



T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ

**ISTANBUL TİCARET UNIVERSITY**  
**BUSINESS ADMINISTRATION (ENGLISH)**  
**2019-2020 UNDERGRADUATE COURSE CONTENTS**

**FIRST SEMESTER / FALL TERM**

**IKT105 MICRO ECONOMICS – (T:3 P:0 ECTS:6)**

To provide students the knowledge on fundamental microeconomics concepts and to increase their interests on these concepts. Introduction to the course outline, Ten Principles of Economics, Thinking Like an Economics, Interdependence and the Gains from Trade, The Market Forces of Supply and Demand, Elasticity and Its Application, Supply, Demand, and Government Policies, Consumers, Producers, and the Efficiency of Markets, Application- The Costs of Taxation, Application- International Trade, Externalities, Public Goods and Common Resources, The Costs of Production, Firms in Competitive Markets, Monopoly, Monopolistic Competition, Oligopoly, The Markets for the Factors of Production

**MAT101 MATHEMATICS I – (T:3 P:0 ECTS:5)**

The aim of this course is to give the students basic mathematical knowledge, to analyze the problems encountered in the field, to gain the ability to analyze, evaluate and solve problems. Linear Equations and Inequalities, Graphs and Lines, Functions, Elementary Functions: Graphs and Transformations, Quadratic Functions (Parabolas) and Applications to the Economy, Polynomial and Rational Functions, Exponential and Logarithmic Functions, Compound Interest and Continuous Compound Interest, Exponential and Logarithmic Functions, Compound Interest and Continuous Compound Interest, Introduction to Limits, Infinite Limits and Limits at Infinity, Continuity, Introduction to Limits, Infinite Limits and Limits at Infinity, Continuity, The Derivative, Basic Differentiation Properties: constant function rule, power rule, constant multiple property, sum and difference properties, product and quotient rules, Differentials, Marginal Analysis in Business and Economics: marginal cost, revenue, and profit, marginal average cost, revenue, and profit Continuous Compound Interest, Derivatives of Exponential and Logarithmic Functions, The Chain Rule, Implicit Differentiation, Related Rates, Elasticity of Demand

**MUD101 FINANCIAL ACCOUNTING I – (T:3 P:0 ECTS:6)**

The students who study Financial Accounting should be able to demonstrate an understanding of the following: 1. The basic terminology and concepts of GAAP 2. The process and proper presentation of financial information. Introduction, Accounting and Business Environment, Recording Business Transactions 1/2, Recording Business Transactions 2/2, The Adjusting Process, Completing the Accounting Cycle, Merchandising Operations, Merchandise Inventory, Current Assets&Plant Assets, Current&Long Term Liabilities, Owner's Equity, Financial Statements.

**ISL101 INTRODUCTION TO BUSINESS – (T:3 P:0 ECTS:7)**

The aim of this course is to introduce the basic concepts of business management. The basic knowledge about the establishment process of business, types of organization, internal and



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external environmental factors which influence the management and the functions of business are presented to students by combining the examples in business life. Introduction, historical background of management-1, historical background of management-11, the basic concepts of business and management, managerial roles and skills, business and environment, planning, decision making, organizing, leading-1 / motivation, leading-11 / leadership, controlling, departments in organizations

**GNL101-ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION I- (T:2 P:0 ECTS:2)**

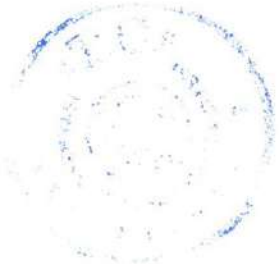
To examine the Ottoman Empire, the Republic of Turkey to the Turkish Revolution, the transition process in the main historical, political, economic, social and cultural dimensions; to evaluate the Kemalist thought, principles and revolutions shaping today's democratic, secular, social law state order. Introduction, A review of the collapse of the Ottoman Empire and the causes of the Turkish Revolution., Dissolution of the Ottoman Empire, World War I and the Armistice of Mondros, Mustafa Kemal Pasha's departure to Samsun, The first step for the National Struggle, National Geography and National Pact, Opening of the Grand National Assembly of Turkey, Parliament's handling of the War of Independence, National Struggle up to Sakarya War, The Battle of Sakarya and the Great Attack, Lozan from Mudanya, Summary.

**LNG101 GENERAL ENGLISH I - (T:2 P:0 ECTS:2)**

This course has enough language to get by, with sufficient vocabulary to express him/herself on general topics but lexical limitations cause repetition., he/she has sufficient vocabulary to conduct routine everyday and simple business transactions, is aware of, and looks out for signs of the most significant differences between cultures attitudes,..., can perform and respond to by, language functions, such as information exchange and requests and express opinions and attitudes in a simple way., can produce continuous writing which is generally intelligible. spelling punctuation and layout are accurate enough to be followed, communicates with reasonable accuracy in familiar contexts, generally good control with noticeable mother tongue and foreign language. Companies. Survival of the fittest, Leadership, Pay, Development, Marketing.

**GNL105 TURKISH LANGUAGE I - (T:2 P:0 ECTS:2)**

This course focuses on understanding the structure of Turkish and basic grammatical features, comprehending the texts as required, expanding the vocabulary of students. The general goal and principles of teaching Turkish Language lesson, the introduction of subjects, methods that used at the time of giving lesson, the problems of Turkish language, giving information about language-culture, language-communication and language- thought relationship., Kinds of language: Spoken and written language, dialect, accent etc., The contemporary problems of Turkish., The history of Turkish language, the alphabet used by Turks., The categorization of the languages which live and the place of Turkish language through other world languages., The borrowing words in Turkish., The rules about writing paragraph and kinds of paragraph., The rules about writing composition and finding keynote., Spelling and punctuation., Vowel harmonies and consonant mutation in Turkish., Semantics in Turkish., The wrong usages in expression I., The wrong usages in expression II.



