



T.C. İSTANBUL TİCARET
ÜNİVERSİTESİ

ISTANBUL TİCARET UNIVERSITY
BUSINESS ADMINISTRATION (ENGLISH)
2021-2022 UNDERGRADUATE COURSE CONTENTS

FIRST SEMESTER / FALL TERM

IKT105 MICROECONOMICS – (T:3 P:0 ECTS:6)

This course introduces the basic principles of economics. 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 to learn basic functions of Business Administration. Developing a Business Mindset, Understanding Basic Economics, Forms of ownership, Entrepreneurship and Small-Business Ownership, Management Roles, Functions, and Skills, Organization and

Teamwork, Human Resources Management, Production Systems, The Art and Science of Marketing, Product and Pricing Strategies, Distribution and Marketing Logistics, Financial Information and Accounting Concepts, Financial Management.

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

This course aims to inform the students about the basic principles of Ataturk and History of Revolution. Introduction to the course, Ottomans at the end of the 18th century, Selim III, Mahmud II, Egyptian Crisis and Reform, Gülhane Reform Edict and the Crimean War, Tanzimat Reforms, Constitutionalism and Abdulhamid II, The Young Turks, 1908 Revolution and afterward, Balkan Wars, World War I, Reforms during the Young Turk era, Ideological Debates.

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 MACROECONOMICS – (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)

This course aims to provide basic concepts of Mathematics such as functions, area between functions, integrals, multivariable calculus, maxima minima and their applications. Integral, Integral Applications, Producer's Rent, Consumer's Rent, Systems of Linear Equation, Matrices and Determinants, Matrice Notation of Systems of Linear Equations and Its Application in Economics, Linear Programming, Mathematical Modelling, Multivariable functions, Partial Derivatives of multivariable functions, Extremum Problems in Bivariate Functions, Optimization, Optimization and Its Application in Economics, Optimization with Lagrange Multiplier, Jacobian Matrix, Hessian.

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:5)

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



mediators in distribution channel, Promotion decisions and methods of promotion, Methods for determining promotion budget.

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

Managerial Accounting as a sub-system of Accounting Information System , Basic Concepts, Accounting For Manufacturing Operations:Classification of Manufacturing Costs,Product Costs versus Period Costs, Product Costs and Matching Principle, Inventories of a Manufacturing Business, Direct Materials, Direct Labor , Manufacturing Overhead , Direct and Indirect Manufacturing Costs,Work in Process Inventory, Finished Goods Inventory, Cost-Volume-Profit Analysis, Cost-Volume-Profit Analysis – Continued, Incremental Analysis, Incremental Analysis – Continued, Operational Budgeting, Capital Budgeting, Measuring and Reporting Performance, Measuring and Reporting Performance

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

Define and understand the role of management; and identify the major contributions to the evolution of management theory, Define and understand the factors and the role of Production management; and identify the major contributions, Identify appropriate production managerial functions, skills, and theoretical approaches that can be used within the manager' s unique environment, Demonstrate a knowledge of the process of setting objectives, planning, decision making, strategy formulation and the tools (MBO, probability, decision trees, PERT, forecasting, etc.) necessary to carry out these functions, Kanban systems, push pull system, kazien systems and different production systems, Operation Research and modelling within the scarece resources system, Identify and integrate methods of organizational structure and the related topics of division of labor, authority/responsibility, span of control, centralization/ decentralization, delegation, organizational change, staffing, and diversity within the workforce, identify and understand accepted theories of leadership and motivation as they relate to utilizing effective communication and the management of individual and group behavior, Cotinuing identify and understand accepted theories of leadership and motivation as they relate to utilizing effective communication and the management of individual and group behavior, Demonstrate a knowledge of the control function and process as related to production management, total quality management, information systems, control tools (break-even analysis, budgeting critical path management, etc.) and human reaction to control systems, Define and understand the concept of social and ethical responsibility pertinent to the managerial role and sustainability., As a production planner or manager, demonstrate a knowledge of the role of global management for the domestic production system, General summary and contiuing to increase the abilities of production controller planner or manager, demonstrate a knowledge of the role of global management for the domestic production system.

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

The Normal Distribution and Other Continous Distribuotons, Sampling and Sampling Distributions, Interval Estimation of the population mean and areas of use in business (t-distribtion), 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

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

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 Brands 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)

This course aims to learn management theories, learn logistics strategies, combine logistics and management theories, execute logistics planning process, explain the management of logistics activities, compare warehousing and transportation attempts. General terms and Strategies, