

COURSE CONTENTS

BUSINESS ADMINISTRATION DEPARTMENT 2025-2026 ACADEMIC YEAR  
COURSE CONTENTS

FIRST SEMESTER / FALL TERM

**ISL101 INTRODUCTION TO BUSINESS (T:3 P:0 ECTS:7)** Introduction to Business is a basic course in which students become acquainted with fundamental business concepts. In this context, definitions of business administration and major business approaches, establishment of a business, businesses in a globalizing world, managerial functions and other fundamental functions of business are introduced, and issues of social responsibility and ethics are discussed. Topics: What is Business, Establishment of a Business, Businesses in a Globalizing World-1, Businesses in a Globalizing World-2, General Management-1, General Management-2, Human Resources-1, Human Resources-2, Finance and Accounting Management in Businesses-1, Finance and Accounting Management in Businesses-2, Marketing Management-1, Marketing Management-2, Social Responsibility and Ethics in Businesses.

**MAT101 MATHEMATICS I (T:3 P:0 ECTS:5)** The aim is to develop analytical thinking skills, to provide mathematical modeling skills, and to teach students how to benefit from and use mathematical relationships in their field. Topics: Sets, Numbers, Equations, Inequalities, Line, Parabola, Functions, Mathematical Modeling, Linear Functions, Quadratic Functions and Their Applications in Business and Economics, Sequences and Series, Limit and Continuity, Derivative, Applications of Derivatives in Business and Economics, Maximum and Minimum Problems, Exponential and Logarithmic Functions, Applications of Exponential and Logarithmic Functions in Economics, L'Hôpital's Rule, Graphs of Functions, Financial Mathematics, Supply, Demand, Equilibrium Point.

**IKT105 MICROECONOMICS (T:3 P:0 ECTS:6)** Basic concepts, Consumer Theory, Production (Firm) Theory, Perfect Competition Market, Monopoly, Monopolistic Competition and Monopsony, Oligopoly, Cournot and Duopoly, Bertrand and Stackelberg, Cartel—Edgeworth and Pareto Optimum, Nash Equilibrium and Game Theory.

**MUD101 FINANCIAL ACCOUNTING I (T:3 P:0 ECTS:6)** The aim is to equip students with knowledge about the uniform accounting system and to introduce the accounting accounts used in businesses. Another objective of the course is to explain in-class examples of accounting transactions performed during the fiscal period. Topics include: Accounting and Basic Accounting Concepts, Financial Statements, Account Concept and Types, Rules of Operation and Recording Methods, Uniform Accounting System and Accounts in the Chart of Accounts, Current Assets Accounts (Cash, Marketable Securities, Trade Receivables, Other Receivables, Inventories—Periodic and Perpetual Systems), Non-current Assets (Receivables, Financial Fixed Assets, Tangible and Intangible Fixed Assets, Depletable Assets, Prepaid Expenses and

Revenues, Other Fixed Assets), Short-Term Liabilities (Financial Debts, Trade Payables, Other Payables, Advances Received, Construction Contracts Spanning Multiple Years, Taxes Payable, Accrued Income and Expenses), Long-Term Liabilities, Equity, Income Statement Accounts and Cost Accounts (7/A and 7/B).

**GNL101 ATATÜRK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION I (T:2 P:0 ECTS:2)** Developments leading to the convening of the Grand National Assembly, political and military events of 1920, political and military activities of 1921, the Great Offensive and its consequences, establishment of the Republic of Turkey, Turkish foreign policy between 1923–1938, Turkish domestic and foreign policy between 1938–2006.

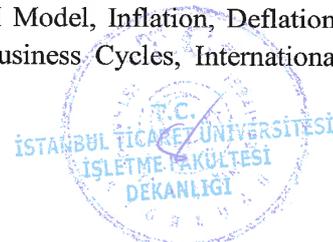
**GNL105 TURKISH LANGUAGE I (T:2 P:0 ECTS:2)** Purpose and principles of the Turkish Language course, introduction to topics, method of following the course, types of languages, the place of Turkish among world languages, forms of language (spoken, written, dialects, accents, slang), history of the Turkish language, scripts used by Turks, Language and Script Reform, characteristics of Turkish, methods of identifying topic, theme, and main idea, spelling and punctuation, written and oral expression, paragraph building, summarizing, analysis presentations, language acquisition problems, foreign words and incorrect usage, official writing (petitions, CVs, business letters), applications on spelling and punctuation.

**LNG101 GENERAL ENGLISH I (T:2 P:0 ECTS:2)** Reading comprehension, vocabulary development, listening skills, and improvement of basic speaking skills. Topics: Introductions and Spelling, Classroom Language, Singular/Plural, Ordinal Numbers, Greetings, Possessive "-s", Countries & Nationalities, Verb "to be", Prepositions of Time, Simple Present Tense, Adverbs of Frequency, Connectors (and, but, because), Daily Routines, Free Time Activities, WH-Questions, Ordering Food & Drinks, Family Members, Have/Has got, Some/Any, Suggestions, Places, Articles, There is/There are, Directions, Prepositions of Place, Present Continuous, Offering Help, Months/Dates, Can/Can't, Polite Requests, Exam Revisions.

## **SECOND SEMESTER / SPRING TERM**

**ISL102 MANAGEMENT AND ORGANIZATION (T:3 P:0 ECTS:7)** Basic concepts, development, and goals of management and organization; methods and theories used to achieve these goals. Topics: Concepts of Management and Manager, Managerial Roles, Historical Development of Management Thought, Neo-classical and Human Relations Approaches, Systems Approach and Contingency Approach, Japanese Management and Theory Z, Excellence Approaches, Total Quality Management, Globalization and Management, Managerial Functions (Planning, Organizing, Coordinating, Directing, Controlling), Matrix and Network Organizations, Modular Organizations, Coordination of Organizational Units, Motivation in Organizations, Leadership and Leadership Behaviors, Organizational Control Activities.

**IKT102 MACROECONOMICS (T:3 P:0 ECTS:6)** Basic concepts, National Income Analysis, Classical and Modern Employment Theories, Monetary Theory and Policy, Interest Rate and Value of Money, Monetary and Fiscal Policy, IS-LM Model, Inflation, Deflation, Stagflation, Growth and Development, Economic Stability, Business Cycles, International



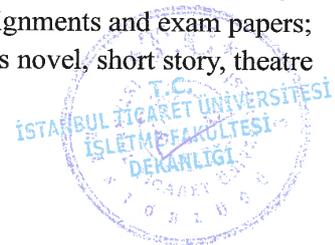
Trade Theories, Foreign Balance, Trade Policy Tools, Integration Theories and Applications, General Equilibrium and Welfare Theory.

**MUD102 FINANCIAL ACCOUNTING II (T:3 P:0 ECTS:6)** Theoretical and practical explanation of year-end transactions in accounting. General information and basic concepts; definition of accounting and basic concepts; year-end procedures; definition, types and forms of inventory; definition and rules of valuation; valuation scales specified in various laws; execution of inventory and valuation procedures. Inventory and valuation of current assets: inventory and valuation of cash account; inventory and valuation of received checks account; inventory and valuation of bank accounts; inventory and valuation of stocks and bonds accounts; inventory and valuation of accounts receivable, notes receivable and miscellaneous receivables accounts; inventory and valuation of merchandise accounts; inventory and valuation of VAT and SCT accounts. Inventory and valuation of fixed assets: inventory and valuation of tangible fixed assets (purchased, imported and produced assets, etc.); inventory and valuation of intangible fixed assets (start-up and organization expenses, goodwill, patents, trade names, trademarks, etc.); depreciation applications related to fixed asset accounts, methods, adjustment and correction entries. Inventory and valuation of short-term liabilities (inventory and valuation of bank loans accounts; inventory and valuation of accounts payable and notes payable); inventory and valuation of long-term liabilities; inventory and valuation of equity accounts; inventory and valuation of expense and revenue accounts.

**MAT102 MATHEMATICS II (T:3 P:0 ECTS:5)** The aim is to develop students' abstract thinking skills, to enable them to perform mathematical modeling, and to teach them to benefit from and use mathematical relationships in their field. Integral, applications of integrals, consumer surplus, producer surplus, systems of linear equations, matrices and determinants, representation of systems of linear equations with matrices and their applications in economics, linear programming, mathematical modeling, multivariable functions, partial derivatives, extrema, optimization, economic applications related to optimization calculations, optimization with the Lagrange multiplier, Jacobian matrix, Hessian model.

**GNL102 ATATÜRK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION II (T:2 P:0 ECTS:2)** Definition of Kemalism and the Kemalist Thought System, general concepts, the place and importance of the state in Kemalism, Atatürk and intellectual life I (rationalism, the importance of science and technology), Atatürk and intellectual life II (tolerance, freedom of conscience and thought, pacifism), Atatürk and intellectual life III (goals, principles and objectives of Kemalist national education), Atatürk and intellectual life IV (history, language and fine arts, women's rights, youth), Atatürk and state life (main characteristics of the Turkish state, republicanism, nationalism), Atatürk and state life II (populism, statism), Atatürk and state life III (secularism, reformism), Atatürk and economy I (his economic thought and policy), Atatürk and economy II (basic characteristics of the economic development model, secularism, religion and Atatürk).

**GNL106 TURKISH LANGUAGE II (T:2 P:0 ECTS:2)** Identification of language-expression, spelling and punctuation mistakes seen in first-term assignments and exam papers; general characteristics of literary genres in Turkish literature such as novel, short story, theatre



and criticism. Novel: its characteristics, its development in our literature, analysis plan and examples. Short story: its characteristics, its development in our literature, types of short stories, analysis plan and examples. Short story: practical work, determining and summarizing the subject, examining story summaries in terms of structure, language and expression, spelling and punctuation. Theatre: its characteristics, its development in our literature, examples. Poetry: its stages in our literature, poetic movements, examples, practical work. Evaluation of students' presentations in the genres of poetry, short story and novel. Criticism: its place in our literature, rules of writing criticism, examples. Oral expression: open session, debate, panel, symposium. Rules regarding oral expression, examples. Evaluation of student work related to oral and written expression genres.

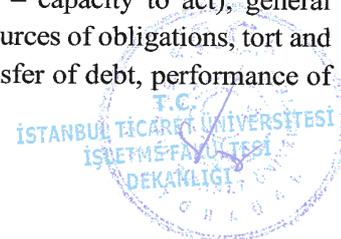
**LNG102 GENERAL ENGLISH II (T:2 P:0 ECTS:2)** Reading and reading comprehension; developing vocabulary; listening skills and oral expression using basic patterns; months of the year; can / can't; prepositions of time (in / on / at); polite requests; prepositions of place (to / at); simple past: be / statements / questions; going to (introduction); going to + countable / uncountable nouns; adjectives; have to; everyday jobs; present perfect (introduction); present perfect + present perfect vs simple past; comparatives; superlatives; present perfect vs past and comparatives/superlatives.

### **THIRD SEMESTER / FALL TERM**

**IKT231 MANAGERIAL ECONOMICS (T:3 P:0 ECTS:4)** Basic Concepts, Market Structures, Perfect Competition, Monopoly, Monopolistic Competition, Natural Monopoly and Monopsony, Oligopoly, Optimization Problems, Decision-Making under Uncertainty, Intertemporal Optimization, Asymmetric Information, Moral Hazard, Adverse Selection.

