 0 | 3 | 4    |
| The course is prepared for the prospective career accountant as well as for potential administrators, and for those who need to understand the function that accounting performs in providing information useful for economic decision making. The basic objective of this course is to introduce the accounting concepts and techniques involved in the communication of relevant financial information in the form of financial statements. |                        |         |   |   |      |

| COURSE (C)   |                   | CREDITS |   |   |      |
|--|-------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE        | L       | P | C | ECTS |
| KKÜ0024  | Social Psychology | 3       | 0 | 3 | 5    |
| Social Psychology, which constitutes an important field of developments in social sciences, constitutes an important field of interest of communication sciences, which is directly related to social development / change and interaction. Within the scope of the course, it is aimed to convey the social facts that informative and didactic researches can be done and which increase communication skills. The historical development of Social Psychology, topics, approach, methods, examination of social influence and compliance behavior, attitudes, attitude change, prejudice, communication and propaganda in the practical framework of attitudes, social roles, status, authority, intergroup communication, culture are discussed. |                   |         |   |   |      |

| COURSE (C)   |                 | CREDITS |   |   |      |
|--|-----------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE      | L       | P | C | ECTS |
| KKÜ0190  | Micro Economics | 3       | 0 | 3 | 4    |
| Economic life, economic activity, actors of economic activity, behaviour forms of these actors, utility and profit maximization, formation of national income, economic growth and economic systems will be taught at initial level. |                 |         |   |   |      |

| COURSE (C)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| OZD0101  | Turkish Language 1 | 2       | 0 | 2 | 2    |
| The meaning of vocabulary, examination of words in several angles, various dimensions of words, phrasal words, concepts and phrases, fault usages in Turkish language, written expressions methods such as novels, articles, essays and poems, examples of presentations, reports and records, business letters and CV writing, discussions and debates. |                    |         |   |   |      |

**(C) => Compulsory (E) => Elective**

| COURSE (C)  |  | CREDITS |   |   |      |
|---|--|---------|---|---|------|
| UNIT CODE   | UNIT TITLE   | L       | P | C | ECTS |
| OZD0103   | Ataturk's Principles and History of Turkish Revolution 1 | 2       | 0 | 2 | 1    |
| Distribution of Ottoman Empire; XIX Century. Tanzimat and Islahat Edict, I. and II. Constitutional Monarchy, Tripoli and Balkan Wars, World War I, Mondros Armistice Treaty, Wilson Principles, Paris Conference, the outbreak of M. Kemal to Samsun and the Situation in Anatolia, Amasya Circular, National Congresses, Opening of the Parliament, Organization of the Grand National Assembly Essential Law, Establishment of the Regular Army, I. İnönü, Kütahya and Eskişehir, Sakarya Battle and Great Attack, Treaties during the War of Independence, Abolition of Sultanate, Lausanne Peace Treaty, Declaration of the Republic. |  |         |   |   |      |

| COURSE (C)   |            | CREDITS |   |   |      |
|--|------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE | L       | P | C | ECTS |
| OZD1101  | English 1  | 2       | 0 | 2 | 2    |
| Grammar, speaking, writing, listening, reading, culture and vocabulary |            |         |   |   |      |

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## 1<sup>st</sup> YEAR 2<sup>nd</sup> SEMESTER

| COURSE (C)   |               | CREDITS |   |   |      |
|--|---------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE    | L       | P | C | ECTS |
| İBF1004  | Mathematics 2 | 3       | 0 | 3 | 5    |
| Integral of functions of single variable, Functions of several variables, Partial Derivatives of functions of several variables, Unconstrained and Constrained Optimization, Matrices. |               |         |   |   |      |

| COURSE (C)   |                 | CREDITS |   |   |      |
|--|-----------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE      | L       | P | C | ECTS |
| İBF2100  | Macro Economics | 3       | 0 | 3 | 4    |
| It is aimed to explain basic economic issues such as national income accounts, inflation, unemployment, growth and development, foreign trade to the student in the light of current data. |                 |         |   |   |      |

| COURSE (C)  |                         | CREDITS |   |   |      |
|---|-------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE              | L       | P | C | ECTS |
| İŞL1002   | Academic Writing Skills | 2       | 0 | 2 | 5    |
| Academic writing, citation, literature review, ethical writing principles |                         |         |   |   |      |

| COURSE (C)   |                        | CREDITS |   |   |      |
|--|------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE             | L       | P | C | ECTS |
| KKÜ0004  | Financial Accounting 2 | 3       | 0 | 3 | 4    |
| Financial accounting information, Basic financial statements, accounting cycle, recording transactions, adjusting entries, trial balance, closing entries, preparing financial statements. |                        |         |   |   |      |

| COURSE (C)  |                             | CREDITS |   |   |      |
|---|-----------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                  | L       | P | C | ECTS |
| KKÜ0800   | Management and Organization | 3       | 0 | 3 | 5    |
| Definition and explanation of management and organization related concepts. |                             |         |   |   |      |

| COURSE (C)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| OZD0102  | Turkish Language 2 | 2       | 0 | 2 | 2    |
| The meaning of vocabulary, examination of words in several angles, various dimensions of words, phrasal words, concepts and phrases, fault usages in Turkish language, written expressions methods such as novels, articles, essays and poems, examples of presentations, reports and records, business letters and CV writing, discussions and debates. |                    |         |   |   |      |

| COURSE (C)  |  | CREDITS |   |   |      |
|---|--|---------|---|---|------|
| UNIT CODE   | UNIT TITLE   | L       | P | C | ECTS |
| OZD0104   | Ataturk's Principles and History of Turkish Revolution 2 | 2       | 0 | 2 | 1    |
| Historical concepts, descriptions, descriptions of resources and methods, French Revolution and Industrial Revolution, Collapse of the Ottoman Empire, Tanzimat and Islahat Firman. order . I. and II. Constitutional Monarchy, Tripoli and Balkan Wars, I. World War, Mondros Truce, Wilson principles, Paris Conference, Atatürk, Samsun and Anatolia, Amasya Notice, National Congress, Opening the Mebusan Assembly, Foundation of Turkish National Assembly TBMM , Internal rebellions, 1921 Organic Law, Foundation of the Army, I. İnönü, Sakarya, Kütahya,Eskişehir Wars and the Last Attack, Pacts during the Turkish War of Independence, Lozan Pact, Abrogate of Sultanate |  |         |   |   |      |

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| COURSE (C)  |            | CREDITS |   |   |      |
|---|------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE | L       | P | C | ECTS |
| OZD0106   | English 2  | 2       | 0 | 2 | 2    |
| Grammar, speaking, writing, listening, reading, culture, and vocabulary |            |         |   |   |      |

| COURSE (C)  |                                | CREDITS |   |     |      |
|---|--------------------------------|---------|---|-----|------|
| UNIT CODE   | UNIT TITLE                     | L       | P | C   | ECTS |
| OZD0110   | Basic Information Technologies | 1       | 1 | 1,5 | 2    |
| Information technologies, computer literacy, Operating System, Word Processing, Spreadsheets, preparing presentation and using internet |                                |         |   |     |      |

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## 2<sup>nd</sup> YEAR 1<sup>st</sup> SEMESTER

| COURSE (C)   |              | CREDITS |   |   |      |
|--|--------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE   | L       | P | C | ECTS |
| İBF0001  | Statistics 1 | 3       | 0 | 3 | 5    |
| <p>In this course, scientific research, collecting data, types of data, describing data, descriptive statistics, introduction to probability and probability distribution given theoretical topics are covered and the business applications of these topics are introduced to students.</p> |              |         |   |   |      |

| COURSE (C)  |                         | CREDITS |   |   |      |
|---|-------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE              | L       | P | C | ECTS |
| İBF0230   | Principles of Marketing | 3       | 0 | 3 | 4    |
| <p>With this course, students will know basic marketing concepts, business associates and other functions, can develop marketing strategies</p> |                         |         |   |   |      |

| COURSE (C)   |                                  | CREDITS |   |   |      |
|--|----------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                       | L       | P | C | ECTS |
| İBF2003  | Year-End Accounting Transactions | 3       | 0 | 3 | 4    |
| <p>Basic terms about subject, floating assets inventory and their assessment, long-term assets inventory their assessment, short-term and long-term liabilities inventor and their assessment, shareholder's equity inventory and their assessment, income statement accounts inventory and their assessment, cost account inventory and their assessments and applications.</p> |                                  |         |   |   |      |

| COURSE (C)  |                         | CREDITS |   |   |      |
|---|-------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE              | L       | P | C | ECTS |
| İŞL2001   | Organizational Behavior | 3       | 0 | 3 | 5    |
| <p>The study of behavior patterns within an organization in a cause-and-effect relationship</p> |                         |         |   |   |      |

| COURSE (C)  |                         | CREDITS |   |   |      |
|---|-------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE              | L       | P | C | ECTS |
| İŞL2003   | Production Management 1 | 3       | 0 | 3 | 5    |
| <p>Production Planning, Stock Management, Project Management, Capacity Planning, Repair-Maintenance Planning, Stock Control, Job Analysis, Production Planning, Quality Control and Wage Management</p> |                         |         |   |   |      |

| COURSE (C)   |                             | CREDITS |   |   |      |
|--|-----------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                  | L       | P | C | ECTS |
| KKÜ0300  | Fundamental Concepts of Law | 3       | 0 | 3 | 4    |
| <p>After giving an overview of the science of law, order and rules of community describes the relationship between the rules of law.</p> |                             |         |   |   |      |

| COURSE (E)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| İBF3110  | Consumer Behaviors | 3       | 0 | 3 | 3    |
| <p>Students who take this course are able to know the behaviors and reactions of the people and able to improve sample models.</p> |                    |         |   |   |      |

| COURSE (E)   |                                   | CREDITS |   |   |      |
|--|-----------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                        | L       | P | C | ECTS |
| İŞL2005  | Understanding Society and Culture | 3       | 0 | 3 | 3    |
| <p>Information necessary to understand society and the world, to recognize its cultural habits, to understand diversity and difference</p> |                                   |         |   |   |      |

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|--|---------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE          | L       | P | C | ECTS |
| İŞL2007  | Office Applications | 1       | 2 | 2 | 3    |
| Basic knowledge about Word, Excel and PowerPoint |                     |         |   |   |      |

| COURSE (E)   |                       | CREDITS |   |   |      |
|--|-----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE            | L       | P | C | ECTS |
| KKÜ0038  | Philosophy of Science | 2       | 0 | 2 | 3    |
| The characteristics of the old and new understanding of science in terms of science and methodology are discussed. |                       |         |   |   |      |

| COURSE (E)   |            | CREDITS |   |   |      |
|--|------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE | L       | P | C | ECTS |
| KKÜ0420  | Psychology | 2       | 0 | 2 | 3    |
| Basic concepts, development, learning and principles of memory, language and communication, impulses and instincts, sensation and perception, personality, behavior disorders and treatment, attitudes and prejudices, and social behavior will be discussed. In every stage of human life starting in childhood psychological behavior. |            |         |   |   |      |

| COURSE (E)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| KÜG1040  | Entrepreneurship 1 | 2       | 0 | 2 | 3    |
| Basic concepts, development, learning and principles of memory, language and communication, impulses and instincts, sensation and perception, personality, behavior disorders and treatment, attitudes and prejudices, and social behavior will be discussed. In every stage of human life starting in childhood psychological behavior. |                    |         |   |   |      |

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## 2<sup>nd</sup> YEAR 2<sup>nd</sup> SEMESTER

| COURSE (C)  |              | CREDITS |   |   |      |
|---|--------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE   | L       | P | C | ECTS |
| İBF0002   | Statistics 2 | 3       | 0 | 3 | 5    |
| Sampling, sampling distribution, population mean and projection estimation, hypothesis testing, analysis of variance, correlation and regression analysis, given theoretical topics and the business applications of these topics are introduce to students |              |         |   |   |      |

| COURSE (C)   |                            | CREDITS |   |   |      |
|--|----------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                 | L       | P | C | ECTS |
| İBF0007  | Human Resources Management | 3       | 0 | 3 | 4    |
| Content of this course are human resource planning, job analysis and design, recruitment and selection, training and development, performance evaluation, career management, job evaluation, compensation, employee health and safety, HRM applications in international business. |                            |         |   |   |      |

| COURSE (C)  |                      | CREDITS |   |   |      |
|---|----------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE           | L       | P | C | ECTS |
| İŞL2002   | Marketing Management | 3       | 0 | 3 | 4    |
| The basic concepts of marketing management, marketing planning, strategic management and marketing practices. |                      |         |   |   |      |

| COURSE (C)   |                      | CREDITS |   |   |      |
|--|----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE           | L       | P | C | ECTS |
| İŞL2004  | Research Methodology | 3       | 0 | 3 | 5    |
| Content of this course are basic concepts of research, defining the research problem, design of research and sampling, measurement techniques, data collection, analysis of data, interpretation and report writing. |                      |         |   |   |      |

| COURSE (C)  |                                      | CREDITS |   |   |      |
|---|--------------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                           | L       | P | C | ECTS |
| İŞL2006   | Valuation Applications in Accounting | 3       | 0 | 3 | 4    |
| Performing period-end transactions for the preparation of financial statements in accounting, performing period-end transactions in the light of generally accepted accounting concepts and principles, and presenting accurate and reliable information to accounting-related parties through financial statements, preparation of month-end trial balance, general provisional balance and final balance sheet, and preparing the income statement, recognizing the principles and concepts behind the accounting recording process, detecting and correcting incorrect records. Counting and valuing assets and resources, year-end records, erroneous records, trial balance, preparation of detailed financial statements. |                                      |         |   |   |      |

| COURSE (C)   |                         | CREDITS |   |   |      |
|--|-------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE              | L       | P | C | ECTS |
| İŞL2008  | Production Management 2 | 3       | 0 | 3 | 5    |
| Production Planning, Stock Management, Project Management, Capacity Planning, Repair-Maintenance Planning, Stock Control, Job Analysis, Production Planning, Quality Control and Wage Management |                         |         |   |   |      |

| COURSE (E)  |                      | CREDITS |   |   |      |
|---|----------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE           | L       | P | C | ECTS |
| İŞL2012   | Information Literacy | 2       | 0 | 2 | 3    |
| Types of Information, Sources of Information, Analyzing Information |                      |         |   |   |      |

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|--|--------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE               | L       | P | C | ECTS |
| İŞL2014  | Advanced Thinking Skills | 2       | 0 | 2 | 3    |
| Considering the literature on thinking skills and high-level thinking, the topics of thinking styles, skills, and the acquisition of qualifications to be a qualified individual are foreseen. |                          |         |   |   |      |

| COURSE (E)   |                                  | CREDITS |   |   |      |
|--|----------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                       | L       | P | C | ECTS |
| İŞL2016  | Consumption Society and Cultures | 2       | 0 | 2 | 3    |
| To be able to develop interdisciplinary knowledge that will explain the political, economic, cultural and social functioning at the local, national and transnational level. |                                  |         |   |   |      |

| COURSE (E)   |            | CREDITS |   |   |      |
|--|------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE | L       | P | C | ECTS |
| İŞL2018  | E-Commerce | 2       | 0 | 2 | 3    |
| Understanding the e-commerce world, commerce in the digital world, e-consumer behavior, electronic marketing and mobile marketing, mobile commerce |            |         |   |   |      |

| COURSE (E)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| KÜG1050  | Entrepreneurship 2 | 2       | 0 | 2 | 3    |
| Creativity and Innovation, Internet entrepreneurship |                    |         |   |   |      |

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### 3<sup>rd</sup> YEAR 1<sup>st</sup> SEMESTER

| COURSE (C)   |                        | CREDITS |   |   |      |
|--|------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE             | L       | P | C | ECTS |
| İBF0160  | Financial Management 1 | 3       | 0 | 3 | 4    |
| In this course; the basic concepts of financial management, time value of money, financial analysis, breakeven and leverage analysis, financial planning and control, working capital management, management of cash and cash equivalents, receivables and inventory management are discussed. |                        |         |   |   |      |

| COURSE (C)   |                       | CREDITS |   |   |      |
|--|-----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE            | L       | P | C | ECTS |
| KKÜ0200  | Operations Research 1 | 3       | 0 | 3 | 5    |
| Analysis of business problems, modeling, solving, and interpreting the result. |                       |         |   |   |      |

| COURSE (C)  |                 | CREDITS |   |   |      |
|---|-----------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE      | L       | P | C | ECTS |
| KKÜ0610   | Cost Accounting | 3       | 0 | 3 | 4    |
| Comparison of concepts cost, expense, expenditure and loss, determination of the relationship between cost with balance sheet and income statement, classification of costs, making accounting records, distributing expenses, loading expenses on products and other special issues. |                 |         |   |   |      |

| COURSE (E)  |            | CREDITS |   |   |      |
|---|------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE | L       | P | C | ECTS |
| İBF0100   | Tax Law    | 3       | 0 | 3 | 4    |
| To explain the basic concepts of tax law and the application of tax laws. To state the importance of taxation authority. To teach how to ensure the legality of the transactions to be made by the state in the field of taxation, taxpayer rights and how to use these rights. To give detailed information about the taxation process, tax crimes and penalties, tax jurisdiction and the Turkish tax system. It is aimed to train conscious lawyers who are aware of taxation. |            |         |   |   |      |

| COURSE (E)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| İBF0120  | Law of Obligations | 3       | 0 | 3 | 4    |
| To teach the basic concepts and institutions related to the law of obligations, to gain the ability to make professional and scientific analysis on the law of obligations and to acquire the ability to solve the problems related to the law of obligations. |                    |         |   |   |      |

| COURSE (E)  |                 | CREDITS |   |   |      |
|---|-----------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE      | L       | P | C | ECTS |
| İBF0180   | Turkish Economy | 3       | 0 | 3 | 4    |
| Economic structure in the Ottoman period, economic structure in the first ten years of republic, industrialism period, economic developments in the second world war period, etc. |                 |         |   |   |      |

| COURSE (E)  |                                | CREDITS |   |   |      |
|---|--------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                     | L       | P | C | ECTS |
| İŞL3001   | Business Games and Simulations | 3       | 0 | 3 | 5    |
| Basic concepts of game theory and its application areas in business administration. |                                |         |   |   |      |

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| COURSE (E)   |                      | CREDITS |   |   |      |
|--|----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE           | L       | P | C | ECTS |
| İŞL3003  | Marketing Strategies | 3       | 0 | 3 | 5    |
| Case studies on product management, service management, Total Quality management, time management, development of organization, human sources management, brand strategies, international marketing strategies, product strategies, minimization cost and cost analysis, growth strategies and Project management, sales management, cost and price strategies, sales on internet, public relations, customer behaviors, art of persuasion, market and product development, determine of market and promotion, specialized case studies. |                      |         |   |   |      |

  

| COURSE (E)  |                                       | CREDITS |   |   |      |
|---|---------------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                            | L       | P | C | ECTS |
| İŞL3005   | Supply Chain and Logistics Management | 3       | 0 | 3 | 5    |
| To address and examine the concepts of logistics and supply chain, which are developing as a new business discipline, their importance and their main problem/decision areas. |                                       |         |   |   |      |

| COURSE (E)   |  | CREDITS |   |   |      |
|--|--|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                                     | L       | P | C | ECTS |
| İŞL3007  | Product Management and New Product Development | 3       | 0 | 3 | 5    |
| Production Planning, Stock Management, Project Management, Capacity Planning, Repair-Maintenance Planning, Stock Control, Job Analysis, Production Planning, Quality Control and Wage Management |  |         |   |   |      |

| COURSE (E)   |                              | CREDITS |   |   |      |
|--|------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                   | L       | P | C | ECTS |
| İŞL3009  | Sales Management and Pricing | 3       | 0 | 3 | 5    |
| Basic Principles in Sales Management, Development Process of Sales Management, Motivation of Sellers, Training of Sellers, Types of vendors and customers, Pricing methods |                              |         |   |   |      |

| COURSE (E)   |                      | CREDITS |   |   |      |
|--|----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE           | L       | P | C | ECTS |
| İŞL3011  | Promotion Management | 3       | 0 | 3 | 5    |
| Promotion, advertising, sales promotion, direct marketing, public relations, personal selling, sales promotion |                      |         |   |   |      |

| COURSE (E)   |  | CREDITS |   |   |      |
|--|--|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                                   | L       | P | C | ECTS |
| İŞL3013  | Current Issues in Human Resources Management | 3       | 0 | 3 | 5    |
| Human Resources Management, Intellectual Capital, Diversity Management |  |         |   |   |      |

| COURSE (E)  |                        | CREDITS |   |   |      |
|---|------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE             | L       | P | C | ECTS |
| İŞL3015   | Organizational Culture | 3       | 0 | 3 | 5    |
| Issues such as the relationship between social culture and organizational culture, the definition of organizational culture, its elements, factors affecting its formation, functions, characteristics, determinants, organizational culture models, approaches, ethical culture and cultural change will be covered during the period. |                        |         |   |   |      |

| COURSE (E)   |                      | CREDITS |   |   |      |
|--|----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE           | L       | P | C | ECTS |
| İŞL3017  | Turkish Labor Market | 3       | 0 | 3 | 5    |
| It is envisaged to achieve the objectives by addressing the workers in the labor market, the unemployed, women, those working in the flexible working system, participation in the labor force, and the implementation of policies and programs. |                      |         |   |   |      |

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|---|-------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE              | L       | P | C | ECTS |
| İŞL3019   | Corporations Accounting | 3       | 0 | 3 | 5    |
| According to the New TCC collective companies, limited liability companies, joint stock company, limited liability company and the name given general information about the company, organization, changes in capital, profit / loss distribution, merger and liquidation of the examined accounting records. |                         |         |   |   |      |

| COURSE (E)   |                        | CREDITS |   |   |      |
|--|------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE             | L       | P | C | ECTS |
| İŞL3021  | Accounting Standards 1 | 3       | 0 | 3 | 5    |
| It is aimed to have knowledge about the Turkish Accounting and Financial Reporting Standards, to examine the basic principles and applications and to show the operation of the standards. |                        |         |   |   |      |

| COURSE (E)  |                            | CREDITS |   |   |      |
|---|----------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                 | L       | P | C | ECTS |
| İŞL3023   | Working Capital Management | 3       | 0 | 3 | 5    |
| Definition, importance, elements, calculation and management of working capital |                            |         |   |   |      |

| COURSE (E)   |                        | CREDITS |   |   |      |
|--|------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE             | L       | P | C | ECTS |
| KKÜ0570  | Performance Management | 3       | 0 | 3 | 4    |
| Performance, Performance Management, Human Resources Management, Performance Evaluation, Rewarding |                        |         |   |   |      |

| COURSE (E)   |                           | CREDITS |   |   |      |
|--|---------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                | L       | P | C | ECTS |
| KKÜ3014  | Statistical Data Analysis | 2       | 0 | 2 | 4    |
| Characteristics of forecasting activity, principles of forecasting, basic forecasting techniques used in managerial decision making. |                           |         |   |   |      |

(C) => Compulsory (E) => Elective

**3<sup>rd</sup> YEAR 2<sup>nd</sup> SEMESTER**

| COURSE (C)  |                           | CREDITS |   |   |      |
|---|---------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                | L       | P | C | ECTS |
| İŞL3002   | Cost Systems and Analysis | 3       | 0 | 3 | 4    |
| Order Costing System, Process Costing System, Standard Costing System, Actual Cost System, Estimated (Normal) Cost System, Full Cost System, Variable Cost System |                           |         |   |   |      |

| COURSE (C)  |                      | CREDITS |   |   |      |
|---|----------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE           | L       | P | C | ECTS |
| İŞL3004   | Strategic Management | 3       | 0 | 3 | 5    |
| To teach the management process, which consists of planning, determining and implementing strategies, together with internal-external environment analysis, which is necessary for businesses to gain competitive advantage in order to survive in the long term. |                      |         |   |   |      |

| COURSE (C)  |                        | CREDITS |   |   |      |
|---|------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE             | L       | P | C | ECTS |
| İŞL3006   | Financial Management 2 | 3       | 0 | 3 | 4    |
| Certainty, uncertainty, risk and return, capital budgeting, sources of financing, cost of capital and capital structure, dividend policy and practices. |                        |         |   |   |      |

| COURSE (E)   |                          | CREDITS |   |   |      |
|--|--------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE               | L       | P | C | ECTS |
| İBF0004  | Psychology of Management | 3       | 0 | 3 | 4    |
| Basic concepts, goals, features, functions and techniques of management psychology |                          |         |   |   |      |

| COURSE (E)   |                       | CREDITS |   |   |      |
|--|-----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE            | L       | P | C | ECTS |
| İBF4100  | International Finance | 3       | 0 | 3 | 4    |
| International business, markets, institutions, resources, crises, and balance of payment |                       |         |   |   |      |

| COURSE (E)  |                              | CREDITS |   |   |      |
|---|------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                   | L       | P | C | ECTS |
| İŞL3008   | Applied Statistics with SPSS | 3       | 0 | 3 | 5    |
| Practical training of SPSS program and examination of applied examples. |                              |         |   |   |      |

| COURSE (E)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| İŞL3012  | Marketing Research | 3       | 0 | 3 | 5    |
| The students regarding marketing research; students have learned the research process and techniques, problem identification, sampling and data collection techniques, statistical valuation techniques, analysis and interpretation |                    |         |   |   |      |

| COURSE (E)  |                    | CREDITS |   |   |      |
|---|--------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE         | L       | P | C | ECTS |
| İŞL3014   | Services Marketing | 3       | 0 | 3 | 5    |
| The importance of the concept of service and the service sector, services and classification of services, service businesses and elements of the traditional marketing mix, marketing and service personnel, and customer service, marketing, and physical evidence of the service. |                    |         |   |   |      |

**(C) => Compulsory (E) => Elective**

| COURSE (E)  |                         | CREDITS |   |   |      |
|---|-------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE              | L       | P | C | ECTS |
| İŞL3016   | International Marketing | 3       | 0 | 3 | 5    |
| International markets and types of entering international markets, vision, mission, goals, product, price, place and promotion in international markets |                         |         |   |   |      |

| COURSE (E)   |                                   | CREDITS |   |   |      |
|--|-----------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                        | L       | P | C | ECTS |
| İŞL3018  | Production Systems and Technology | 3       | 0 | 3 | 5    |
| Production systems, production methods, modern production techniques |                                   |         |   |   |      |

| COURSE (E)   |                    | CREDITS |   |   |      |
|--|--------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE         | L       | P | C | ECTS |
| İŞL3022  | Career Development | 3       | 0 | 3 | 5    |
| It contains career concept, career planning, relationship of career planning with vocational counseling, individual career development, CV preparation and CV types, job interviews and interviews, career planning process, applicability of career counseling in schools, lifelong career planning, etc. |                    |         |   |   |      |

| COURSE (E)  |                                    | CREDITS |   |   |      |
|---|------------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                         | L       | P | C | ECTS |
| İŞL3024   | Contemporary Leadership Approaches | 3       | 0 | 3 | 5    |
| Basic information about the concept of leadership, basic psychological elements associated with the concept of leadership and current theories will be explained and how theoretical knowledge can be applied in organizations will be emphasized. The course aims at students' understanding of leadership and related concepts in depth and developing their own leadership skills. |                                    |         |   |   |      |

| COURSE (E)  |                                    | CREDITS |   |   |      |
|---|------------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                         | L       | P | C | ECTS |
| İŞL3026   | Contemporary Management Approaches | 3       | 0 | 3 | 5    |
| Post-Modern, Contemporary and Current Concepts and approaches are taught. |                                    |         |   |   |      |

| COURSE (E)  |                            | CREDITS |   |   |      |
|---|----------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                 | L       | P | C | ECTS |
| İŞL3028   | Organizational Development | 3       | 0 | 3 | 5    |
| Topics such as definition and importance of change, internal and external causes and types, change process, change and organizational culture, organizational structure, conflict management, change barriers, change leadership will be covered. Determining the difference between the types of change in organizations and managing it successfully, discussing the organizational structure and managerial approaches that facilitate change are determined as the main issues. In the course of the course, in addition to the theoretical background, case studies will also be used. |                            |         |   |   |      |

| COURSE (E)   |   | CREDITS |   |   |      |
|--|---|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                                | L       | P | C | ECTS |
| İŞL3032  | Current Issues in Organizational Behavior | 3       | 0 | 3 | 5    |
| The content of the course consists of focusing on individual behaviors within the individual and group, and examining the factors affecting the behavior of employees in the organizational environment and the consequences of these behaviors. These current issues are organizational behavior research and various aspects of behavior in organizations, organizational citizenship behavior, organizational silence, organizational commitment, organizational justice, psychological contract, organizational cynicism, burnout, psychological harassment in the workplace, psychological capital, favoritism, alienation, emotional labor, etc. |   |         |   |   |      |

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| COURSE (E)   |                        | CREDITS |   |   |      |
|--|------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE             | L       | P | C | ECTS |
| İŞL3034  | Accounting Standards 2 | 3       | 0 | 3 | 5    |
| Accounting standards published by the public oversight authority |                        |         |   |   |      |

| COURSE (E)   |                        | CREDITS |   |   |      |
|--|------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE             | L       | P | C | ECTS |
| İŞL3036  | Specialized Accounting | 3       | 0 | 3 | 5    |
| To introduce Bank, Construction, Tourism, Insurance, Sector accounting |                        |         |   |   |      |

| COURSE (E)  |                                | CREDITS |   |   |      |
|---|--------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                     | L       | P | C | ECTS |
| İŞL3038   | Business Environment in Turkey | 3       | 0 | 3 | 5    |
| To reveal the effects of national and international environments, legislation and structures that businesses are in contact with; To examine the institutional environment required for investment. |                                |         |   |   |      |

| COURSE (E)   |                           | CREDITS |   |   |      |
|--|---------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                | L       | P | C | ECTS |
| KKÜ0330  | Commercial Enterprise Law | 3       | 0 | 3 | 3    |
| We inform to students about the story and sources of law of commercial enterprise. |                           |         |   |   |      |

| COURSE (E)   |                       | CREDITS |   |   |      |
|--|-----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE            | L       | P | C | ECTS |
| KKÜ3002  | Operations Research 2 | 3       | 0 | 3 | 5    |
| Analysis of business problems, modeling, solving, and interpreting the result. |                       |         |   |   |      |

| COURSE (E)  |                      | CREDITS |   |   |      |
|---|----------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE           | L       | P | C | ECTS |
| KÜG1010   | Volunteering Studies | 1       | 2 | 2 | 4    |
| Management and Organization Concepts; The Concept of Volunteering and Volunteer Management, Basic Volunteering Areas (Disaster and Emergency, Environment, Education and Culture, Sports, Health and Social Services etc.), Project Development Related to Volunteer Work and Participation in Volunteer Work in the fields of Ethics, Morality, Religion in Volunteer Work, Traditional Values and Principles; Participation in Voluntary Work in Public Institutions, Local Governments and Civil Society Organizations (NGOs), Risk Groups and Volunteering in the Community, Immigrants and Volunteering. |                      |         |   |   |      |

(C) => Compulsory (E) => Elective

#### 4<sup>th</sup> YEAR 1<sup>st</sup> SEMESTER

| COURSE (C)  |                  | CREDITS |   |   |      |
|---|------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE       | L       | P | C | ECTS |
| KKÜ0210   | Special Topics 1 | 0       | 2 | 1 | 4    |
| The student prepares an assignment related to the field of expertise of the lecturer within the scope of what he/she has learned during his/her undergraduate life. |                  |         |   |   |      |

| COURSE (E)  |                                | CREDITS |   |   |      |
|---|--------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                     | L       | P | C | ECTS |
| İBF0140   | Financial Statement Analysis 1 | 3       | 0 | 3 | 3    |
| Financial statements, application of analysis techniques and interpretation |                                |         |   |   |      |

| COURSE (E)   |                         | CREDITS |   |   |      |
|--|-------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE              | L       | P | C | ECTS |
| İBF0210  | Computerized Accounting | 2       | 0 | 2 | 3    |
| Program installation, function keys, corporate processing, bill of sale, cheque and debenture processing, current accounts, introduce to general account, LKS and ETA programs, management modules and reports |                         |         |   |   |      |

| COURSE (E)  |                    | CREDITS |   |   |      |
|---|--------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE         | L       | P | C | ECTS |
| İBF0220   | Turkish Tax System | 2       | 0 | 2 | 3    |
| Comprehending the applications related to tax system, jural analysis of taxes in Turkish tax system |                    |         |   |   |      |