## SECOND SEMESTER / SPRING TERM

### **IKT102 MACRO ECONOMICS – (T:3 P:0 ECTS:6)**

The aim of the course is to provide students the knowledge on fundamental macroeconomics concepts. Introduction to the course: Informing the students about the course, Measuring a Nation's Income, Measuring the Cost of Living, Production and Growth, Saving, Investment, and the Financial System, The Basic Tools of Finance, Unemployment, The Monetary System, The Monetary System (Cont), Money Growth and Inflation, Open-Economy Macroeconomics: Basic Concepts, A Macroeconomic Theory of the Open Economy, Aggregate Demand and Aggregate Supply, The Influence of Monetary and Fiscal Policy on Aggregate Demand, The Short-Run Trade-off between Inflation and Unemployment.

### **MAT102 MATHEMATICS II – (T:3 P:0 ECTS:5)**

The aim of this course is to give the students basic mathematical knowledge, to analyze the problems encountered in the field, to gain the ability to analyze, evaluate and solve problems. The Derivative, Basic Differentiation Properties, Marginal Analysis in Business and Economics: marginal cost, revenue, and profit, marginal average cost, revenue, and profit. Products and Quotients, The Chain Rule, Implicit Differentiation, Elasticity of Demand (price-demand and price-revenue relations), First Derivative and Graphs (increasing-decreasing functions, critical points, local extremas), Second Derivative and Graphs (concavity, inflection points, point of diminishing return), Absolute Maxima and Minima, Optimization, Optimization Problems: maximizing revenue and profit, Antiderivatives and Indefinite Integrals, Integration by Substitution, The Definite Integral, The Fundamental Theorem of Calculus, Area Between Curves, Applications in Business and Economics (Income distribution, Lorenz curve, Gini index)

### **MUD102 FINANCIAL ACCOUNTING II – (T:3 P:0 ECTS:6)**

The aim of this course is to provide basic understanding of accounting in theory and practice. The context and purpose of financial reporting, Review of Accounting Principles, Accounting Concepts, financial statements and accounting equation, Accounting cycle, recording of transactions, the use of double-entry and accounting systems, Balance Sheet – Adjusting Current Assets, Balance Sheet – Adjusting Long-term Operating Assets Balance Sheet - Adjusting Marketable Securities and Long Term Investments, Balance Sheet – Adjusting Liabilities, Balance Sheet – Adjusting Owner's Equity, Statement of Cash Flows , Preparing trial balance, Closing entries, Preparing financial statements, General analysis and interpretation of financial statements.

### **ISL102 MANAGEMENT AND ORGANIZATION – (T:3 P:0 ECTS:4)**

The aim of the course is to provide the basic knowledge about management and organization, and about organizational theory. Management and the manager, Planning and organizing, Coordination and control, Ethics and CSR, Classical Management Thought, Human Relations Approach, Behavioral Approach and Management Philosophers, Systems thinking and contingency approach, Total Quality Management, Organizational culture and globalization, Porter's 5 forces and value chain analysis.

### **GNL102 ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION II– (T:2 P:0 ECTS:2)**

Introduction to course, World War I, War of Independence and the Birth of the Republic, One Party State, Transition to democracy, Democratic Party government, Military coup,

1960, Return to democracy, Military coup, 1980, Özal's Turkey, 90s, Justice and Development Party, Conclusion.

**LNG102 GENERAL ENGLISH II – (T:2 P:0 ECTS:2)**

This course focuses on; students will be able to use basic structures in daily conversations, Students will be able to introduce themselves using the structures they have learned, Students will be able to communicate with their friends using the language they have learned, Students will be able to follow daily conversations and discussions, Students will be able to read simple texts, understand and comment, They will be able to write on related subjects using the structures they have learned. Outsourcing, Finance, recruitment, Counterfeiting, Markets, Lobbies, review.

**GNL106 TURKISH LANGUAGE II – (T:2 P:0 ECTS:2)**

Spoken and written expressions, the importance of speech, The principles of effective and correct speech, The components that are necessary making a speech, Kinds of speech, The rules and special features of spoken and written literary kinds, The rules and special features of formal writings, Formal writings, Scientific research methods, To prepare a scientific report and the rules of writing bibliography and footnotes. Spoken and written expressions, the importance of speech, The principles of effective and correct speech, The components that are necessary making a speech: Stress accent, intonation, body language, Kinds of speech: Daily speech and group speech, The rules and special features of spoken literary kinds I: Tongue twister, folksong, riddle, proverb, idiom, epic poem, legend, The rules and special features of spoken literary kinds II: Novel, story, poem..., The rules and special features of written literary kinds I: Article, essay, biography, memoir.. The rules and special features of formal writings, Formal writings I: Petition: Writing rules, practical expression, Formal writings II: Report, letter, minutes and curriculum vitae, Scientific research methods, To prepare a scientific report and the rules of writing bibliography and footnotes., An evaluation of term studies.

**GNL112 CITY AND CULTURE ISTANBUL – (T:2 P:0 ECTS:3)**

Instructing the cultural elements related to the city life, to introduce history of Istanbul within the context of city and culture relation by taking architecture, art and literature into consideration. Introduction: An informative lecture for students on the method of the course, City: Definitions and Notions, Culture: Definitions and Notions, City, Culture and Istanbul as Part of Aesthetics, History of Istanbul from Past to Present, Geographical Features of Istanbul, Istanbul and Architecture, Urban Infrastructure of Istanbul, Istanbul and Art, Istanbul and Literature, Reading Istanbul from the Viewpoint of Art and Cultural Heritage, Istanbul and Social Life, Global Cities and Istanbul

**THIRD SEMESTER / FALL TERM**

**IKT231 MANAGERIAL ECONOMICS – (T:3 P:0 ECTS:5)**

In this course, we will learn how to increase a company's profitability by applying economic analysis to a wide array of business problems. We use a problem-solving approach to achieve this objective. Use the rational-actor paradigm to predict firm and individual behavior, Compute the relevant costs of any decision, Use marginal analysis to make extent (how much) decisions, Make investment decisions that increase firm value, Set optimal prices and price discriminate, Predict industry-level changes using demand/supply analysis, Bargain effectively, Make decisions in uncertain environments, Solve the problems caused by moral



hazard and adverse selection, Align individual incentives with the goals of the company, Align division incentives with the goals of the company.

**IST231 INTRODUCTION TO STATISTICS - (T:3 P:0 ECTS:5)**

The purpose of this course is to explain the basic statistics terms and applications to help students be able to solve more complex problems in the future. Data and statisticsü Descriptive statistics I, Descriptive Statistics II, Introduction to probability, Probability density function, Continuous Probability Distributions, Sampling distributions, Interval estimation, Hypothesis testing, Type I and II Error, One tailed tests.

**MUD201 COST ACCOUNTING - (T:3 P:0 ECTS:5)**

This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. Cost Accounting: Information for Decision-Making, Cost Concepts and Behavior, Fundamentals of Cost- Volume-Profit Analysis, Fundamentals of Cost Analysis for Decision- Making, Cost Estimation, Fundamentals of Product and Service Costing, Job Costing, Activity-Based Costing, Fundamentals of Management Control Systems.

**HUK242 BUSINESS LAW – (T:3 P:0 ECTS:5)**

The aim of this course is to providing student basic knowledge on Business Law. General terms, Business trade mark, Unfair competition, legal issues of branding, consumer rights, legal entities, commercial paper, bond check, cases.

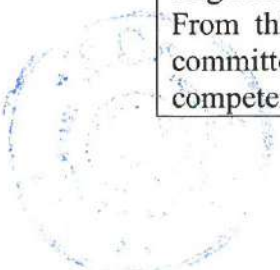
**BAF202 FINANCIAL MARKETS AND INSTITUTIONS – (T:3 P:0 ECTS:6)**

To provide detailed information on financial markets, financial institutions and financial instruments at national / global level; explain the factors affecting the cost of money; make return and risk calculations in financial instruments; explain the basic characteristics of fixed and variable income financial assets; carry out valuation studies for selected financial assets. financial markets and institutions: course introduction and content, introduction to corporate finance for "baf202 financial markets and institutions": basic terminology, the cost of money, major factors affecting the cost of money, determinants of interest rates, term structure of interest rates and the yield curve: theories/approaches to explain the shape of the yield curve, introduction to investment management for "baf202 financial markets and institutions": basic terminology, securities exchanges: their organization, functions, trading mechanism, financial market transactions, listing policy, major exchange orders and execution, return on investments and investment risk: sources of risk, investment return and risk calculations, functions and roles of the financial system in the global economy, the financial information marketplace and market efficiency, calculating interest rates and financial asset prices – 1, calculating interest rates and financial asset prices – 11, inflation and deflation, yield curves, and duration: impact on interest rates and financial asset prices, major institutions and their activities in financial markets: commercial banks, insurance companies, pension funds, mutual funds

**FORTH SEMESTER / SPRING TERM**

**ISL202 HUMAN RESOURCE MANAGEMENT – (T:3 P:0 ECTS:5)**

Regardless of size and type of business, the human resource is a primary source for the firms. From this point of view, the course addresses ways of recruiting capable, flexible and committed people, motivating them, rewarding their performance and developing their key competencies. This course attempts to introduce the relevance as well as the most important



ideas, concepts and techniques of human resource management. Historical Background of Human Resource Management, Job Analysis and Job Design, Human Resource Planning, Personnel Recruitment Process, Personnel Search and Selection Methods, Career Management, Performance Appraisal, Training & Development.

**ISL201 MARKETING MANAGEMENT – (T:3 P:0 ECTS:6)**

The purpose of strategic marketing management class is the process of developing, planning and analyzing strategies for Product, Price, Place and Promotion (4P). The overall goal of learning the marketing mix (4P) and related sectoral strategies is to strengthen the positioning chosen by the company, to generate profit, to increase customer loyalty and to create value. Introduction to Marketing Management- General Theories and Terminologies, Current Marketing Approached- General Theories and Terminologies, Current Marketing Approached- General Theories and Terminologies, Developing and implementing marketing strategies STP-Segmentation, Target Market, Positioning BCG Matrix, GE Matrix, Ansoff Growth matrix Review, Marketing Management Mix and reviews, Product politics and management- case studies, Price policies and management-, Placing policies and management-, Promotion and distribution policies- case studies, Marketing Communication, Integrated Marketing Communication Strategies, Trends in Marketing Management; Service Marketing, Digital Marketing, Customer Oriented Marketing Understanding, Green Marketing, etc. Case Analysis, Consumer behavior and market management- case studies, Project Presentations.

**MUD203 MANAGERIAL ACCOUNTING – (T:3 P:0 ECTS:5)**

This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. The course assumes complete familiarity with all the topics covered in previous semesters and topics will be examined in greater depth in these topics. This course teaches students how to extract and modify costs in order to make informed managerial decisions. Planning is covered by topics including activity-based costing, budgeting, flexible budgeting, cost-volume-profit analysis, cost estimating, and the costs of outsourcing. Functional Classification of Costs and Behavior, Cost Allocation Concepts, CVP Analysis, Profit Planning, Product Pricing, Financial Analysis, Fundamentals of Product and Service Costing, Activity-Based Costing, Budgeting, Cost Controlling.

**ISL206 PRODUCTION MANAGEMENT – (T:3 P:0 ECTS:5)**

general terminologies, production philosophies and approaches, production and competition concept, supply chain linkages, managing production surplus, Demand management and quick response, decisions in production management, Product Decision making, production planning- center case, production and distribution, production and warehousing, production and outsourcing, production and materials handling.

**ISL212 BUSINESS ANALYTICS – (T:3 P:0 ECTS:4)**

The Normal Distribution and Other Continuous Distributions, Sampling and Sampling Distributions, Interval Estimation of the population mean and areas of use in business (t-distribution), One sample hypothesis tests of means and areas of use in business, Two sample Procedures and areas of use in business, Simple Linear Regression and areas of use in business, Multiple Linear Regression and areas of use in business.



## FIFTH SEMESTER / FALL TERM

### **ISL204 ORGANIZATIONAL THEORY – (T:3 P:0 ECTS:8)**

To give information about the structure and functioning of organizations and to comprehend this situation. Introduction of the course, general informations, What is an organization? Taylor, Fayol, Weber, Closed Systems, Neoclassical Approach: Hawthorne Researches, Maslow's Hierarchical Needs, McGregor's X and Y, Modern Theories, Open Systems, System Approach, Contingency Approach, Post Modern Theories, Resource Dependence Theory, Agency Theory, TQM, Solving problems about the exam, Solving exam questions, Transaction Cost Theory, Network organizations, Lean Organizations, Virtual Organizations, Cluster Organizations, Types of Organizations, Matrix Organizations, Group Behavior & Teamwork, Communication Conflict Resolution & Negotiation, Justice, Equity, Trust, LMX, Leadership behavior and types

### **ISL306 BRAND MANAGEMENT – (T:3 P:0 ECTS:7)**

Understanding the brand concept and brand management principles, understanding brand management strategies and discussing the benefits it will provide to businesses and analyzing cultural differences in the light of emerging technologies and trends. By discussing the brand personality / identity, brand value, brand positioning, brand performance and measurement in the light of the basic functions of marketing, all factors and strategies such as creating brand loyalty in the competitive environment and new product presentation are examined. Marketing and Marketing Mix management 4P( Price, place, Promotion, Product vs Brand Management, Brand Concepts& Elements-The importance of Branding and benefits, (Student's Discussion-News Reports), Brand Classifications and Systems, Aaker's Building Brand – Identity, Personality etc. Keller's Brand Resonance Pyramid (Student's Discussion-News Reports), Aaker's Brand Equity / Brand Performance Measurements, Brand Positioning -STP Strategies, Brand Image - Case Analysis (Student's Discussion-News Reports), Branding through Marketing Communication Strategies; Brand Communication Strategies and Global Examples (Student's Discussion-News Reports), Brand Associations, Case Analysis (Student's Discussion-News Reports), Changing trends-Social media- How to revitalize and reinforce brands over time (Student's Discussion-News Reports), Presentations

### **ULL303 LOGISTICS MANAGEMENT- (T:3 P:0 ECTS:5)**

The Logistics Management course helps to Learn management theories, Learns logistics strategies, Combine logistics and management theories, Executes logistics planning process, Explains the management of logistics activities, Compares warehousing and transportation attempts. General terms and Strategies, Warehousing, Production and marketing, Raw material process, Distribution, Outsourcing, Transportation, cases.

### **GNL450 VOCATIONAL SEMINARS – (T:2 P:0 ECTS:0)**

This course aims to be able to get experiences from the business World. Jewelry.. Presentation of Sector Representative, Finance.. Presentation of Sector Representative, Brand and Legislation.. Presentation of Sector Representative, Food Industry.. Presentation of Sector Representative, Machine.. Presentation of Sector Representative, Energy.. Presentation of Sector Representative, Textile.. Presentation of Sector Representative Service Sector.. Presentation of Sector Representative, Insurance and Hedging Sector.. Presentation of Sector Representative, Library.. Research and development methodology.. using e-source, Publication sector.. Presentation of Sector Representative, Colors of the business, astrology science.. Presentation of Sector Representative



## SIXTH SEMESTER / SPRING TERM

### **ISL301 ORGANIZATIONAL BEHAVIOR – (T:3 P:0 ECTS:8)**

The objective of this course is to provide fundamental knowledge about Organizational Behavior (OB) discipline dedicated to better perceiving, understanding and managing behavior of people at work. The course is carried out progressively through individual, group, and organizational levels of behavior drawing on concepts and practices in the field of Organizational Behavior (OB). Introduction, behavioral science and related disciplines, historical background of organizational behavior, power and decision making / team works, power and decision making / student presentations /case study, personality / student presentations, personality / student presentations, leadership theories / student presentations, leadership theories / student presentations, motivation / student presentations, conflict management and negotiation / student presentations, generations at workplace/ student presentations, personnel empowerment / student presentations, generations at workplace/ student presentations, personnel empowerment / student presentations

### **BAF303 FINANCIAL MANAGEMENT – (T:3 P:0 ECTS:5)**

Concept of Financial Management, Objectives, Basic Principles, Scope and Importance, Structure of Financial Management in Enterprises, Authority and Responsibilities, Financial Analysis, Financial Planning, Financial Decision Processes, Financial Risk Management and Risk Types, Financial Control and Audit, Capital Structure, Working Capital Management and Capital Budgeting, Financial Resources, Bank Loans and Money Market Products, Alternative Financing Methods, Capital Market Products, Securitization, Credit Rating Agencies, Effects of Globalization on Financial Management, Scope and Fundamentals of Corporate Finance, Derivatives Markets and Products, Valuation Methods, Merger and Acquisition Processes, Export Financing Methods and Products, Portfolio Management Principles.

### **BIL304 MANAGEMENT INFORMATION SYSTEMS – (T:3 P:0 ECTS:7)**

The course is given through lectures, discussions, assignments and projects. Acquaintance / New Challenges in Entrepreneurship, Entrepreneurship Management in the 21st Century, Systematic Innovation Management and Sources of Innovation, Creative Thinking Techniques, Macro Strategies for Leadership & Go-to-Market Strategies for Entrepreneurs, Innovation Through Crowdsourcing using the power of Social Media, Business Model Innovation, Lean Startup Methodology, New Approaches in Startup Marketing, Storytelling and Gamification, Experience Design and User Experience Mapping, Lean Startup Approach / Customer Development, Growth Hacking / Sales Funnel Optimization, Blue Ocean Strategy, Long Tail Theory

## SEVENTH SEMESTER / FALL TERM

### **ISL271 MARKETING RESEARCH – (T:3 P:0 ECTS:5)**

The major focus of this course is to stress the importance of marketing research. Thus, the course aims to generate a marketing research process including environmental analysis, SWOT, data collection methods, sampling, data analysis, marketing research report. Understanding Marketing Research- General strategies and approaches, Data Collection Methods, Qualitative Data Collection Methods, Questionnaire- How to Develop, Performance Analysis, Census & Sampling Methods, Data Analysis, Marketing Research Technologies- Trends, Final Project Presentations.