**IST231 INTRODUCTION TO STATISTICS (T:3 P:0 ECTS:4)** The aim is to enable students to understand basic statistical methods and to gain the ability to select the appropriate statistical method when faced with a real problem and interpret the results of the analyses. Introduction to statistics and definition of statistics; basic concepts of statistics; census, sampling and sampling methods; data types and data collection; organizing data; statistical series and graphs; reliability and validity of data; measures of central tendency: arithmetic, geometric mean, harmonic mean, weighted and quadratic means, their characteristics and areas of use; averages not calculated from all values: mode, median, quantiles; definition and characteristics of measures of variability; range; standard deviation and variance, their interpretation and areas of use; Chebyshev's inequality and coefficient of variation; measures of skewness and kurtosis; spatial index, time index; fixed and variable base indices, composite indices: Laspeyres, Paasche, Edgeworth-Marshall.

**HUK242 BUSINESS LAW (T:3 P:0 ECTS:4)** General information on legal rules; basic concepts of law; legal transaction – contract: unilateral, bilateral or multilateral, inter vivos, onerous or gratuitous, obligation or disposition, causal or non-causal; the concept of rights – types of rights: public rights, private rights; law of persons: natural persons (capacity to have rights – capacity to act), legal persons (capacity to have rights – capacity to act); general provisions of the law of obligations: the obligation relationship, sources of obligations, tort and unjust enrichment, representation, assignment of receivables, transfer of debt, performance of

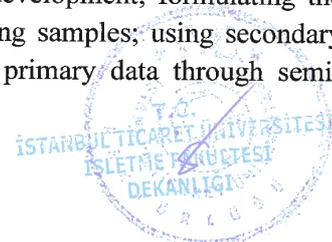


obligations, termination of the obligation relationship; commercial law, general provisions: commercial enterprise, commercial transaction and commercial provisions, merchant, consequences of being a merchant: trade name, business name, trademark, unfair competition, commercial books, trade registry; provisions related to commercial debts: statute of limitations, joint liability, interest; current account contract; commercial sales contract; merchant auxiliaries: broker, commission agent, agent; commercial law (company law): companies in general, ordinary partnership, commercial companies: general partnerships, limited partnerships, joint stock companies, limited liability companies, limited partnerships divided into shares, cooperatives.

**MUD201 COST ACCOUNTING (T:3 P:0 ECTS:4)** The purpose of the Cost Accounting course is to introduce students to cost accounting accounts, to explain the conversion of costs into expenses, the charging of expenses to product costs, and to provide information on cost accounting systems and management accounting. Introduction to cost accounting; basic concepts of cost accounting and classification of costs; cost accounting recording system; income statement and cost of goods sold statement; direct material expenses; flow of direct materials; inventory valuation methods; inventory control; labor costs; classification, tracking, accrual and charging of labor costs; wage systems; manufacturing overhead; graphical methods, high-low method, double-average method, least-squares techniques; allocation of costs: direct allocation, step allocation; charging overhead to products; job order costing method, accounting records, applications; process costing method, equivalent unit calculation, accounting records, process costing applications; concept of spoilage and its costing; joint and by-products; joint cost allocation methods.

**BAF202 FINANCIAL MARKETS AND INSTITUTIONS (T:3 P:0 ECTS:5)** The structure, functioning and regulation of financial markets and institutions; the structure, duties, responsibilities, authorities and supervision of intermediary institutions and relevant organizations in these markets; teaching and internalizing the characteristics of financial products and instruments related to these markets. Concept of financial markets, historical development, functions, types; relationship between finance and the real sector; efficiency of financial markets; definition, scope and instruments of money and capital markets; definition, scope and instruments of foreign exchange and futures markets; intermediaries in financial markets and regulatory and supervisory institutions and related organizations; financial markets and financial instruments; banking sector and participation (interest-free) banking; stock exchanges and public offerings; non-bank financial institutions; financial crises and the effects of globalization on financial markets; risks and risk management in financial markets; credit rating process; supervision, oversight and safeguards in financial markets; innovative developments in financial markets.

**GNL203 ACADEMIC SKILLS, METHOD AND ETHICS (T:3 P:0 ECTS:2)** The aim of this course is to enable students to design and conduct research, report their findings, and define research ethics. Formulating and clarifying the research topic; clearly reviewing the literature; understanding research philosophy and approaches to theory development; formulating the research design; negotiating access and research ethics; selecting samples; using secondary data; collecting primary data through observation; collecting primary data through semi-



structured methods utilising structured, in-depth and group interviews; collecting primary data using surveys; analysing quantitative data; analysing qualitative data.

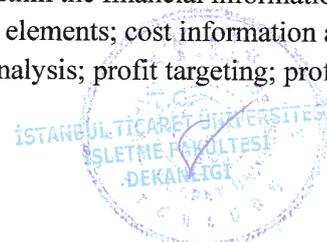
#### **FOURTH SEMESTER / SPRING TERM**

**ISL214 HUMAN RESOURCES MANAGEMENT (T:3 P:0 ECTS:4)** The aim of this course is to introduce the basic functions of Human Resources Management, to examine its main contemporary problems, fundamental policies, and the new dimensions its functions have gained in response to changing environmental conditions, and to present information on its importance within modern management understanding. History of Human Resources Management I; History of Human Resources Management II; job analysis and job design; human resources planning; personnel recruitment process; personnel selection process and selection methods I; personnel selection process and selection methods II; career management; performance evaluation I; performance evaluation II; training and development I; training and development II; wage management.

**ISL224 PRODUCTION MANAGEMENT (T:3 P:0 ECTS:5)** Process and system concepts; production organization and its relationship with other functions; basic concepts of production management; contemporary problems faced by managers; production systems; facility location selection methods; arrangement of plant layout; facility and plant layout applications; quality concept in production; quality control and related topics; relationship between production and supply chain management; inventory management applications; production planning and control; manufacturing scheduling.

**ISL234 MARKETING MANAGEMENT (T:3 P:0 ECTS:5)** The fundamental objective of all businesses is to sell the goods and services they produce to their target consumer groups, thereby meeting their needs and wants, making a profit and growing. With this objective in mind, the content of the marketing management course covers an extensive examination of the marketing concept, which is a key factor in business success in today's competitive environment, and aims to teach fundamental knowledge and strategies related to marketing. Definition, scope and importance of marketing; the marketing system and its place within the business system; environmental factors affecting marketing decisions; marketing research and the marketing information system; types of markets and characteristics of consumer markets; consumer behaviour and the consumer purchasing decision process; industrial and organizational markets and their characteristics; market segmentation and target market selection strategies; marketing mix elements: product decisions; marketing mix elements: pricing decisions; marketing mix elements: promotion decisions; marketing mix elements: distribution decisions; service marketing and its characteristics.

**MUD203 MANAGEMENT ACCOUNTING (T:3 P:0 ECTS:5)** The aim of the Management Accounting course is to provide students with knowledge about cost management within the framework of management accounting and to enable them to develop a perspective on the preparation of business budgets and the accounting of variances. Management accounting: its objectives and functions; the place of management accounting within the financial information system; basic cost concepts and types; structural analysis of cost elements; cost information as a management decision tool; profit planning; break-even point analysis; profit targeting; profit



planning; sales mix analyses; cost calculation methods (absorption costing, variable costing, normal costing methods); costs and business decisions; decision-making under insufficient capacity; decision techniques for loss-making products; planning budgets, use, importance and benefits of budget planning; sales budget; production budget; direct material and direct labor expenses; manufacturing overhead; ending inventory; cost of goods sold budgets; application of the budget process; preparation of pro forma income statement; standard costs and their accounting (direct material and direct labor variances and their interpretation); standard costs and their accounting (manufacturing overhead variances and their interpretation).

**ISL244 BUSINESS ANALYTICS (T:3 P:0 ECTS:4)** Measures of central tendency: mean, median, mode; measures of dispersion: variance, standard deviation, range, quartiles; conditional probability distribution; probability distributions; expected value and variance calculations; continuous probability distributions; discrete probability distributions; normal distribution; binomial distribution; Poisson distribution; standard normal distribution; point estimation; interval estimation; hypothesis testing.

#### **FIFTH SEMESTER / FALL TERM**

**ISL315 ORGANIZATIONAL BEHAVIOR (T:3 P:0 ECTS:8)** This course integrates theoretical knowledge of organizational behavior and behavioral sciences with practical applications in business life. It aims to enable students to recognize their own behavioral patterns within the organization and the effects of these behaviors on internal and external stakeholders. The course supports students' ability to understand, define, predict, and manage behaviors. Topics: Behavioral Sciences and Constituent Disciplines; Behavioral Dimension; Concepts of Role and Status; Motivation; Power and Decision-Making; Personality and Organizational Relations; Leadership Theories; Groups and Group Management; Communication; Conflict Management; Organizational Development.

**ISL325 BRAND MANAGEMENT (T:3 P:0 ECTS:7)** Instruction on marketing planning and techniques as well as theoretical and practical training in brand management. Topics: Faith Popcorn Trends; Concept of Brand; Historical Development of Branding; Brand Types; Brand Image; Brand Personality; Brand Loyalty; Brand Equity; Logos and Symbols; Marketing Management and Situational Analysis; SWOT; Mission; Target Setting; Marketing Management Strategies.

**ULL303 LOGISTICS MANAGEMENT (T:3 P:0 ECTS:5)** Introduction to logistics; relationship between logistics and supply chain; outsourcing; 3PL and 4PL concepts; customer services in logistics; core logistics processes; role of transportation activities in logistics; introduction to transportation modes (road, maritime, air, rail); intermodal transportation; introduction to warehouse management; warehousing systems; handling and packaging activities; other value-added services; product transfers from warehouses to stores and quantitative models; logistics information systems; reverse and green logistics; distribution management; introduction to vehicle routing; routing methods; monitoring logistics processes; performance measurement.



**GNL450 CAREER PLANNING (T:2 P:0 ECTS:0)** This course supports the development of a structure that bridges university and industry representatives. It aims to bring students together with notable professionals who possess strong educational competence in their sectors, thereby facilitating experience sharing.

#### **SIXTH SEMESTER / SPRING TERM**

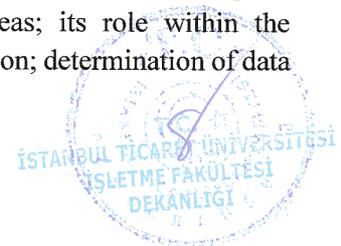
**ISL316 ORGANIZATION THEORY (T:3 P:0 ECTS:7)** The aim of this course is to provide students with fundamental concepts required for defining organizations and to familiarize them with various organizational theories ranging from classical approaches to post-modern perspectives. Topics: Definition of Core Concepts; Industrial Revolution; Precursors of Management Thought; Classical Management: Taylor's Scientific Management Approach; Classical Management: Fayol's Administrative Theory; Classical Management: Weber's Bureaucracy; Neo-Classical Theory: Hawthorne Studies; Modern Theory: Systems Approach; Modern Theory: Contingency Approach I; Modern Theory: Contingency Approach II; Post-Modern: Resource Dependence; Post-Modern: Transaction Cost Theory; Post-Modern: Institutional Theory and Agency Theory; Post-Modern: Organizational Ecology.

**BIL304 MANAGEMENT INFORMATION SYSTEMS (T:3 P:0 ECTS:6)** Concept of Management Information Systems; Concepts of Information and Data; Historical Development of MIS; Characteristics of Information; Concept of System; Components of Systems; Classification of Systems; MIS and Its Elements; Contemporary Approaches to Information Systems; Importance and Role of Information Systems for Businesses; Decision-Making in Organizations and the Impact of MIS on Decision Processes; Effects of MIS Use on Managerial Functions; Effects of MIS Use on Business Functions; Classification of Information Systems; Application Fields of MIS; Benefits and Risks of MIS; Forms of Electronic Business.

**BAF303 FINANCIAL MANAGEMENT (T:3 P:0 ECTS:5)** This course aims to teach and internalize the fundamentals, concepts, applications, and principles of financial management to ensure the healthy sustainability of business operations. Topics: Concept, Objectives, Fundamental Principles, Scope, and Importance of Financial Management; Structure, Authority, and Responsibilities in Financial Management; Financial Analysis; Financial Planning; Financial Decision-Making Processes; Financial Risk Management and Types of Risks; Financial Control and Audit; Capital Structure and Cost; Working Capital Management and Capital Budgeting; Financial Sources and Types; Bank Loans and Money Market Products; Alternative Financing Methods; Capital Market Financing and Capital Market Instruments; Securitization; Credit Rating and the Effects of Globalization on Financial Management; Scope and Fundamentals of Corporate Finance; Use of Derivative Markets; Concept and Fundamentals of Valuation; Merger and Acquisition Processes; Export Financing; Principles of Portfolio Management.

#### **SEVENTH SEMESTER / FALL TERM**

**ISL417 MARKETING RESEARCH (T:3 P:0 ECTS:5)** This course covers the concept of marketing research, its definition, importance and application areas; its role within the organization; identification of the research process; problem formulation; determination of data



sources; sampling, sampling methods and sampling errors; selection of data collection methods; data collection; data tabulation and analysis; preparation of the research report. Course content is delivered through case analysis, discussions, and group assignments.

**MUD202 BUSINESS AUDITING (T:3 P:0 ECTS:5)** Definition, development, and social function of auditing; types of audits; auditors and their classifications; auditing standards; general standards; fieldwork standards; reporting standards; international auditing standards; Turkish auditing standards; phases and execution of the audit process; audit proposal and acceptance; audit planning; audit programs; auditing techniques; audit procedures; working papers and working file; examination of internal control systems and determination of control risk; statistical sampling methods in auditing; audit of financial statement accounts; completion of audit work; preparation of audit reports; auditing practices in Türkiye.

**ISL427 STRATEGIC MANAGEMENT AND BUSINESS POLICY (T:3 P:0 ECTS:5)** Overview of strategic management; direction setting in businesses: mission and vision; strategic decisions; strategic planning and goal system; fundamental objectives and social responsibilities of firms; corporate governance and organizing strategic management efforts; analysis of general, international, and industry environments; business valuation; analysis of strengths and weaknesses compared to competitors; strategic alternatives for businesses and strategic business units (growth, stable growth, retrenchment); strategies and selection analyses (Ansoff's strategy elements analysis, Porter's generic strategies); competitive tactics; cooperative strategies; strategy selection in diversified firms: strategic advantage and portfolio analysis (BCG analysis, Campbell-Goold-Alexander parental fit matrix, GE traffic light matrix, PIMS analysis, Hofer's analysis); case method as a pedagogical tool in strategic management and business policy; defining business-level strategies or policies; strategy and organizational structure; resource allocation; organizational culture and strategy; leadership style; evaluation and control of strategies; case studies.

#### **EIGHTH SEMESTER / SPRING TERM**

**ISL438 BUSINESS ENVIRONMENT IN TÜRKİYE (T:3 P:0 ECTS:7)** Characteristics of the global business environment; structural characteristics of the Turkish economy; characteristics of Türkiye's business environment; legal framework of business in Türkiye; organizational and institutional structure of Turkish business; legal structure of companies in Türkiye; labor legislation; Turkish tax system; Turkish financial system and markets; government supports and incentives; clusters and industrial regions in Türkiye; foreign direct investments in Türkiye; social security system; Türkiye's competitiveness; sectoral structure of the Turkish economy.

**ISL448 INTERNATIONAL BUSINESS MANAGEMENT (T:3 P:0 ECTS:8)** Overview of international business; globalization and regionalization; theories of international trade; theories of internationalization process; international trade organizations and integrations; preparation for international operations; international environmental assessment; cultural factors in international business; international ethical practices and social responsibility; entry modes into international markets; international cooperation strategies; international strategic planning; international organizational structuring; international organization designs;



international coordination and control; international R&D management; international supply chain management; international production management; international marketing management; international human resource management; international leadership; international financial management; international accounting management; management information systems in international contexts.

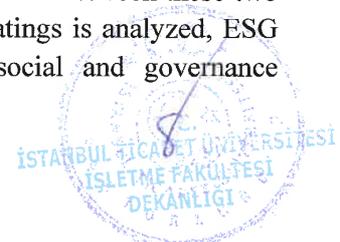
#### **ELECTIVE COURSES – FALL SEMESTER**

**ISL225 LEADERSHIP – (T:3 P:0 ECTS:5)** The aim of this course is to equip students with leadership skills. Topics: Historical Development of Leadership, Definitions and Characteristics of Leadership and Management, Leadership Theories, Conflict Management, Time and Stress Management, Change Management, Creativity and Creative Thinking, Role of Leaders in Creating Organizational Culture: Hofstede and GLOBE, Leadership in Managing Different Generations, Leadership in Teams, Vision, Strategy and Networking in Leadership, Emotional Intelligence in Leadership: Creating Trust and Motivation, Leadership–Coaching–Mentoring–Talent Management, Leadership in the 21st Century: Effects of the Information Age, Lean Leadership, Virtual Leadership.

**ISL243 MANAGEMENT IN FAMILY BUSINESSES – (T:3 P:0 ECTS:5)** This course aims to provide students with knowledge of the basic concepts of management in family businesses. Topics: Overview of Family Businesses, Concept of Family Business, Characteristics, Advantages and Disadvantages of Family Businesses, The Place and Importance of Family Businesses in Turkey, Life Cycle of Family Businesses, Family Business Models, Governance in Family Businesses and Boards of Directors, Institutionalization in Family Businesses, Family Constitution, Strategic Plan in Family Businesses, Family Plan, Succession Plan, Contingency Plan, Restructuring in Family Businesses, Leadership in Family Businesses, Performance Evaluation of Family Member Managers, Future of Family Businesses.

**ISL253 ENTREPRENEURSHIP AND INNOVATION MANAGEMENT – (T:3 P:0 ECTS:5)** This course aims to provide students with fundamental concepts related to entrepreneurship. Topics: Testing Entrepreneurial Traits, Developing a Business Idea, Creativity Exercises, Concept of Responsible Entrepreneurship, Concept of Business, Business Functions, Types of Businesses, Establishment Forms of Businesses, Financial and Legal Responsibilities of Businesses, Concept and Elements of a Business Plan (Market Research, Marketing Plan, Production Plan, Management Plan, Financial Plan), Workshops on Business Models and Business Plans.

**ISL273 INSTITUTIONS OF THE FUTURE: ARTIFICIAL INTELLIGENCE–ENABLED USTAINABILITY – (T:3 P:0 ECTS:5)** Sustainability and Artificial Intelligence: Core Concepts and Integration Approaches: The basic concepts of sustainability and artificial intelligence are examined, Artificial Intelligence and Sustainability: Evolution of Concepts and Their Converging Journey: The historical effects of AI on sustainability are explored, discussing how these concepts intersect and support each other, What is ESG?: The concepts and processes that make up ESG are examined, Credit Rating and ESG: The differences between these two evaluation systems are presented and the impact of ESG on credit ratings is analyzed, ESG Rating: A system used to measure companies' environmental, social and governance



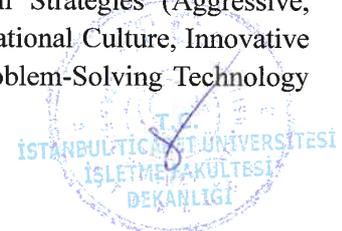
performance is discussed, The Role of Artificial Intelligence in Enhancing ESG Performance: The use of AI in areas such as data analytics, forecasting and automation and how it contributes to improving sustainability strategies is examined, The Role of Artificial Intelligence in Enhancing ESG Performance: The use of AI in areas such as data analytics, forecasting and automation and how it contributes to improving sustainability strategies is examined, ESG Data and Analysis Process with AI: The collection and analysis of ESG data and how AI makes these data meaningful is addressed, Circular Economy and Artificial Intelligence: The concept of circular economy and the role of AI in optimizing these processes are discussed, Key Steps of Corporate Transformation in Sustainability: The necessary steps to initiate and manage sustainability-oriented corporate transformation are examined, Sustainable Supply Chain: How sustainable supply chains can be built and how companies integrate environmental and social responsibilities into supply chain management is analyzed, Digital Transformation and Corporate Innovation: How digital transformation aligns with sustainability goals and how companies become innovative through this transformation is examined, Career Opportunities and Changing Roles in the Companies of the Future: This topic focuses on how the workforce will evolve in future organizations and how new career opportunities and changing roles will take shape.

**ISL317 NEW WORK MODELS AND ORGANIZATIONAL DESIGN – (T:3 P:0 ECTS:5)**

The aim is to provide knowledge on new work models, examples, implementation and management, organizational structure and design, and approaches shaped by digitalization. Topics: General Information on Work Models, History and Implementation Process of Work Models, Work Model Development Process, Examples of Work Models / 21st Century Modern Work Model Trends, Organization and Environment, Organizational Structure and Design, Challenges in Organizational Design, Current Trends in Organizational Design, Industry 4.0 and Digitalization in Organizations, Digital Transformation in Organizations, Talent Management in Organizations, Sustainability in Organizations, Change and Innovation Management.

**ISL327 MANAGEMENT IN SERVICE SECTOR (T:3 U:0 ECTS:5)** The purpose of this course is to introduce the different business fields within the service sector and to provide information on how management and business functions are applied in companies operating in these fields. In this course, the organizational structures and business and management functions of companies operating in logistics, education, health, tourism, foreign trade and similar fields will be explained.

**ISL335 INNOVATION STRATEGIES IN BUSINESS – (T:3 P:0 ECTS:5)** This course aims to explain the importance of innovation strategies for businesses and to provide students with practical application skills. Topics: Basic Concepts, Business Management and Innovation, Importance of Innovation in Global Competition, Relationship Between Management–Technology–Innovation, Technological Innovation Management, Strategy and Competitive Advantage, Porter’s Generic Competitive Strategies, Differentiation Strategy, Innovation and Types of Innovation, Sectoral Innovation Examples, Innovation Strategies (Aggressive, Defensive, Imitative, etc.), Innovation Models, Innovative Organizational Culture, Innovative Work Behaviors, Creativity–Innovation Relationship, Creative Problem-Solving Technology



(TRIZ), Global Innovation, Comparative Analysis of Global Creativity and Competitiveness Indexes, R&D and Innovation, New Product Development, Innovation–Knowledge Management Relationship.