| COURSE (E)   |                       | CREDITS |   |   |      |
|--|-----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE            | L       | P | C | ECTS |
| İBF3007  | Organizational Theory | 3       | 0 | 3 | 4    |
| Scopes, stages of development and characteristics of the main theories in the organization |                       |         |   |   |      |

| COURSE (E)  |             | CREDITS |   |   |      |
|---|-------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE  | L       | P | C | ECTS |
| İŞL4001   | Company Law | 3       | 0 | 3 | 6    |
| The Conception of enterprises, incorporated body, ordinary partnership, unlimited companies, capital stock companies, incorporated society, limited liability company |             |         |   |   |      |

| COURSE (E)  |                             | CREDITS |   |   |      |
|---|-----------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                  | L       | P | C | ECTS |
| İŞL4003   | Applied Operations Research | 3       | 0 | 3 | 6    |
| Operations research applications in agriculture, food, mining, forestry, airline, energy, health and other related sectors. |                             |         |   |   |      |

| COURSE (E)  |             | CREDITS |   |   |      |
|---|-------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE  | L       | P | C | ECTS |
| İŞL4005   | Advertising | 3       | 0 | 3 | 6    |
| All concepts, functions, planning, strategy development, advertising channels, advertising ethics, advertising psychology, advertising distinctions, advertising measurement for the advertising function |             |         |   |   |      |

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| COURSE (E)   |                   | CREDITS |   |   |      |
|--|-------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE        | L       | P | C | ECTS |
| İŞL4007  | Digital Marketing | 3       | 0 | 3 | 6    |
| Understanding the digital marketing world, commerce in the digital world, consumer behavior in the digital world, mobile marketing and social media concepts |                   |         |   |   |      |

| COURSE (E)   |                                  | CREDITS |   |   |      |
|--|----------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                       | L       | P | C | ECTS |
| İŞL4009  | Tourism Management and Marketing | 3       | 0 | 3 | 6    |
| Marketing, tourism marketing, service marketing, marketing strategies, marketing applications. |                                  |         |   |   |      |

| COURSE (E)   |  | CREDITS |   |   |      |
|--|--|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                                       | L       | P | C | ECTS |
| İŞL4011  | Digital Transformation and Innovation Management | 3       | 0 | 3 | 6    |
| The digital transformation and innovation course covers topics based on the design, development and management of digital products and services. The economic and technological principles underlying digital transformation, emerging technologies and innovation of products and services will be studied through case studies. In addition, the concept of Digital Transformation, Digital Transformation-Innovation Relationship and the factors that make up the Digital Transformation, Business Barriers to Digital Transformation, Industry 4.0 and its Features, Methodologies Related to Digital Transformation, New Technologies and Trends (Internet of Things, Artificial Intelligence and Others), Sustainable Digital Transformation Creating Culture etc. subjects will also be mentioned. |  |         |   |   |      |

| COURSE (E)  |   | CREDITS |   |   |      |
|---|---|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                                | L       | P | C | ECTS |
| İŞL4013   | Business Ethics and Social Responsibility | 3       | 0 | 3 | 6    |
| Ethics, ethics, ethical theories, ethics and economics, stakeholders and businesses, responsibilities of businesses, social responsibility, social entrepreneurship are examined. |   |         |   |   |      |

| COURSE (E)   |                                      | CREDITS |   |   |      |
|--|--------------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                           | L       | P | C | ECTS |
| İŞL4015  | Disadvantageous Groups in Businesses | 3       | 0 | 3 | 6    |
| The concept of Disadvantaged Group in Working Life, Disabled People in Working Life, Long-Term Unemployed, Child Workers, Young Unemployed, Women, Employees in Flexible Working System, Programs for Protecting Disadvantaged Groups and Ensuring Their Participation in Labor Force, Problems Encountered in the Implementation of Programs will be achieved by addressing the objectives. |                                      |         |   |   |      |

| COURSE (E)   |  | CREDITS |   |   |      |
|--|--|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                               | L       | P | C | ECTS |
| İŞL4017  | Intergenerational Differences Management | 3       | 0 | 3 | 6    |
| The content of this course consists of subjects such as the concept of difference and generation, generational approaches, characteristics of generations from past to present, characteristics of generations, intergenerational similarities and differences, intergenerational relations, needs of generations, decision making for the structure of generations in social and economic life. |  |         |   |   |      |

| COURSE (E)  |                              | CREDITS |   |   |      |
|---|------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                   | L       | P | C | ECTS |
| İŞL4019   | Organizational Communication | 3       | 0 | 3 | 6    |
| Basic concepts, goals, features, functions and techniques of organizational communication |                              |         |   |   |      |

(C) => Compulsory (E) => Elective



| COURSE (E)   |  | CREDITS |   |   |      |
|--|--|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                                   | L       | P | C | ECTS |
| İŞL4021  | Management of Non-Governmental Organizations | 3       | 0 | 3 | 6    |
| It includes main topics such as researching the place of non-governmental organizations in Social Responsibility Studies; Examining the role of NGOs in Policy Development Process; Understanding the Contribution of NGOs to Policy Development Processes on National and International Issues. |  |         |   |   |      |

| COURSE (E)   |                                       | CREDITS |   |   |      |
|--|---------------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                            | L       | P | C | ECTS |
| İŞL4023  | International Business Administration | 3       | 0 | 3 | 6    |
| To obtain the equivalent of business activities and practices in the international arena |                                       |         |   |   |      |

| COURSE (E)  |                      | CREDITS |   |   |      |
|---|----------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE           | L       | P | C | ECTS |
| İŞL4025   | Auditing Standards 1 | 3       | 0 | 3 | 6    |
| Audit function, accounting profession, professional ethics in auditing, Generally accepted auditing standards, the audit objectives, the audit process, materiality and audit risk in the audit process, audit reports, fraudulent financial reporting and professional responsibilities of auditors, audit evidences and procedures, working papers, internal control system, auditing the cash cycle, auditing the accounts receivable , auditing the inventories auditing the fixed assets, auditing the liabilities, auditing the equity auditing the income statement and case studies |                      |         |   |   |      |

| COURSE (E)  |  | CREDITS |   |   |      |
|---|--|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                             | L       | P | C | ECTS |
| İŞL4027   | Accounting of Foreign Trade Operations | 3       | 0 | 3 | 6    |
| The concept of foreign trade, types of foreign trade (import & export), types of exports, types of payment in export, types of delivery in export, import and import operations, types of imports and imports, transactions to be made in the import business |  |         |   |   |      |