**MUD202 BUSINESS AUDITING – (T:3 P:0 ECTS:5)**

This course develops an understanding and appreciation of the philosophy of the auditing process and provide students with the skills necessary for effective decisions regarding auditing, financial reporting, and ethics issues that face organizations. The course will cover the standards, concepts, and principles related to auditing theory and practice. The concepts of risk and control, evidence and documentation are considered through a variety of means including case analyses, presentations, seminar-type discussions. The Demand for Audit and Related Services, Audit as a Profession, Auditor Responsibilities, Professional Ethics, Audit Plan&Program, Materiality and Risk, Audit Evidence, Quality Control, Completing the Audit, Auditor Reports, Review and Problem Solving.

**ISL441 STRATEGIC MANAGEMENT AND BUSINESS POLICY – (T:3 P:0 ECTS:5)**

This course aims to provide a comprehensive understanding of the strategic management in organizations. Contributions of students are essential for class discussions. Basic Concepts of Strategic Management, Corporate Governance, Social Responsibility and Ethics, Environmental Scanning and Industry Analysis, Internal Scanning: Organizational Analysis, Strategy Formulation: Situation Analysis and Business Strategy, Strategy Formulation: Corporate Strategy, Strategy Formulation: Functional Strategy and Strategic Choice, Strategy Implementation: Organizing for Action, Strategy Implementation: Staffing and Directing, Evaluation and Control, Suggestions for Case Analysis, Homework Presentation and Wrap-up

**EIGHTH SEMESTER / SPRING TERM****ISL432 BUSINESS ENVIRONMENT IN TURKEY – (T:3 P:0 ECTS:7)**

Information about basic aspects of Turkish economy, sectoral analysis and the atmosphere for investment in Turkey. Faith Popcorn trends, General Turkish economy, Infrastructure, investment climate, Introduction to sectors in Turkey, Turkish sectors-engineering,agriculture,industry,textile,mining,tourism, Turkish sectors-machinery,energy,chemicals,ICT,Health, Turkish pharmaceuticals,logistics, Turkish sectors-business services,defense,construction,finance,real estate, International companies in Turkey, Investment tips, Presentations.

**ISL406 INTERNATIONAL BUSINESS – (T:3 P:0 ECTS:8)**

This course aims to provide a comprehensive understanding of the international business. It focuses on internationalization concepts, theories, stages, strategies and practices. Contributions of students are essential for class discussions. Globalization, National Differences in Political, Economic, and Legal Systems, National Differences in Economic Development, Differences in Culture, Ethics, Corporate Social Responsibility, and Sustainability, International Trade Theory, Government Policy and International Trade, Foreign Direct Investment, Regional Economic Integration, The Foreign Exchange Market, The International Monetary System, The Strategy of International Business, Entering Foreign Markets, Exporting, Importing, and Countertrade, Global Production and Supply-Chain Management, Global Marketing and Research and Development, Global Human Resource Management.



## **ELECTIVE COURSES FALL SEMESTER**

### **ISL331 FAMILY BUSINESS MANAGEMENT – (T:3 P:0 ECTS:5)**

This course aims to provide a comprehensive understanding of the origin and development of ideas in family business management. The Nature, Importance and Uniqueness of Family Business, Great Families in Business: Building Trust and Commitment, Ownership of an Enterprise Built to Last, Succession: Continuing Entrepreneurship and the Next Generation, Succession and Transfer of Power, Creating a Strategy, Planning the Estate, Financial Considerations and Valuation of the Family Business, Key Nonfamily Management: The Visible Commitment to Managing the Family Business Professionally, Family Business Governance: Advisory Boards and Boards of Directors, Family Communication: Family Meetings, Family Councils, and Family Offices, Change, Adaptation and Innovation: The Future of Family Business, Continuing the Spirit of Enterprise: Lessons from Centennial Family Companies.

### **ISL400 ENTREPRENEURSHIP– (T:3 P:0 ECTS:5)**

This course aims to provide a comprehensive understanding of the entrepreneurship. It focuses on entrepreneurship models, stages, strategies and practices. Contributions of students are essential for class discussions. Basic concepts of entrepreneurship, Traits of entrepreneurs, Importance of Entrepreneurship for Turkey and World, Characteristics of SMEs, Environmental Analyses, Importance of innovation for entrepreneurship, Entrepreneurship life cycle, Business plan concepts, Business plan practices, Intrapreneurship, Maturity stage of ventures, Performance appraisal of venture, Global entrepreneurship.

### **ISL305 ORGANIZATIONAL SUSTAINABILITY - (T:3 P:0 ECTS:5)**

Questioning the sustainability of organizations and finding ways to be sustainable. Introduction, General Concepts, What is Sustainability?, Eco-Entrepreneurship, Social Entrepreneurship, General Concepts Relations, Repeat, 13th Floor- Movie Analysis, Public Holiday, Leadership- Different Leadership Theories, LMX, Video Examples about sustainability from the movies, Measurements: How do you measure sustainability performance?, Policies for Sustainability, Problem solving about final exam, Movie analysis

### **ISL416 HISTORY OF MANAGEMENT THOUGHT – (T:3 P:0 ECTS:5)**

This course aims to provide a comprehensive understanding of the origin and development of ideas in management. Early Management Thought: A Prologue to the Past & Management Before Industrialization, The Industrial Revolution: Problems and Perspective & Management Pioneers in the Early Factory, The Industrial Revolution in US & Industrial Growth and Systematic Management, The Scientific Management Era: The Advent of Scientific Management & Spreading the Gospel of Efficiency, The Human Factor: Preparing the Way, The Emergence of the Management Process and Organization Theory, Scientific Management in Theory and Practice & Scientific Management in Retrospect, The Social Person Era: The Hawthorne Studies & The Search for Organization Integration, People and Organizations & Organizations and People, Human Relations in Concept and Practice & The Social Person Era in Retrospect, The Modern Era: Management Theory and Practice, Organizational Behavior and Organization Theory & Science and Systems in Management, Management Thought in a Changing World & Revision



**ENM433 QUALITY ASSURANCE SYSTEMS – (T:3 P:0 ECTS:5)**

Explaining the importance of Innovation Strategies for Businesses. Basic Concepts, Business Management and Innovation, Importance of Innovation in Global Competition, Management-Technology-Innovation Relationship, Technological Innovation Management, Strategy and Competitive Advantage, Porter's Generic Competition Strategies, Differentiation Strategy, Innovation Types, Examples of Sectoral Innovation, Innovation Strategies, Aggressive, Defensive, Imitation strategies etc., Innovation Models, , Innovative Organizational Culture, Innovative Business Behavior, The Relationship Between Innovation and Creativity, Creative Problem Solving Technology (TRIZ), Comparative Analysis of the Situation in Global Innovation, Creativity and Competition Indexes, R & D and Innovation, New Product Development, Relationship between innovation and knowledge management.