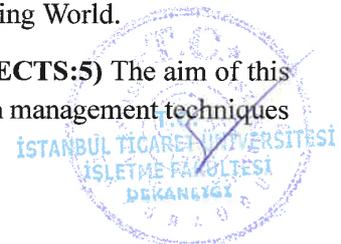
**ISL345 CHANGE MANAGEMENT – (T:3 P:0 ECTS:5)** The aim is to understand the concept of change with its causes and to learn how to manage it. Topics: What is Change? Why and How Should It Be Managed? Definition of Change, Relationship of Change with Similar Concepts, Causes of Change, Internal and External Factors, Types and Functions of Change, Resistance to Change, Analysis of Italo Calvino’s “The Stain” Story, Dimensions of Change, Resistance and Different Dimensions of Change, Definition and Characteristics of Change Management, Change Management Process, Planned Change Models, Leadership in Change Management and Organizational Outcomes, Total Quality Management, Reengineering and Benchmarking, Outsourcing, Learning Organizations, Organizational Development, Organizational Models Used in Change Management, Social Engineering.

**ISL355 CONSUMER BEHAVIOR – (T:3 P:0 ECTS:5)** The aim is to enable students to understand consumer behavior from a marketing perspective. Topics: Needs, Customer, Consumer and Consumption Concepts, Concept of Consumer Behavior and Marketing, Importance of Consumer Behavior in Marketing and Sales, Consumer Decision-Making Process, Consumer Behavior Models, Needs–Motive–Drive–Motivation Relationship, Perception, Learning, Attitude, Personality and Personality Theories, Lifestyle, Culture and Subculture, Social Classes, Family, Reference Groups, Organizational Markets and Purchasing Characteristics, Case Studies on Consumer Behavior.

**ISL365 DIGITAL-BASED MANAGEMENT APPLICATIONS – (T:3 P:0 ECTS:5)** This course aims to equip Business Administration students with practical skills for managing companies through an informatics-based backbone. Topics: Traditional Company Management Models and Practices, Changing Approaches to Company Management and Market Expectations, What Is Managing Companies Through an Informatics Backbone? Competitive Advantages Provided to Companies, Analysis of Management Systems and Infrastructures, Information-Based Approaches in Project Management, Marketing–Sales and CRM Systems, Accounting–Finance and Financial Management Architecture, Human Resources Applications, LMS Case Study: ERP Applications, Evidence-Based Management Case Study, Intelligent ERP Systems Case Study.

**ISL437 HISTORY OF MANAGEMENT THOUGHT – (T:3 P:0 ECTS:5)** This course examines management thoughts developed throughout history. Topics: Early Management Thought Before Industrialization, Industrial Revolution: Problems and Perspectives, Industrial Revolution in the USA, Scientific Management Era, The Human Factor, Emergence of the Management Process and Organization Theory, Scientific Management Theory and Practice, Hawthorne Studies, Humans and Organizations, Organizations and People, Human Relations: Concept and Application, Modern Period: Management Theory and Practice, Organizational Behavior and Organization Theory, Management Thought in a Changing World.

**ISL447 MODERN MANAGEMENT APPROACHES – (T:3 P:0 ECTS:5)** The aim of this course is to provide students with theoretical knowledge about modern management techniques



used in businesses and to help them implement these techniques. Topics include: Six Sigma, Balanced Scorecard, Benchmarking, Total Quality Management, Virtual and Network Organizations, Reengineering, Stress Management, Change Management, SWOT, Core Competence, Diversity Management.

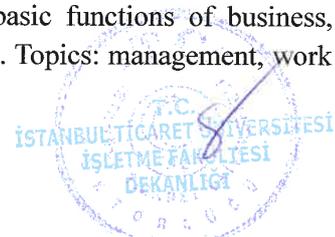
**ISL457 DATA ANALYSIS AND MODELING IN BUSINESS – (T:3 P:0 ECTS:5)** Topics: Variables and Types of Variables, Relationships Between Variables, Deterministic and Stochastic Relationships, Direction, Degree, and Functional Form of Relationships, Population and Sample Regression, Basic Assumptions of Regression, Derivation of the Population Regression Line, Sample Regression Equation, OLS Method, Parameter Estimation, Calculation of Theoretical Values, Examination of Model Fit, Standard Errors and Parameter Tests, Interval Estimation, Coefficient of Determination and Use of Model for Prediction, Applied Examples and Laboratory Work, Regression Solutions for Different Functional Forms, Correlation Analysis and Various Correlation Coefficients, Multiple Regression and Assumptions, Multiple Regression Solutions, Examination of Assumptions, General Application.

**ISL467 NEGOTIATION METHODS – (T:3 P:0 ECTS:5)** This course aims to develop students' negotiation skills, considering negotiation as a key advantage in commercial, social, and formal discussions. Topics: Basic Concepts in Negotiation, Participants and Their Characteristics, Negotiator–Counterparty Relationship, Key Considerations in the Negotiation Process, Considerations During Agreement, Stages of Negotiation, Negotiation Strategies, Techniques, Types of Negotiation, Legal Factors in Negotiations, Ethics in Negotiation.

**ISL477 CULTURE AND MARKETING – (T:3 P:0 ECTS:5)** This course aims to teach the relationship between culture and marketing and how culture influences marketing. Topics: Concept and Definition of Culture, Characteristics and Types of Culture, Cultural Elements, Concept and Scope of Marketing, Segmentation, Target Market and Positioning, Cultural Elements and Marketing, Cultural Differences and Their Importance in International Marketing, Effects of Culture on Purchasing and Consumer Behavior, Influence of International Firms and Target Markets on Culture, Hofstede's Cultural Dimensions and Their Relationship with Marketing, Consumer Culture, Industrialization of Culture and Effects of Popular Culture on Consumption, Culture and the Marketing Mix, Culture and Brand Communication.

**ENM433 QUALITY MANAGEMENT SYSTEMS – (T:3 P:0 ECTS:5)** Introduction to Quality Management, Concepts of Variability, Deviation, and Tolerance, Conceptual Development of Quality, Role of Quality Control in Enterprises, Concepts of Analysis and Improvement, FMEA, Quality Circles, Development of Total Quality Management, Relationship Between TQM and Traditional Management, Quality Pioneers, Quality Costs, Quality Awards, Barriers to TQM, Introduction and Examination of TQM Tools, Process Improvement Practices (Cause–Effect Diagram, Histograms, Pareto Analysis, Control Charts, etc.), ISO 9001, ISO 14001, OHSAS 18001 (ISO 45001), ISO 22000, 5S, TPM.

**LNG111 VOCATIONAL ENGLISH I (T:3 U:0 ECTS:5)** The aim of this course is to provide conceptual and practical knowledge and skills regarding the basic functions of business, organizational structure, resources, stakeholders and environment. Topics: management, work



and motivation; company structure; cross-cultural management; recruitment; women in business; review: management; sectors of the economy; production; logistics; quality; products; marketing; review.

**ISL375 SUSTAINABLE MARKETING – (T:3 P:0 ECTS:5)** The aim of the Sustainable Marketing course is to enable businesses to understand how they can integrate their environmental, social, and economic responsibilities into their marketing strategies. The course content includes an introduction to sustainable marketing, sustainability in consumer behavior, sustainable product design, sustainable brand management, sustainability communication, sustainable pricing strategies, sustainable distribution and logistics, digitalization in sustainable marketing, corporate social responsibility and sustainability, sustainable advertising and media, sustainability measurement and reporting, innovative sustainability approaches, sustainable marketing practices from Turkey, and future trends in sustainable marketing.

**ISL487 SUSTAINABLE FINANCE – (T:3 P:0 ECTS:5)** The aim of this course is to teach the integration of sustainability principles into financial decision-making processes, sustainable investment strategies, and the role of sustainability in financial markets. Within the scope of the course, students will gain knowledge on topics such as climate change, green financing, social impact investing, and sustainability reporting, and will acquire the competence to conduct financial analyses aligned with sustainable development goals.

#### **ELECTIVE COURSES – SPRING SEMESTER**

**ISL236 SALES MANAGEMENT (T:3 P:0 ECTS:5)** This course aims to provide students with knowledge regarding sales management and the detailed stages of the sales process. Topics covered include the relationship between marketing and sales; the role of communication in sales; sales presentations; customer communication and handling objections; the sales process; sales management; sales planning and budgeting; development and training of the sales force; motivation of the sales force; sales territories and sales quotas; performance evaluation in sales; ethical and legal issues in sales management; and future projections regarding the sales profession.

**ISL254 CORPORATE GOVERNANCE (T:3 P:0 ECTS:5)** This course aims to provide a general framework regarding the concept of corporate governance. The course will begin with a brief overview, followed by a detailed examination of the relationship between governance and management; theories and philosophies of corporate governance; corporate governance models; corporate risk management; corporate social responsibility; board membership and leadership; and corporate governance practices in Türkiye and around the world. Topics include: corporate governance systems and practices; theoretical approaches to corporate governance; developments in corporate governance worldwide and in Türkiye; evolution of corporate governance principles globally; corporate governance environment in Türkiye; the role of the board of directors in corporate governance; duties and responsibilities of the board; corporate risk management; corporate social responsibility and sustainability; and future perspectives on corporate governance.

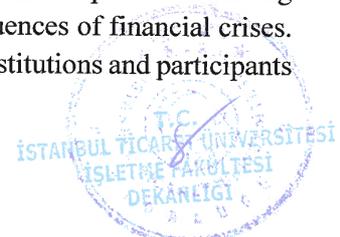


**ISL264 SOCIAL ENTREPRENEURSHIP (T:3 P:0 ECTS:5)** The aim of this course is to develop students' social entrepreneurship competencies. Both theoretical and practical knowledge will be provided. Topics include the definition and meaning of social entrepreneurship; analysis of social entrepreneurship within economic systems; design of entrepreneurial ecosystems and the BTM example; business models for developing sustainable and social entrepreneurship; the role of social entrepreneurship in enhancing the competitiveness of economies; analysis of the internal and external factors that motivate individuals toward social entrepreneurship; essential characteristics of social entrepreneurs; generating and launching social enterprise ideas; identifying and analyzing social enterprise opportunities; financing social enterprise projects; preparing business plans for social initiatives; management and sustainability of successful social enterprise projects; successful models from Türkiye and around the world.

**ISL326 INDUSTRIAL MARKETING MANAGEMENT (T:3 P:0 ECTS:5)** This course covers the characteristics of industrial markets; relationship marketing; purchasing and procurement in industrial markets; organizational behavior from the perspective of industrial marketing; target market selection and positioning in industrial markets; industrial marketing information systems and competitive environment; product policies and the process of new product development including branding; industrial services and marketing methods; pricing policies in industrial marketing; supply chain management and distribution policies in industrial markets; promotion policies in industrial markets; and internationalization, innovations, and trends in industrial marketing.