| COURSE (E)  |                       | CREDITS |   |   |      |
|---|-----------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE            | L       | P | C | ECTS |
| İŞL4029   | Management Accounting | 3       | 0 | 3 | 6    |
| This course includes students' knowledge of cost accounting; It aims to enable them to use operations in decision-making processes such as planning, controlling activities and performance evaluation. |                       |         |   |   |      |

| COURSE (E)   |                               | CREDITS |   |   |      |
|--|-------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                    | L       | P | C | ECTS |
| İŞL4031  | Advanced Financial Accounting | 3       | 0 | 3 | 6    |
| Financial accounting information, Basic financial statements, accounting cycle, recording transactions, adjusting entries, trial balance, closing entries, preparing financial statements. |                               |         |   |   |      |

| COURSE (E)   |                     | CREDITS |   |   |      |
|--|---------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE          | L       | P | C | ECTS |
| İŞL4033  | Finance Mathematics | 3       | 0 | 3 | 6    |
| Time Value of Money, Annuity, Interest Rates, Debt Amortization, Payment of debt |                     |         |   |   |      |

| COURSE (E)   |   | CREDITS |   |   |      |
|--|---|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                                | L       | P | C | ECTS |
| İŞL4035  | Crypto Currency and Blockchain Technology | 3       | 0 | 3 | 6    |
| Blockchain technology, cryptocurrency, bitcoin, altcoins |   |         |   |   |      |

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| COURSE (E)   |                                | CREDITS |   |   |      |
|--|--------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                     | L       | P | C | ECTS |
| KKÜ0029  | Management Information Systems | 3       | 0 | 3 | 4    |
| Database Management, Information Systems, Basic concepts |                                |         |   |   |      |

| COURSE (E)   |                  | CREDITS |   |   |      |
|--|------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE       | L       | P | C | ECTS |
| KKÜ0710  | Public Relations | 3       | 0 | 3 | 4    |
| The process of public relations, public relations, close to the other concepts, to interpret the concepts of public relations and marketing. |                  |         |   |   |      |

| COURSE (E)   |                        | CREDITS |   |   |      |
|--|------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE             | L       | P | C | ECTS |
| KKÜ0720  | Professional English 1 | 2       | 0 | 2 | 3    |
| The process of public relations, public relations, close to the other concepts, to interpret the concepts of public relations and marketing. |                        |         |   |   |      |

| COURSE (E)   |                                  | CREDITS |   |   |      |
|--|----------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                       | L       | P | C | ECTS |
| KÜG1020  | Occupational Health and Safety 1 | 1       | 0 | 1 | 2    |
| General definitions and concepts about occupational health and safety, legal regulations, regulations regarding the employment of women, youth and child workers, what to do in emergencies at workplaces, occupational diseases, occupational accidents |                                  |         |   |   |      |

| COURSE (E)   |             | CREDITS |   |   |      |
|--|-------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE  | L       | P | C | ECTS |
| MÜH0002  | Fuzzy Logic | 3       | 0 | 3 | 5    |
| Examination of the general approach and application areas of fuzzy logic system. |             |         |   |   |      |

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#### 4<sup>th</sup> YEAR 2<sup>nd</sup> SEMESTER

| COURSE (C)  |                  | CREDITS |   |   |      |
|---|------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE       | L       | P | C | ECTS |
| KKÜ0016   | Special Topics 2 | 0       | 2 | 1 | 4    |
| The student prepares an assignment related to the field of expertise of the lecturer within the scope of what he/she has learned during his/her undergraduate life. |                  |         |   |   |      |

| COURSE (E)  |  | CREDITS |   |   |      |
|---|--|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                                   | L       | P | C | ECTS |
| FEF0140   | Investment Analysis and Portfolio Management | 2       | 0 | 2 | 3    |
| Financial Assets, Markets and Instruments, Risk Concept and Risk Measurement, Return, Factor Models and APT, Efficient Market Hypothesis, Risk Capital, Evaluation of Investment Analysis |  |         |   |   |      |

| COURSE (E)   |            | CREDITS |   |   |      |
|--|------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE | L       | P | C | ECTS |
| İBF4002  | Auditing   | 3       | 0 | 3 | 4    |
| Auditing function, accounting profession, professional ethics in independent auditing, generally accepted auditing standards, audit objectives, audit process, materiality and risk in the audit process, audit reports, fraudulent financial reporting and auditors' responsibility, audit evidence and procedures, working papers, internal control system Control of cash system, control of receivables, control of stocks, inspection of fixed assets, inspection of foreign resources, inspection of equities, inspection of income statement and case analysis. |            |         |   |   |      |

| COURSE (E)   |                            | CREDITS |   |   |      |
|--|----------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                 | L       | P | C | ECTS |
| İŞL4002  | Negotiable Instruments Law | 3       | 0 | 3 | 6    |
| Procure the dominance for concepts and concerns of valuable paper. |                            |         |   |   |      |

| COURSE (E)  |                                  | CREDITS |   |   |      |
|---|----------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                       | L       | P | C | ECTS |
| İŞL4004   | Customer Relationship Management | 3       | 0 | 3 | 6    |
| Customer relationship management (CRM), customer value, customer loyalty, analytical and operational CRM, social customer relationship management |                                  |         |   |   |      |

| COURSE (E)   |                                       | CREDITS |   |   |      |
|--|---------------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                            | L       | P | C | ECTS |
| İŞL4006  | Social Media Management and Marketing | 3       | 0 | 3 | 6    |
| Social media, social media relations, commerce on social media |                                       |         |   |   |      |

| COURSE (E)   |                               | CREDITS |   |   |      |
|--|-------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                    | L       | P | C | ECTS |
| İŞL4008  | Arts Management and Marketing | 3       | 0 | 3 | 6    |
| Art, dimensions of art, arts management, arts marketing, audiences |                               |         |   |   |      |

| COURSE (E)  |                                      | CREDITS |   |   |      |
|---|--------------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                           | L       | P | C | ECTS |
| İŞL4012   | Sustainable Production and Marketing | 3       | 0 | 3 | 6    |
| Global warming, sustainable production, sustainable marketing |                                      |         |   |   |      |