**ISL421 MODERN MANAGEMENT THEORIES – (T:3 P:0 ECTS:5)**

This course aims to help students to explore and apply the modern management tools and techniques. Introduction, Benchmarking, Total Quality Management, 6 Sigma, Virtual-Network Organizations, SWOT Analysis, Empowerment, Business Process Reengineering, Core Competence, Change Management, Balanced Scorecard, Diversity Management, Stress Management

**ISL303 LEADERSHIP – (T:3 P:0 ECTS:5)**

Explanation of Objectives and Objectives of the Curriculum, Historical development of leadership, Explanation of Objectives and Objectives of the Curriculum, Historical development of leadership, Definition and characteristics of leadership and management, Leadership theories, Conflict management, time and stress management, Change management, creativity and different thinking, The role of leader in organizational culture: Hofstede and Globe, Emotional intelligence in leadership: Trust and Motivation, Leadership-coaching-mentoring-talent management, Leadership in the 21st century: The effects of information age, Lean management, Virtual leadership

**ISL423 DATA ANALYSIS IN BUSINESS AND MODELLING - (T:3 P:0 ECTS:5)**

The basic concepts of quantitative methods of decision, Classification and selection process for the appropriate method of statistical methods, Parametric tests: Independent sample t tests, conjugate sample t test, one sample t test, Parametric tests: One-way analysis of variance, Non-parametric tests: Mann-Whitney U test, Kruskal-Wallis test, KS test, Chi-square homogeneity test, chi-square independence test, chi-square goodness of fit test, , Wilcoxon test, Fisher's exact test, Sign test, Run test, Correlation coefficients of linear and nonlinear, Regression analysis, Coefficient of Determination, testing model parameters, General review.

**ISL307 INNOVATION STRATEGIES IN ORGANIZATIONS - (T:3 P:0 ECTS:5)**

Explaining the importance of Innovation Strategies for Businesses. Basic Concepts, Business Management and Innovation, Importance of Innovation in Global Competition, Management-Technology-Innovation Relationship, Technological Innovation Management, Strategy and Competitive Advantage, Porter's Generic Competition Strategies, Differentiation Strategy, Innovation Types, Examples of Sectoral Innovation, Innovation Strategies, Aggressive, Defensive, Imitation strategies etc., Innovation Models, Innovative Organizational Culture, Innovative Business Behavior, The Relationship Between Innovation and Creativity, Creative Problem Solving Technology (TRIZ), Comparative Analysis of the Situation in Global Innovation, Creativity and Competition Indexes, R & D



and Innovation, New Product Development, Relationship between innovation and knowledge management.

**ISL339 GLOBAL HUMAN RESOURCE MANAGEMENT- (T:3 P:0 ECTS:5)**

The aim of this course is to provide information about the concepts related to global human resource management, to provide information about the provision, selection and management of the international workforce in businesses, to provide information to the students by taking into consideration the tasks of the human resources department and all human resources functions in the global dimension and strategic elements. Strategic global HRM, global HRM and culture, characteristics of global employees, recruitment, selection and return of expatriates, global workforce planning, global education and development, global performance management and evaluation, career planning, compensation management.

**ISL425 CHANGE MANAGEMENT – (T:3 P:0 ECTS:5)**

This course aims to provide students with knowledge about change management and organizational development. Introduction to change management: fundamental questions for organisations, From trial and error to the science of management The rise of organisation theory, Developments in organisation theory From certainty to contingency, Developments in organisation theory From certainty to contingency, The culture-excellence paradigm, Alternative paradigms: Japanese management, organisational learning and the need for sustainability, Critical perspectives on organisation theory Postmodernism, realism and complexity, Culture, power, politics and choice, Approaches to strategy Managerial choice and constraints, Planned change and Organization Development, A framework for change Approaches and choices, Management, leadership and change.

**ISL403 CONSUMER BEHAVIOR - (T:3 P:0 ECTS:5)**

Give information about consumer behaviour and brand management with cases. This course helps about trends, learning about consumer behaviour, to grasp brand management, to learn about the importance of trends for the brand management, to understand marketing plan, to have enough knowledge about consumer behaviour and manage brands faith popcorn trends, consumer behaviour, marketing strategy, brand management, presentations.

**ISL405 MANAGEMENT IN SMEs - (T:3 P:0 ECTS:5)**

The aim of the course is to give information about the emergence, development, organizational structure, financial and structural problems of SMEs, government incentives, management functions and management stages. Institutionalization in SMEs, internal and external environmental analyzes and how they can continue their development are also explain in this course.

**GNL315 STRATEGIC INNOVATIONS FOR THE GRAND SOC. – (T:3 P:0 ECTS:5)**

To increase the future consciousness and innovative skills of students with regard to grand societal challenges. Introduction, Sustainable Development Goals, Foresight Techniques, Presentations, Business Model Canvas, workshops.

**ACADEMIC TURKISH 1 – (T:3 P:0 ECTS:5)**

The aim and principles of the Turkish language course, introduction of the subjects and the method of watching the lesson, language types, languages in terms of structure, The place of Turkish language among world languages, colloquial, written language, dialect, dialect,

slang, the history of the Turkish language, the writings used by the Turks, writing and language revolution: characteristics of Turkish, opinion writings review plan-topic-theme-main idea detection methods, spelling rules, punctuation marks, expression rules and forms: written expression, oral expression, plan, paragraphing, summarizing, correct and proper use of Turkish in oral expression, Problems of Turkish and language acquisition disorders, language mistakes, Foreign words in Turkish language, misuse of elements, Official correspondence-petition-curriculum vitae-business letters, Practices related to spelling and punctuation.