**ISL328 DECISION MAKING IN MANAGEMENT (T:3 P:0 ECTS:5)** The aim of this course is to equip students with the ability to solve real-life decision-making problems using statistical methods and to statistically interpret the decisions reached. Topics include the elements of decision making; formulation of decision-making problems; decision making under certainty; decision making under risk; decision making under uncertainty; Bayes decision method and prior information decision making; application of prior information decision making in businesses; Bayes method for posterior decision making; decision tree method in posterior decision making and calculation of outcome probabilities; strategic analysis and the inductive method; application of posterior decision making in businesses; hypothesis testing, Type I and Type II errors; determination of critical region and rejection region; test power; testing population means; testing population proportions; application of hypothesis tests in managerial decision making; composite indices; Laspeyres, Paasche, and Edgeworth-Marshall indices.

**ISL338 INTERNATIONAL FINANCE (T:3 P:0 ECTS:5)** The objective of this course is to provide students with knowledge of the fundamental structure and institutions of the international financial system; the functioning, characteristics, and products of international financial markets; the roles of institutions and organizations operating in these markets; the structure of regulatory and supervisory bodies; the effects of developments in international financial markets; characteristics of financial centers; international corporate financing methods; types of portfolio management; and the causes and consequences of financial crises. Topics include the emergence of the international monetary system; institutions and participants



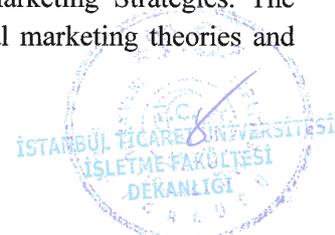
shaping the global system; exchange rates; a brief history of the IMF and the World Bank; the global financial environment after the global crisis; exchange rate systems; parity conditions and forecasting exchange rates; foreign exchange markets; identifying and managing exchange rate risk; financing of international trade; international investment evaluation; foreign direct investment; country risk analysis; emerging economies; and international cash management.

**ISL344 DIVERSITY MANAGEMENT (T:3 P:0 ECTS:5)** The aim of this course is to develop an understanding of the concept of diversity and to examine how it can be effectively managed. Topics include: What is diversity; the concept of diversity management; models of diversity management; whether diversity is beneficial or harmful for organizations; diversity and managing diversity; dimensions of diversity, advantages and disadvantages of diversity; approaches to diversity; equal employment; affirmative action; individual, organizational, and societal effects of diversity management; film analysis: The Imitation Game; early diversity management models; process-oriented intermediate models; integrated diversity management models; models focusing on organizational functions and outcomes; myths and discourses related to managing diversity; film analysis: Temple Grandin.

**ISL346 COMMUNICATION IN MANAGEMENT (T:3 P:0 ECTS:5)** This course covers knowledge management; understanding groups and managing teams; leadership and trust; motivation; fundamentals of decision making; managing change and innovation; effects of globalization; managing diversity with emphasis on generational and cultural differences; ethics in management; the role of social media in management; strategic decision-making fundamentals; motivation theories and empowerment.

**ISL348 GLOBAL STRATEGIES AND CASES (T:3 P:0 ECTS:5)** The aim of this course is to teach strategic concepts by reinforcing them through case studies. Topics include globalization and the concept of strategy; corporate strategies; business unit strategies; functional strategies; and global strategies. These topics will be supported through a series of case studies.

**ISL354 BUSINESS STRATEGIES AND ARTIFICIAL INTELLIGENCE IN THE DIGITAL AGE (T:3 P:0 ECTS:5)** Theoretical Foundations of the Concept of Digitalization. The purpose of this course is to establish the theoretical foundation necessary for understanding the impact of digital transformation on businesses. Digital Ecosystems, Platform Theory, and Network Economy. The purpose of this course is to explain the value creation logic of platform-based business models. Conceptual Framework of Artificial Intelligence. The purpose of this course is to explain the fundamental principles of artificial intelligence and its impact on business strategies. Knowledge Management, Data Strategy, and Organizational Learning. The purpose of this course is to demonstrate how data transforms into a strategic resource and how organizations utilize this knowledge. Business Model Innovation in the Digital Age: Theoretical Approaches. The purpose of this course is to understand the role of digitalization in creating new business models. Automation, Business Processes, and Restructuring of Organizational Design. The purpose of this course is to analyze how automation transforms business processes and organizational structure. Academic Foundations of Digital Marketing Strategies. The purpose of this course is to deepen the relationship between digital marketing theories and



models with business practices. Strategic Management Theories I: Competitive Advantage and Digitalization. The purpose of this course is to explain the strategic role of digitalization in creating competitive advantage. Strategic Management Theories II: Strategic Decision-Making in the AI Era. The purpose of this course is to demonstrate how artificial intelligence reshapes strategic decision-making processes. Digital Risk Management, Security, and Ethical Frameworks. The purpose of this course is to evaluate the risks, security issues, and ethical responsibilities created by digitalization. Digitalization in Financial Systems and Theoretical Analysis of the FinTech Ecosystem. The purpose of this course is to understand the functioning of digital finance technologies and how they transform the financial sector. Technology Management, Innovation Strategies, and Future Studies. The purpose of this course is to develop approaches to managing technological innovations and strategic thinking skills oriented toward the future.

**ISL358 ENVIRONMENTAL MANAGEMENT (T:3 P:0 ECTS:5)** The aim of this course is to equip students with sustainability awareness and environmental consciousness. Topics include global environmental problems; natural areas and fragile ecosystems exposed to the pressures of urbanization and industrialization; environmental sustainability; and planning of environmental processes.

**ISL366 CULTURE AND ORGANIZATION (T:3 P:0 ECTS:5)** The aim of this course is to provide an understanding of the concepts of culture and organizational culture, and to establish the relationship between organizational culture, organizational communication, and organizational performance. Topics include: elements of organizational culture; models explaining organizational culture; construction of organizational culture; cultural change; innovative and high-performance culture; green management and entrepreneurial culture; diversity and cultural differences in organizations; trust culture and corporate reputation; knowledge management and developing a learning organizational culture; workplace spirituality and spiritual organizational culture; creative organizational culture; business ethics and the Ahi (Akhi) culture.

**ISL368 GLOBAL MARKETING (T:3 P:0 ECTS:5)** The aim of this course is to enable students to evaluate marketing management on a global scale, develop global marketing plans, and design and manage the global marketing mix (4Ps). Topics include: understanding the international marketing environment; internationalization theories and practices; international consumer behavior; analyzing international business opportunities; international marketing research; designing international marketing programs; international product and service strategies; pricing for international markets; managing international supply chains and distribution channels; international promotion strategies; and managing international marketing efforts.

**ISL468 BUSINESS INTERNSHIP (T:3 P:0 ECTS:6)** The aim of this course is to inform and support students on matters they may need before and during their internship process, thereby preparing them more effectively for professional life. The instructor's responsibilities are organized into three phases: pre-internship preparation; supervision during the internship; and assessment following the internship.



**ISL458 FINANCIAL APPLICATIONS OF FINTECH AND ARTIFICIAL INTELLIGENCE (T:3 P:0 ECTS:5)** Fintech: What is Fintech? Historical Development and Scope, Fundamentals of Artificial Intelligence and Its Intersection with Financial Technologies, Blockchain and Cryptocurrencies, Digital Payment Systems and Open Banking, Big Data and Financial Analysis, Algorithmic Trading and AI-Based Investment Strategies, Robo-Advisors and Automated Portfolio Management, Use of AI in Credit Scoring and Risk Analysis, Regtech: Regulatory Technologies and Compliance, Fraud Detection Systems, Financial Chatbots and Automation in Customer Services, Artificial Intelligence in Sustainable Finance and ESG Analysis, Fintech Entrepreneurship Ecosystem and Startups, Case Studies and Applied Project Presentations.

**ISL488 CODING AND GAME SOFTWARE IN NEXT-GENERATION MARKETING (T:3 P:0 ECTS:5)** This course aims to equip students with software competencies applicable to next-generation marketing. Topics include: next-generation marketing trends; next-generation marketing technologies; coding in next-generation marketing; data analytics in next-generation marketing; digital marketing in next-generation contexts; and software applications in next-generation marketing.

**GNL428 BUSINESS ETHICS (T:3 P:0 ECTS:5)** The aim of this course is to equip students with knowledge of fundamental concepts of business ethics. Topics include: ethics and business; ethical principles in organizations; the business system and the relationships among government, markets, and international trade; ethics in the marketplace; ethics and the environment; consumer ethics in production and marketing; and discrimination. Students will conduct case presentations throughout the course.

**ENG316 TECHNOLOGY MANAGEMENT (T:3 P:0 ECTS:5)** Topics include: the concept of technology; the relationship between business management and technology; technology in global competition; actions within technology management; technology transfer; selected tools of technology management; protection of technology; patents, utility models, trademarks, industrial design; case studies on industrial property; Industry 4.0 (Fourth Industrial Revolution); technology selection; computer-integrated manufacturing; smart factories; research and development; evaluation of new technologies from a business perspective; quality function deployment; and innovation management.

**ENG313 PROJECT MANAGEMENT (T:3 P:0 ECTS:5)** The aim of this course is to equip students with knowledge enabling them to participate in or manage projects they may encounter in business settings. Topics include: introduction to project management and basic concepts; system development, forming the project team, and organization; project management standards; project integration management, scope management, and cost management; project quality management; human resources management and communication management; project time management; risk management and procurement management; scheduling in project management (data flows, Gantt chart, CPM, PERT); control in project management; and implementation and presentation of project work (Gantt, CPM, PERT, organizational structures in project management).



**ULT340 INTEGRATED MARKETING COMMUNICATIONS (T:3 P:0 ECTS:5)** The aim of this course is to enable students to approach marketing communications from a holistic perspective. Topics include: integrated marketing communications; consumer behavior and brand management; planning integrated marketing communications; advertising campaigns and advertising design; traditional media; digitalization and marketing communications; social media; alternative tools in marketing communications; database and big data in marketing communications; sales promotions; public relations and sponsorship; and ethical and legal issues in integrated marketing communications.

**LNG112 VOCATIONAL ENGLISH 2 (T:3 P:0 ECTS:5)** The aim of this course is to enable students to define and use basic English terms specific to the fields of business and economics in an appropriate context. Topics include terminology relating to advertising, banking, taxation, business cycles, exchange rates, international trade, economics, stocks and shares, takeovers, corporate social responsibility, and selected review modules.

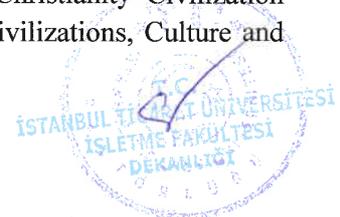
#### **UNIVERSITY ELECTIVE COURSES / FALL TERM**

**GNL100 ACADEMIC SUCCESS AND LIFE SKILLS (T:3 P:0 ECTS:2)** General Framework: Academic Success and Life Skills, Transition from High School to University, Istanbul Commerce University: The University of the Business World, Intra-University Communication, Critical and Analytical Thinking, Coping with Stress, Time Management, Effective Presentation Techniques I, Effective Presentation Techniques II, Group Work.