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| COURSE (E)                          |                  | CREDITS |   |   |      |
|-------------------------------------|------------------|---------|---|---|------|
| UNIT CODE                           | UNIT TITLE       | L       | P | C | ECTS |
| İŞL4014                             | Issue Management | 3       | 0 | 3 | 6    |
| Management, issue, method, concepts |                  |         |   |   |      |

| COURSE (E)  |                   | CREDITS |   |   |      |
|---|-------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE        | L       | P | C | ECTS |
| İŞL4016   | Crisis Management | 3       | 0 | 3 | 6    |
| Management, crisis management process, method, concepts |                   |         |   |   |      |

| COURSE (E)  |                           | CREDITS |   |   |      |
|---|---------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                | L       | P | C | ECTS |
| İŞL4018   | Cross-Cultural Management | 3       | 0 | 3 | 6    |
| The role and importance of management of cultural differences in achieving competitive advantage, concepts of culture and diversity, dimensions of cultural differentiation concepts of culture and diversity, dimensions of cultural differentiation intercultural negotiation management intercultural conflict management intercultural communication differences and barriers motivation and change awarding in intercultural management leadership in different cultures will be examined. |                           |         |   |   |      |

| COURSE (E)  |               | CREDITS |   |   |      |
|---|---------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE    | L       | P | C | ECTS |
| İŞL4022   | Globalization | 3       | 0 | 3 | 6    |
| This lecture aims enlightened the students about the Nature of and foundation of global economic and political system, and its effects on the domestic economies. |               |         |   |   |      |

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|---|--------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                     | L       | P | C | ECTS |
| İŞL4024   | Visual Media and Communication | 3       | 0 | 3 | 6    |
| Visual media, communication information, internet media |                                |         |   |   |      |

| COURSE (E)   |                  | CREDITS |   |   |      |
|--|------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE       | L       | P | C | ECTS |
| İŞL4026  | Green Management | 3       | 0 | 3 | 6    |
| Green Management, Sustainable Management, Environmental problems |                  |         |   |   |      |

| COURSE (E)   |                      | CREDITS |   |   |      |
|--|----------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE           | L       | P | C | ECTS |
| İŞL4028  | Auditing Standards 2 | 3       | 0 | 3 | 6    |
| Audit function, accounting profession, professional ethics in auditing, Generally accepted auditing standards, the audit objectives, the audit process, materiality and audit risk in the audit process, audit reports, fraudulent financial reporting and professional responsibilities of auditors, audit evidences and procedures, working papers, internal control system, auditing the cash cycle, auditing the accounts receivable , auditing the inventories auditing the fixed assets, auditing the liabilities, auditing the equity auditing the income statement and case studies. |                      |         |   |   |      |

| COURSE (E)  |                                | CREDITS |   |   |      |
|---|--------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                     | L       | P | C | ECTS |
| İŞL4032   | Financial Statement Analysis 2 | 3       | 0 | 3 | 6    |
| Financial statements, application of analysis techniques and interpretation |                                |         |   |   |      |

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|--|-----------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE      | L       | P | C | ECTS |
| İŞL4034  | Capital Markets | 3       | 0 | 3 | 6    |
| Financial markets, Financial Institutions, Financial instruments, Borsa İstanbul, Portfolio Management |                 |         |   |   |      |

| COURSE (E)  |                    | CREDITS |   |   |      |
|---|--------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE         | L       | P | C | ECTS |
| İŞL4036   | Behavioral Finance | 3       | 0 | 3 | 6    |
| Uncertainty and risk, traditional finance theories and assumptions, market efficiency, deviation from rationality and anomalies, prospect theory, cognitive and heuristics errors, emotional and social biases. |                    |         |   |   |      |

| COURSE (E)                            |                                  | CREDITS |   |   |      |
|---------------------------------------|----------------------------------|---------|---|---|------|
| UNIT CODE                             | UNIT TITLE                       | L       | P | C | ECTS |
| İŞL4038                               | Derivative Financial Instruments | 3       | 0 | 3 | 6    |
| Forward, Futures, Options, Swaps, CDS |                                  |         |   |   |      |

| COURSE (E)                            |              | CREDITS |   |   |      |
|---------------------------------------|--------------|---------|---|---|------|
| UNIT CODE                             | UNIT TITLE   | L       | P | C | ECTS |
| İŞL4042                               | Chaos Theory | 3       | 0 | 3 | 6    |
| Chaos management and related concepts |              |         |   |   |      |

| COURSE (E)   |                | CREDITS |   |   |      |
|--|----------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE     | L       | P | C | ECTS |
| İŞL4044  | Firm Valuation | 3       | 0 | 3 | 6    |
| In this course; the basic concepts of valuation, firm valuation methods and their applications are discussed |                |         |   |   |      |

| COURSE (E)   |                 | CREDITS |   |   |      |
|--|-----------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE      | L       | P | C | ECTS |
| İŞL4046  | Urban Sociology | 3       | 0 | 3 | 6    |
| What is urbanization? What causes urbanization? How is the definition city? What is the city question? |                 |         |   |   |      |

| COURSE (E)   |                 | CREDITS |   |   |      |
|--|-----------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE      | L       | P | C | ECTS |
| KKÜ0026  | Decision Theory | 3       | 0 | 3 | 4    |
| The basic concepts in decision theory, decision making methodology, modeling decision making problems with applications. |                 |         |   |   |      |

| COURSE (E)   |                               | CREDITS |   |   |      |
|--|-------------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE                    | L       | P | C | ECTS |
| KKÜ0310  | Labor Health and Security Law | 3       | 0 | 3 | 3    |
| Concept of labor law, collective bargaining agreements to determine the relationship between workers and employers to organize documents and social security Social Insurance Branch illness, invalidity, old age and death Work Accidents and Occupational Diseases |                               |         |   |   |      |

| COURSE (E)  |                        | CREDITS |   |   |      |
|---|------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE             | L       | P | C | ECTS |
| KKÜ0730   | Professional English 2 | 2       | 0 | 2 | 3    |
| Business English vocabulary and idioms and their use at all levels management and their functions |                        |         |   |   |      |

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|---|---------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE    | L       | P | C | ECTS |
| KKÜ0810   | Social Gender | 3       | 0 | 3 | 4    |
| To present concepts and implementations about gender. |               |         |   |   |      |

| COURSE (E)  |                    | CREDITS |   |   |      |
|---|--------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE         | L       | P | C | ECTS |
| KKÜ3100   | Project Management | 3       | 0 | 3 | 4    |
| PERT, CPM, Time-cost planning in project management, project culture, quality |                    |         |   |   |      |

| COURSE (E)   |                          | CREDITS |   |   |      |
|--|--------------------------|---------|---|---|------|
| UNIT CODE  | UNIT TITLE               | L       | P | C | ECTS |
| KKÜ4004  | Total Quality Management | 3       | 0 | 3 | 4    |
| To understand the concept of TQM can be applied in the workplace and to give information |                          |         |   |   |      |

| COURSE (E)  |                                  | CREDITS |   |   |      |
|---|----------------------------------|---------|---|---|------|
| UNIT CODE   | UNIT TITLE                       | L       | P | C | ECTS |
| KÜG1030   | Occupational Health and Safety 2 | 1       | 0 | 1 | 2    |
| Protective systems, risk management, personal protective equipment, national and international agreements |                                  |         |   |   |      |

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