## **SPRING SEMESTER**

### **ENG316 TECHNOLOGY MANAGEMENT – (T:3 P:0 ECTS:5)**

The importance of technology in terms of business management and its role in competition is to teach the students the means of technology acquisition and use. Informing students about the way the course is taught, Technology Definition, Business Management-Technology Relationship, Technology and Technology Management in Global Competition, Technology Transfer Methods, Direct and Indirect Technology Transfer, Technology Protection, Patent and Utility Model, Intellectual Property Rights, Industry 4.0 / The Fourth Industrial Revolution, Components of the Fourth Industrial Revolution, Relationship with Society 5.0, The Role of Technology in the Approaches, Technology Progress Cycle, Technology Decisions, Technology Selection, Evaluation of New Technologies from the Perspective of Business, Quality Function Migration, Innovation Management, Technology and Innovation Concept, Creative Problem Solving Theory, New Analytical Methods in Technology Management, Future Trends in Technology Management.

### **ISL335 RETAIL MANAGEMENT – (T:3 P:0 ECTS:5)**

Conceptual Framework for Retail, Retail Marketing and Retail Marketing Environment System, Situation Analysis, Store Location Selection, Retail Brand Management, Store Image, Store Loyalty, Retail Product Strategy, Retail Pricing Strategies, Supply Chain Management-Relationship Marketing, CRM-Customer Relationship Management, E-Perakende, Retail Sales Services, Student Presentations.

### **ISL336 INDUSTRIAL MARKETING – (T:3 P:0 ECTS:5)**

Evaluation of marketing management in terms of B2B market, understanding the basics of 4p management process and sales process and relational marketing. characteristics of industrial markets, Relationship marketing, industrial markets Purchasing and Supply, industrial marketing approach, Determination of Target Market and Positioning Week Industrial Markets, Industrial Marketing Information System and Competitive Environment, Industrial Markets Product Policy and New Product Development Process-Branding Process, Industrial Services and Marketing Methods, Industrial Marketing Pricing Policies, , Industrial Markets Supply Chain Management and Distribution Policies, Industrial Markets Promotion Policies, Innovations and Trends in Internationalization-Week Industrial Markets, Student Presentation.

### **ENG313 PROJECT MANAGEMENT – (T:3 P:0 ECTS:5)**

Acquiring the necessary skills to select the appropriate statistical method , analyze and interpret the outcomes of analyses in case of encountering an actual problem. Multi-criteria decision making methods: Basic concepts, Analytical Hierarchy Process, Data Envelopment

Analysis, ELECTRE Method, TOPSIS Method, VIKOR Method, Application: Student Presentation, Overview.

**ISL302 COMMUNICATION IN MANAGEMENT – (T:3 P:0 ECTS:5)**

Organizations are open systems. They operate in a constantly changing environment. In order to sustain their lives, they must use non-organizational communication channels as well as internal communication channels. The external information requires continuous organization and adjustment of the organization's decision center, structure, programs and behavior. Knowledge Management Information Management, Understanding Groups and Managing Teams, Leadership And Trust, Motivation, Basics of Decision Making, Managing Change and Innovation, The Effects of Globalization, Management of Differences: Generation and Cultural Difference, Ethics in Management, The Role of Social Media in Management, The Role of Social Media in Management, Leadership and Trust, Fundamentals of Strategic Decision Making, Motivation Theories and Empowerment

**ISL440 INTERNSHIP – (T:0 P:0 ECTS:6)**

The internship program provides students with a unique and expansive experience. This prepares interns for capstone, graduate school, and/or research-based employment opportunities. The students, under the supervision of faculty mentors, both work on a company, and evaluate their study-internship together faculty mentor.

**ISL337 SALES MANAGEMENT – (T:3 P:0 ECTS:5)**

The aim of the course is to explain the most recent sales method and approaches based on marketing. General terminology, The evolution of sales management, Basic sales approaches, product sand services based sales strategies- customer value and satisfaction, , CRM and sales management process, Sales management 3 approaches- sales model, strategic marketing and sales plan, Societal sales management, sales strategies in deregulation-privatization, product based sales strategies, price based sales strategies, promotion based sales strategies, place/distribution based sales strategies, sales competition strategies,sales forecast.

**GNL428 BUSINESS ETHICS – (T:3 P:0 ECTS:5)**

To equip the students with the knowledge of the basic concepts of business ethics. Basic Principles: Ethics and Business, Ethical Principles in Business, The Business System: Government, Markets, and International Trade, Ethics in the Marketplace, Ethics and the Environment, The Ethics of Consumer: Production and Marketing, Discrimination, Student Presentations of ethical cases assigned, Ethics and the Employee.

**ISL412 DIVERSITY MANAGEMENT – (T:3 P:0 ECTS:5)**

Understanding the concept of diversity and how to manage it What is the diversity, diversity dimensions - Approaches to diversity, , Discrimination (Gender, race, disability etc.) – Prejudice, Diversitys Management, Drawbacks and Benefits, Approaches to Diversity, Equal employment, Affirmative Action, Diversity Management - Individual, organizational, social impacts, Imitation Game film analysis, Diversity Management First Models, Diversity Management, Process oriented intermediate models, Solving and Discussing Visa Questions, Social Identity Theory, Social Comparison Theory, Social Categorization Theory, Similarity Approach Approach, Information Processing and Problem Solving Approach, Myths and Discourses on Management of Differences, Die Welle Film Analysis-Social Identity Theory Negative Effects, Robbers Cave Experiment, Stanford Prison Experiment, An overview.



**ISL408 DECISION MAKING IN MANAGEMENT – (T:3 P:0 ECTS:5)**

To gain the ability to solve a business problem encountered in real life with numerical methods. Multi-criteria decision making methods: Basic concepts, Analytical Hierarchy Process, Analytical Hierarchy Process Applications, ELECTRE Method, TOPSIS Method, VIKOR Method, Application.