**GNL112 CITY, CULTURE, AND ISTANBUL (T:3 P:0 ECTS:2)** Understanding one's city, developing a sense of belonging, building social and cultural awareness, Being a Student in Istanbul, Rediscovering Istanbul as an Ancient City, Cultural Venues of Istanbul, Legends of Istanbul, Settlement History of Istanbul from Prehistory to Present, Mimar Sinan and the Skyline of Istanbul, Istanbul as the Administrative Center of the Ottoman Empire, History–Space–Culture: Istanbul, Traditional Turkish Arts and Istanbul, Istanbul's Historical Restaurants, Literature, Art and Istanbul.

**GNL112 CITY, CULTURE AND ISTANBUL (English Version) (T:3 P:0 ECTS:2)** City, Culture and Istanbul: Definitions and Concepts, Istanbul and Literature, Istanbul and Its Architecture, Istanbul, the City and Aesthetics, History of Istanbul from Past to Present, Spiritual Life in Istanbul, Traditional Turkish Arts and Istanbul, Cultural Venues: Libraries, Istanbul's Culinary Map and Restaurants, Flora and Fauna of Istanbul, Istanbul and Social Life, Istanbul in Terms of Tourism, Concept of Global City and Istanbul.

**GNL114 CIVILIZATION AND SOCIETY (T:3 P:0 ECTS:2)** Course Objective: To explain the concept and importance of civilization, highlight its vital role for individuals and society, understand fundamental philosophies behind civilizations, examine the roles of culture, belief, and traditions, and establish links between modern civilization concepts and social problems. Topics: Importance of Culture and Civilization, Characteristics of Civilizations, Civilizational Perspectives, Theories of Civilizational Conflict, Change and Universality of Civilization, Roman, Byzantine, Persian and Islamic Civilizations, Islam–Judaism–Christianity–Civilization Relationship, European, American, Indian, Japanese, and Chinese Civilizations, Culture and



Social Environment, City and Urbanization, Civilization and Social Change, City and Civilization, The Individual's Search for Civilization.

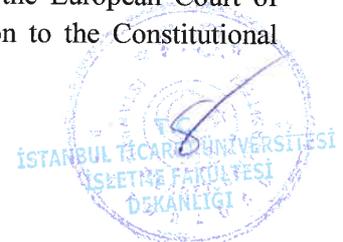
**GNL114 CIVILIZATION AND SOCIETY (English Version) (T:3 P:0 ECTS:2)** Religions and Islam in Today's Global Geography, What Are Civilization and Culture, Prehistoric Ages, Mesopotamia and Historical Ages, Ancient Central Asia and the Scythians, Turkish History and the Uighurs, Anatolian Civilizations, Phoenicians and Hebrews, Egyptian Civilization, Aegean and Greek Civilization, Etruscans and Roman Empire, Persian, Indian and Chinese Civilizations, Tradition of Coexistence in Türkiye, Libraries from Past to Present.

**GNL310 TRADE MANAGEMENT (T:3 P:0 ECTS:2)** Definition of Trade, Its Development in the World and Türkiye, National and International Trade Institutions, Multilateral Trade System and Trade Management, Distribution Channels and Trade Management, Contract Management in Trade, Direct Sales, Dealer and Agency Agreements, Risks in the Transfer of Goods from Seller to Buyer, Cost Elements and Pricing, Management of Transport Risks and Transport Insurance, Political Risk, Credit Risk and Currency Risk Management, Turkish Commercial Legislation.

**GNL326 NEW GENERATION ENTREPRENEURSHIP (T:3 P:0 ECTS:2)** New Generation Entrepreneurship Basic Concepts, New Generation Business Models, Project Development Processes, Startup Meetings, Startup Presentations, Project Development Presentations, New Generation Entrepreneurship Financing Models, BTM Visit, Project Development Presentations, Investment Experience Sharing, Project Presentation and Negotiation.

**GNL327 PARTICIPATION BANKING AND ISLAMIC FINANCE (T:3 P:0 ECTS:2)** Introduction to Participation Finance Institutions and Instruments, Distinctive Features of Participation Financing and Comparisons with Conventional Finance, Regulations in Participation Finance and Standard-Setting Institutions, Participation Finance Institutions, Participation Banks, Participation Insurance (Takaful), Participation Finance in Money and Capital Markets, Participation Finance Instruments, Sukuk, The Role of Participation Finance in the Financial World, Characteristics of the Financial Statements of Participation Banks, Characteristics of Corporate Financial Statements, Trends in Participation Finance, Sustainability and Environmental Awareness.

**GNL330 HUMAN RIGHTS LAW (T:3 P:0 ECTS:2)** Aim: To provide students with knowledge of human rights theory and protection mechanisms. Topics: Introduction to Human Rights Theory and Basic Concepts, Rights and Freedoms Documents – Emergence of Modern Human Rights Doctrine, Characteristics of Human Rights, Classification of Rights, Generations of Rights and Critiques, Human Rights and Cultural Relativism, Human Rights Regulation Systems, Vertical and Horizontal Effect of Human Rights, Restriction of Rights and Freedoms During Ordinary Times, Restriction of Rights and Freedoms During Emergencies, International Protection of Rights and Freedoms: European Human Rights Law, Scope and Principles of the European Convention on Human Rights, Individual Application to the European Court of Human Rights, National Protection of Rights: Individual Application to the Constitutional Court.



**GNL350 STATE, SOCIETY, AND ECONOMY IN TÜRKİYE (T:3 P:0 ECTS:2)** Basic Concepts, Relationship and Origins of State–Society–Economy, Administration and Economic Order in the Ottoman Empire, Reform Era in the Ottoman Empire – Developments in the 18th and 19th Centuries, Second Constitutional Era, Committee of Union and Progress, World War I and the Independence Struggle, Economy and Politics in the Early Republican Period, Single-Party Period Economy and Statism, Transition to Multi-Party Life and Democrat Party Era, Between Two Coups: 1970–1980, Neoliberalism and the Özal Years (repeated), Globalization and the AK Party Years, Summary of the Period and General Evaluation.

**GNL351 POLITICS IN TÜRKİYE (T:3 P:0 ECTS:2)** Understanding of the Turkish State, Politics in the Ottoman Empire, Tanzimat Edict, Young Ottomans, Young Turks – Committee of Union and Progress, National Liberation War, Women in Turkish Politics, Kemalism – Single Party Rule, Youth in Turkish Politics, Transition to Democracy – Second Republic (1960–1980), Minorities in Turkish Politics, Third Republic (1980–2002), Politics in Türkiye After 2002 – Türkiye in Global Politics.

**GNL353 CULTURE AND POLITICS IN EURASIA (T:3 P:0 ECTS:2)** Formation, Evolution, Perspectives and Semantic Foundations of the “Eurasian Geoconcept,” Main Powers of Eurasia from Past to Present, Political–Social–Economic Systems and Transition Period Issues in Eurasian History, Overview of Central Asia or Turkestan: East, West, South Turkestan, Cultural Lines over Eurasia: History and Civilization, Heritage, Discovery of the New Turkic Republics After the Cold War, New National Identities, Regional Analysis – Internal and External Factors Shaping Post-Soviet Russia’s Foreign Policy, Interests, and Strategic and Ideological Foundations, Regional Analysis – China as a Rising Power and Its Eurasian Strategy, Regional Analysis – Recent Developments in Eurasia Related to Türkiye and the Turkic World, Rising “Turkic World” and “Turkish Unity” Discourse and Its Institutional/Political Reflections, Regional Security Approaches and Institutional Mechanisms in Eurasia, Interstate Border Conflicts, Separatist Tendencies, Ethnic–Regional Disputes, Territorial Conflicts and Their Solutions, Regional Economic Integration in Eurasia, Regional Cultural Integration in Eurasia.

**GNL354 BASIC CONCEPTS AND STRUCTURES IN ECONOMICS (T:3 P:0 ECTS:2)** Definition of Economics and Basic Concepts, Supply and Demand Laws, Market Equilibrium, Consumer Behavior, Production and Cost Theories, Firms and Market Structures, Types of Competition, Market Failures and State Intervention, Money and Banking System, Macroeconomic Indicators, National Income Calculation Methods, Inflation and Unemployment, Economic Growth and Development, International Trade and Finance, Economic Policies and Their Applications.

**GNL355 FINANCIAL LITERACY (T:3 P:0 ECTS:2)** Introduction to Financial Literacy, Concept and Current State in Türkiye, Basic Concepts in Finance and Financial Environment, Financial Markets and Institutions, Financial Instruments (deposits, stocks, bonds, etc.), Key Economic Indicators and Interpretation, Time Value of Money and Interest Calculations, Midterm Exam, Fundamental Analysis: Macroeconomic Analysis, Sector Analysis, Company



Analysis, Technical Analysis: Basic Concepts (Trend, Support–Resistance, Bull–Bear Markets), Stock Valuation, Financial Statement Analysis and Applications.

**GNL356 MIGRATION AND MIGRATION POLICIES IN TÜRKİYE (T:3 P:0 ECTS:2)**

Concept and Types of Migration, Causes of Migration, Concepts Related to Migration Law, International Migration Law and Migration Law in Türkiye, Migration Theories, Türkiye’s Migration History, Post-2011 Migration Movements to Türkiye, 21st Century International Migration and Securitization of Migration, International Migration and Diaspora Relations, Social Cohesion Process in the Context of Migration, Political Economy of International Migration, Feminization of Migration.

**GNL357 ADDICTION AND FIGHT AGAINST ADDICTION (T:3 P:0 ECTS:2)**

Basic Concepts, Positive and Negative Aspects of Technology, Addiction, Combating Addiction, Action Plans and Methods, Anti-Addiction Efforts in Türkiye and Green Crescent, Internet Addiction Features, Measuring Internet Addiction, Signs and Symptoms of Internet, Game, Smartphone and Social Media Addiction, Awareness and Coping Strategies for Students, Teachers and Families (Internet, Game, Smartphone, Social Media Addiction), Cyberbullying: Definition, Differences from Traditional Bullying, Types and Tools of Cyberbullying, Awareness and Coping Strategies Against Cyberbullying, Technology Family Style, Nomophobia, Creating School Culture, Policies and Laws.

**GNL358 BASIC CONCEPTS AND APPROACHES IN PSYCHOLOGY (T:3 P:0 ECTS:2)**

Definition of Psychology and Related Disciplines, Modern History of Psychology I & II, Sensation and Perception, Learning, Motivation and Emotions, Attitudes and Stereotypes, Stress and Conflict, Cognitive and Mental Abilities, Memory, Personality, Applied Fields of Psychology, Measurement and Evaluation in Psychology, Behavioral Analysis.

**GNL359 SOCIAL RESPONSIBILITY PROJECTS (T:3 P:0 ECTS:2)**

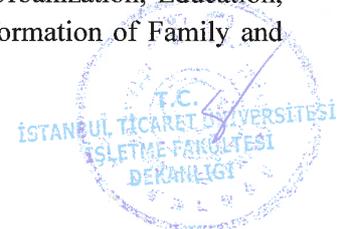
Definition of Social Responsibility, Overview of Social Responsibility Projects, Examples of Social Responsibility Projects, Determination of Project Topics and Preparation of Projects, Implementation of Projects, Evaluation of Project Outcomes.