**ULT340 INTEGRATED MARKETING COMMUNICATIONS - (T:3 P:0 ECTS:5)**

General terms of integrated marketing communications, Sales communication process, marketing program, effective promotion activities, advertising strategies, PR strategy, personal selling strategy, sales promotion strategy, one-to-one marketing strategy, target market selection, cases.

**ISL414 INTERNATIONAL FINANCE - (T:3 P:0 ECTS:5)**

The Fundamentals and Scope of International Finance, Globalization and International Financial System, International Financial Markets and Institutions, Instruments , Regulatory and Supervising Structure, International Capital Markets and Instruments, International Banking and Instruments, Stock Exchanges and International Public Offerings, Foreign Exchange Markets, Futures, Option Markets, Swaps, Global Crises, Credit Rating Agencies, International Corporate Finance Methods and Instruments, Mergers and Acquisitions, International Portfolio Investment, Risks and Risk Management, Foreign Trade Finance, Financial Centers, International Project Finance Methods, Balance of Payments Analysis, International Direct Investments, International Financial Innovations.

**ISL422 CORPORATE GOVERNANCE - (T:3 P:0 ECTS:5)**

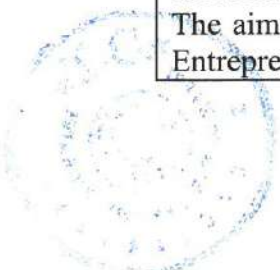
The target of this course is to provide the general framework the concept of Corporate Governance. Introduction, Course Contents and Information about the Methodology to be Followed in the Course, Corporate Governance: A Subject Whose Time Has Come, Governance and Management, Theories and Philosophies of Corporate Governance, Models of Corporate Governance, Functions of the Board, The Governance of the Corporate Risk, Corporate Social Responsibility and Sustainability, The Governance of Listed Companies, Private Companies, and Corporate Entities, Board Membership: Directors' Appointment, Roles and Remuneration, Board Leadership: The Reality of the Boardroom, Board Activities: Corporate Governance in Practice, Board Effectiveness and Corporate Governance Around the World, The Future of Corporate Governance.

**ISL426 GLOBAL STRATEGIES AND CASES - (T:3 P:0 ECTS:5)**

The course aims to understanding strategic management. Basic Concepts of Strategic Management, Corporate Governance, Social Responsibility and Ethics, Environmental Scanning and Industry Analysis, Internal Scanning: Organizational Analysis, Strategy Formulation: Situation Analysis and Business Strategy, Strategy Formulation: Corporate Strategy, Strategy Formulation: Functional Strategy and Strategic Choice, Strategy Implementation: Organizing for Action, Strategy Implementation: Staffing and Directing, Evaluation and Control, Suggestions for Case Analysis, Homework Presentation and Wrap-up.

**ISL418 SOCIAL ENTREPRENEURSHIP - (T:3 P:0 ECTS:5)**

The aim of the course is to learn social entrepreneurship processes. The Nature of Social Entrepreneurship, Social Entrepreneurs: Mindset, Characteristics, and Competencies, Social



Entrepreneurial Motivations, The External Environment of Social Ventures, Discovering Opportunities for Social Ventures, Developing a Social Venture Sustainability Model, Feasibility Analysis for Social Ventures, Planning for Social Ventures, Marketing Challenges for Social Ventures, Managing the Financial Side of Social Ventures, Organization and Management of Social Ventures, Social Venture Effectiveness, Scaling Social Ventures.

**GNL310 TRADE MANAGEMENT - (T:3 P:0 ECTS:5)**

Definition of trade, development in the world and in Turkey, national and international institutions related to trade, multilateral trading system and trade management, distribution channels and trade management, contract management in trade, direct sales, dealer and agency contracts, risks, cost elements and pricing in the transfer of goods from the seller to the buyer, management of transport risks and transport insurance, political risk, credit risk and currency risk management, Turkish trade legislation.

**GNL311 TRADE PRACTICES - (T:3 P:0 ECTS:5)**

Documents used in commerce and sales contracts, delivery methods and pricing in trade, payment methods in trade and the risks they bear: cash payment, payment against goods, payment against documents, payment with acceptance credit, payment with letter of credit, points to consider when choosing a payment method, financial products that importer companies can use, financing products used by exporting companies.

**ACADEMIC TURKISH 2 - (T:3 P:0 ECTS:5)**

Demonstrating language, expression, spelling and punctuation errors seen in 1st term homework and papers, general characteristics of writing genres: novel, short story, theater, criticism, Novel: features, development in our literature, study plan and examples, Story: its features, its development in our literature, types of stories, analysis plan and examples, Poetry: features, development in our literature, study plan and examples, practice, Theatre: its features, its development in our literature, study plan and examples, practice, Presenting the examples chosen by the students in the genres of poetry, short story and novel, Types of written expression: article, column, essay, travel writing, diary, memoir, Practices and presentations on written expression types, Oral presentation types: panel discussion, discussion, panel, symposium, Characteristics, rules and examples of oral expression types, Practices and presentations about oral expression types, Evaluation of student studies related to oral and written expression types, Repetitions and studies for the exam in relation to the acquired knowledge.

**LNG112 VOCATIONAL ENGLISH II – (T:3 P:0 ECTS:5)**

*(pre intermediate-intermediate levels)*

Business overview, sectors in economics, business types, recruitment processes, CV spelling, marketing, general accounting, terms and documents used in the field of international trade. To reinforce the students' dominance in these subjects in English through short articles and reading pieces about restrictions applied in trade. To improve the ability to use the terms and phrases used in these areas with various exercises.

**LNG114 VOCATIONAL ENGLISH IV – (T:3 P:0 ECTS:5)**

*(pre intermediate-intermediate levels)*

Economy and Finance mainly; financial instruments / investment tools; derivatives, stocks, foreign exchange, etc., the economic cycle, competition types, forms of management; partial exercises (open-ended question-answer and correct incorrect exercises) to reinforce the readings and readings on the banks (commercial, Individual, Central Bank, IMF ..., tax types,





and vocabulary exercises so that students can use the words and phrases they learn in these areas.



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