**GNL360 LEADERSHIP AND MANAGEMENT (T:3 P:0 ECTS:2)**

Leadership and Management Concepts, Classical and Modern Management Theories, Traditional Leadership Approaches, Contemporary Leadership Approaches I & II, Leadership and Organizational Hierarchy, Leadership and Social Change, Ethical Values and Leadership, Cultural Differences and Leadership, Women and Leadership, Leadership in the Digital Age, Case Studies of Leadership in the World and Türkiye.

**GNL361 SOCIAL CHANGE AND MODERNIZATION IN TÜRKİYE (T:3 P:0 ECTS:2)**

Concepts of Social Change and Modernization, Modernization Theories and Criticisms, Modernization from Ottoman to Republican Türkiye, Social Impacts of Tanzimat and Islahat Edicts, Intellectual and Institutional Transformation in the Second Constitutional Period, Social Reconstruction in the Early Republic, Single-Party Reforms (1923–1950), Social Impacts of Transition to Multi-Party System, Industrialization, Migration and Urbanization, Education, Language and Cultural Policies, Changing Status of Women, Transformation of Family and



Gender Roles, Religion–Secularism Relations and Their Social Effects, Media, Communication and Cultural Modernization, Post-1980 Neoliberal Policies and Social Change, Globalization, Identity and Cultural Diversity, Contemporary Social Movements and Dynamics, Resistance in Modernization and Traditional Structures, Achievements and Challenges of Modernization in Türkiye, Future Prospects of Social Change in Türkiye.

**GNL362 BASIC CONCEPTS IN SOCIAL SCIENCES (T:3 P:0 ECTS:2)** Leadership and Conflict Management, Critical Thinking, Society, Sociology, Stratification and Inequality, Economics and Basic Concepts, Special Education Groups – Learning Disabilities, Media and the Political Economy of Media, Globalization, Education as a Soft Power, Political Science and International Relations, Artificial Intelligence Applications, Selected Topics – Film Analysis.

**GNL363 BASIC CONCEPTS AND APPROACHES IN EDUCATION (T:3 P:0 ECTS:2)** Introduction, Leadership and Conflict Management, Critical Thinking, Special Education: Gifted Students, Learning Disabilities and Impairments I & II, Educational Psychology – School Culture, Economics of Education, Education as Soft Power, Externalities in Education, Machine Learning and Artificial Intelligence, Selected Topics.

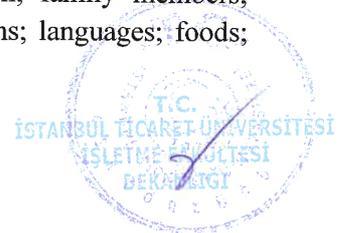
**GNL364 BASIC CONCEPTS IN ARTIFICIAL INTELLIGENCE APPLICATIONS (T:3 P:0 ECTS:2)** Foundations and Advantages of Digital Technologies, Transition of Countries to the Digital World Order, What is Artificial Intelligence?, History of AI, Effects of AI on the Digital World, Applications and Examples of AI, Commonly Used AI Tools Today, Machine Learning Methods I–II–III, Impacts of AI.

**GNL365 ENERGY, WATER, ENVIRONMENT, AND SOCIETY (T:3 P:0 ECTS:2)** Concept of Energy and Basic Energy Units, Types of Energy and Energy Conversions, Global Energy Resources, Non-Renewable and Renewable Energy Sources, Importance of Energy Resources in Development, Role of Energy Resources in Sustainable Development, Global Impacts of Energy Resources, Global Warming, Sustainable Environment and Life.

**LNG121 SECOND FOREIGN LANGUAGE – GERMAN 1 (T:3 P:0 ECTS:2)** Topics: greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence.

**LNG131 SECOND FOREIGN LANGUAGE – FRENCH 1 (T:3 P:0 ECTS:2)** Topics: French alphabet and pronunciation; question forms (who, what, why, how many, etc.); definite and indefinite articles; demonstrative adjectives; numbers; possession; family members; genders; greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence; common objects; physical descriptions; quantities; the verb “to be”.

**LNG141 SECOND FOREIGN LANGUAGE – SPANISH 1 (T:3 P:0 ECTS:2)** Topics: Spanish alphabet and pronunciation; question forms (who, what, why, how many, etc.); definite and indefinite articles; demonstrative adjectives; numbers; possession; family members; genders; greetings; personal pronouns; places and locations; professions; languages; foods;



currencies; exchanging money; asking about place of residence; common objects; physical descriptions; quantities; the verb “to be”

**LNG151 SECOND FOREIGN LANGUAGE – RUSSIAN 1 (T:3 P:0 ECTS:2)** Topics: greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence.

**LNG171 SECOND FOREIGN LANGUAGE – JAPANESE 1 (T:3 P:0 ECTS:2)** Topics: Japanese alphabet and pronunciation; question forms (who, what, why, how many, etc.); definite and indefinite articles; demonstrative adjectives; numbers; possession; family members; genders; greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence; common objects; physical descriptions; quantities; the verb “to be”.

**LNG181 SECOND FOREIGN LANGUAGE – CHINESE 1 (T:3 P:0 ECTS:2)** Topics: overview and practice of the Pinyin system; Chinese alphabet and pronunciation; question forms (who, what, why, how many, etc.); definite and indefinite articles; demonstrative adjectives; numbers; possession; family members; genders; greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence; common objects; physical descriptions; quantities; the verb “to be”.

**LNG191 SECOND FOREIGN LANGUAGE – ITALIAN 1 (T:3 P:0 ECTS:2)** Topics: greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence.

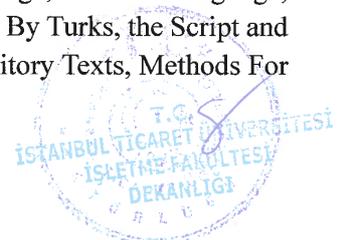
**LN197 SECOND FOREIGN LANGUAGE – PERSIAN 1 (T:3 P:0 ECTS:2)** Topics: greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence.

**LNG199 SECOND FOREIGN LANGUAGE – ARABIC 1 (T:3 P:0 ECTS:2)** Topics: greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence.

**LNG201 SECOND FOREIGN LANGUAGE – BOSNIAN, CROATIAN, SERBIAN 1 (T:3 P:0 ECTS:2)** Topics: alphabet and pronunciation; question forms (who, what, why, how many, etc.); definite and indefinite articles; demonstrative adjectives; numbers; possession; family members; genders; greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence; common objects; physical descriptions; quantities; the verb “to be”.

#### **UNIVERSITY ELECTIVE COURSES / SPRING TERM**

**GNL201 ACADEMIC TURKISH FOR INTERNATIONAL STUDENT (T:3 P:0 ECTS:2)** Purpose and Principles of the Turkish Language Course, Introduction to the Topics, Course Monitoring Method, Types of Language, Languages In Terms of Structure, The Place of the Turkish Language Among World Languages, Spoken Language, Written Language, Dialect, Accent, Slang, History of the Turkish Language, Scripts Used By Turks, the Script and Language Reform, Characteristics of Turkish, Analysis Plan of Expository Texts, Methods For



Identifying Topic, Theme, and Main Idea, Spelling Rules, Punctuation Marks, Rules and Forms Of Expression, Written Expression, Oral Expression, Planning, Paragraph Construction and Summarizing, Proper and Accurate Use of Turkish in Oral Expression, Problems of the Turkish Language and Disorders In Language Acquisition, Language Mistakes, Foreign Words in Turkish, Misuse of Elements, Correspondence, Petitions, Résumés, Business Letters, Practices Related to Spelling And Punctuation.

**GNL215 SIGN LANGUAGE (T:3 P:0 ECTS:2)** Manual Alphabet (Two-Handed) and Types Of Dictionary Words: Nouns, Antonyms, Verbs, Adjectives. Family and Environment, Our Body and Health, House and Household Items, Food And Drinks, Clothing and Accessories, Emotions, Occupational Terms, Directions.

**GNL311 TRADE PRACTICES (T:3 P:0 ECTS:2)** Documents Used in Trade and Sales Contracts, Delivery Terms and Pricing in Trade, Payment Methods in Trade and Their Associated Risks: Cash in Advance, Open Account, Documents Against Payment, Documents Against Acceptance, Letter of Credit; Key Considerations in Choosing a Payment Method, Financing Products Available to Importing Companies, Financing Products Used By Exporting Companies.

**GNL313 OCCUPATIONAL HEALTH AND SAFETY (T:3 P:0 ECTS:2)** Basic Concepts of Occupational Health And Safety, its History, Legal Aspects, Core Practices, Occupational Diseases and Workplace Accidents, Protective Measures for Occupational Health and Safety, Risk Assessment.

**GNL314 OTTOMAN TURKISH (T:3 P:0 ECTS:2)** The Place of Ottoman Turkish in the Turkish Language, Arabic Alphabet, Vowels and Consonants, Connection of Letters at the Beginning, Middle, and End of Words, Symbols, Numbers, Writing Practices, Representation of Vowels in Turkish, Types of Scripts, Transcription Alphabet, Consonants Not Found in Turkish, Spelling of Turkish Words, Structure of Arabic-Origin Words, Their Patterns, Nouns, Infinitives, Arabic Infinitives, Active and Passive Participles (İlm-i Fâil and Ism-i Me'ûl), Aksam-ı Seb'â (Seven Declensions), Persian-Origin Words, Manuscripts.

**GNL316 HISTORY AND PHILOSOPHY OF SCIENCE (T:3 P:0 ECTS:2)** Introduction to the Concepts of Culture, Technology, Science, and Philosophy; Science, Religion, and Society in Mesopotamia; Science and Philosophy in Ancient Greece; Medieval Europe and Scholastic Philosophy and Science; Science and Philosophy in the Islamic Cultural Geography: Ibn Khaldun; Science and Philosophy in Renaissance Europe; Society and Philosophy of Science in the Age of Enlightenment and Positivism; Karl R. Popper: the Logic of Scientific Discovery; Imre Lakatos: Methodology of Scientific Research Programs; Karl R. Popper: Against Method; Thomas S. Kuhn: The Structure of Scientific Revolutions; Willard V. O. Quine: Two Dogmas of Empiricism.

**GNL327 PARTICIPATION BANKING AND ISLAMIC FINANCE (T:3 P:0 ECTS:2)** Introduction of Participation Finance Institutions and Instruments, Distinctive Features of Participation Finance and Comparisons with Conventional Finance, Regulations and Standard-Setting Institutions in Participation Finance, Participation Finance Institutions,



Participation Banks, Participation Insurance, Participation Finance in Money and Capital Markets, Participation Finance Instruments, Sukuk, Place of Participation Finance in the Financial World, Characteristics of Participation Banks' Financial Statements, Characteristics of Companies' Financial Statements, Trends in Participation Finance, Sustainability and Environmental Awareness.

**GNL328 VOLUNTEERING STUDIES (T:3 P:0 ECTS:2)** Responsibility, Social Responsibility, Civil Society and Volunteering: Conceptual Analysis, How to Develop a Project Idea and Write a Project? Project and Poster Preparation and Determination of Project Topics, Review of Project Proposals, Implementation of Project.

**GNL333 NEW GENERATION ENTREPRENEURSHIP (T:3 P:0 ECTS:2)** New Generation Entrepreneurship Basic Concepts, New Generation Business Models, Project Development Processes, Startup Meetings, Startup Presentations, Project Development Presentations, New Generation Entrepreneurship Financing Models, BTM Visit, Project Development Presentations, Investment Experience Sharing, Project Presentation and Negotiation.

**GNL404 LITERATURE AND SOCIETY (T:3 P:0 ECTS:2)** Definition and Functions of Literature, Social Functions of Literature, Literary Genres and Their Social Reflections, Realism and Society, Literature and İdeology, Literary Movements and Social Change, Politics of Literature, Gender and Literature, İdentity and Culture in Literature, Relationship Between Society and Individual, Historical Development of Literature and its İmpact on Society, Popular Culture and Literature, Literary Criticism and Social Analysis, Contemporary Literature and Social Issues.

**GNL367 ISSUES IN THE WORLD POLITICS (T:3 P:0 ECTS:2)** Rising Powers and the Transformation of Geopolitics I, Rising Powers and the Transformation of Geopolitics II, Non Traditional Security and World Politics, Nuclear Deterrence and Disarmament, Debate 1: Should the U.S. Enter İnto Conflict With North Korea Due to its Nuclear Weapons Program?, International Organizations and Their Criticisms, Debate 2: Is the United Nations a Valuable Organization?, Global Terrorism, Globalization and Regionalization, Debate 3: Does Free Trade Help Eliminate Poverty in the World?, Climate Change, Migration and Asylum Movements, Final Debate a New World Order?, The Transformation of Geopolitics, Shifting Balances, Disarmament, Trade, Terrorism, International Organizations, Migration.

**GNL351 POLITICS IN TÜRKİYE (T:3 P:0 ECTS:2)** The Turkish Concept of State, Politics in the Ottoman Empire, the Edict of Tanzimat, the Young Ottomans, the Young Turks – Committee of Union and Progress, National War of Independence, Women in Turkish Politics, Kemalism – One-Party Rule, Youth in Turkish Politics, Transition to Democracy – the Second Republic (1960–1980), Minorities in Turkish Politics, the Third Republic (1980–2002), Turkish Politics After 2002 – Türkiye in Global Politics.

**GNL370 GLOBALIZATION AND SOCIETY (T:3 P:0 ECTS:2)** Globalization Leads to Significant Changes in All Areas of Social Life. The Main Topics of This Course Will İnclude



Globalization and Historical Transformation in General; And the Effects of Globalization on Education, the Environment, Military Affairs, and The Economy.

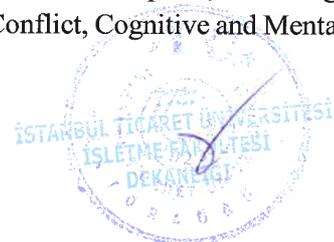
**GNL354 FUNDAMENTAL CONCEPTS AND STRUCTURES OF ECONOMICS (T:3 P:0 ECTS:2)** Definition and Fundamental Concepts of Economics, Laws of Supply and Demand, Market Equilibrium, Consumer Behavior, Production and Cost Theories, Firm and Market Structures, Types of Competition, Market Failures and Government Intervention, Money and Banking System, Macroeconomic Indicators, Methods of National Income Accounting, Inflation and Unemployment, Economic Growth and Development, International Trade and Finance, Economic Policies and their Applications.

**GNL372 ENTREPRENEURSHIP AND SOCIAL ENTREPRENEURSHIP (T:3 P:0 ECTS:2)** What is Entrepreneurship? The Concept of Social Innovation, What is Social Entrepreneurship? The Processes of Identifying Problems and Developing Solutions in Social Enterprises, Examples of Social Enterprises From Our Country, Examples of Social Enterprises From Around the World, Discussion of Students' Social Enterprise Ideas.

**GNL373 BASIC COMMUNICATION (T:3 P:0 ECTS:2)** The Concept of Communication, Definition of Communication, Importance of Communication, Characteristics of Communication. the Communication Process, Elements of the Communication Process: Sender, Encoding, Decoding, Message, Channel, Receiver, Noise, Feedback. Language and Communication, Culture and Communication, Language, Culture, and Communication. Types of Communication According to Context, Types of Communication According to Medium, Types of Interpersonal Communication, Factors Affecting Interpersonal Communication, Interpersonal Communication and Conflict, the Internet and Interpersonal Communication, Mass Media and Their Types, Corporate Communication: Definition And Functions, Internal Communication Objectives, New Communication Technologies.

**GNL374 NEW MEDIA AND COMMUNICATION (T:3 P:0 ECTS:2)** The Aim of This Course is to Enable Students to Understand Digital Communication Environments, New Media Technologies, And Their Social, Cultural, and Individual Impacts. Students Will Learn to Analyze the Differences Between New Media and Traditional Media and to Critically Evaluate the Transformations in Digital Communication. The Course Also Aims to Provide Both Theoretical and Practical Knowledge Through Topics Such as Media Literacy, Participatory Culture, Digital Identity and Online Communities. The Course Covers Concepts Such as New Media, The Social Media Ecosystem, Digital Culture, User-Generated Content, Network Society, Interactive Forms of Communication, Platform Economies, and the Online Public Sphere. Students Will Discuss The Effects of Digital Communication Tools on Social Structures, Politics, Culture, and Everyday Life Through Case Studies, Examples, and Current Developments.

**GNL358 BASIC ISSUES AND PERSPECTIVES IN PSYCHOLOGY (T:3 P:0 ECTS:2)** Definition of Psychology and Related Scientific Fields, Modern History of Psychology 1, Modern History of Psychology 2, Sensation and Perception, Learning, Motivation and Emotions, Attitudes and Stereotypes, Stress and Conflict, Cognitive and Mental



Abilities, Memory, Personality, Applied Fields of Psychology, Measurement and Evaluation in Psychology, Behavioral Analysis.

**GNL359 SOCIAL RESPONSIBILITY PROJECTS (T:3 P:0 ECTS:2)** Definition of Social Responsibility, Providing Information About Social Responsibility Projects, Examples of Social Responsibility Projects, Identification of Project Topics and Preparation of Projects, Implementation of Projects, Evaluation of Project Outcomes.

**GNL377 BASIC CONCEPTS AND APPROACHES IN SOCIOLOGY (T:3 P:0 ECTS:2)** Doing Sociology, What is a Sociological Perspective? Socialization, Culture, Social Stratification, Class and Status, Alienation and Anomie, Social Interaction, Religion and Society, Crime and Deviance, Families, Sexuality and Society, Health and Medicine, Aging and Life Course, Social Change: Traditional, Modern, and Postmodern Societies- Part 1, Social Change: Traditional, Modern, and Postmodern Societies- Part 2.

**GNL378 SOCIAL STRUCTURES AND INSTITUTIONS IN TÜRKİYE (T:3 P:0 ECTS:2)** The Concept of State and Society in Classical Period Turkish Political Culture, the Concept of State and Society in the Islamic Period Turkish Political Culture, the Concept of State and Society in Modern Western Thinkers, State-Society Relations in the Ottoman Empire during the Modern Period, Turkish Enlightenment and the Transition to the Republic, State and Society Relations during the One-Party Period, the Transition to Multi-Party Period and its Impact on State-Society Relations, Religion and Politics in Social Relations, Bureaucratic Tutelage, State and Society, Civil Society in Türkiye, National Economy and National Bourgeoisie, Environmental Movements, Green Politics, State and Society. Fundamental Characteristics of Social Structure in Türkiye, The Institution of Family and Marriage, The Institution of Education and its Role in Türkiye, Religion and Social Life, Economic Structure and Working Life, Political Institutions and State Structure, Migration and Urbanization, Social Stratification and Class Structure, Women and Gender Roles, Culture and Processes of Change, Social Movements and Civil Society, Media and Society Relations.

**GNL379 HISTORY OF ART AND ARCHITECTURE (T:3 P:0 ECTS:2)** The First Turks in Anatolia and Seljuk Period Architecture, Mosques, Madrasas, Caravanserais, Tombs, Baths, And Bridges, Architecture of the Beyliks Period, Ottoman Beylik in Western Anatolia, Early Ottoman Architecture, Classical Ottoman Architecture, the Era of Mimar Sinan, Grand Complexes and Their Continuation, Late Ottoman Architecture, Small Complexes, Ottoman Waterfront Mansions, Neo-Classical Period Architecture, Style Confusion.

**GNL380 EDUCATION AND SOCIETY (T:3 P:0 ECTS:2)** Social Functions of Education, Philosophical Foundations of Education, Psychological Foundations of Education, Sociological Foundations of Education, Education and Culture, Education and Social Change, Historical Development of Education in Türkiye, Equal Opportunity in Education, Education and Law, Education and Economy, Education Policies and Current Debates.

**GNL364 FUNDAMENTAL CONCEPTS IN ARTIFICIAL INTELLIGENCE APPLICATIONS (T:3 P:0 ECTS:2)** Fundamentals and Advantages of Digital Technologies, the Transition of Countries to the Digital World Order, What is Artificial Intelligence (AI)? The



History of AI, Effects of AI on the Digital World, Application Areas of AI and Examples, Commonly Used AI Tools Today, Machine Learning Methods and Concepts 1, Machine Learning Methods and Concepts 2, Machine Learning Methods and Concepts 3, Impacts of AI.

**GNL365 ENERGY, WATER, ENVIRONMENT AND SOCIETY (T:3 P:0 ECTS:2)** The Concept of Energy and Basic Energy Units, Types of Energy and Energy Transformations, Global Energy Resources, Non-Renewable Energy Sources, Renewable Energy Sources, the Importance of Energy Resources in Development, the Role of Energy Resources in Sustainable Development, Global Impacts of Energy Resources, Global Warming, Sustainable Environment and Life.

**GNL383 TEXTILE AND CLOTHING IN ANATOLIA (T:3 P:0 ECTS:2)** Introduction to Traditional Textiles and the Earliest Findings in Textile Art, Regions in Anatolia Producing Traditional Textiles, Their Historical Development and Materials Used, Patterning Characteristics, the Historical Development of Traditional Anatolian Hand Printing and Dyeing.

**LNG122 SECOND FOREIGN LANGUAGE – GERMAN (T:3 P:0 ECTS:2)** Topics: greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence.

**LNG132 SECOND FOREIGN LANGUAGE – FRENCH (T:3 P:0 ECTS:2)** Topics: French alphabet and pronunciation; question forms (who, what, why, how many, etc.); definite and indefinite articles; demonstrative adjectives; numbers; possession; family members; genders; greetings; personal pronouns; places and locations; professions; languages; foods; currencies; exchanging money; asking about place of residence; common objects; physical descriptions; quantities; the verb “to be”.

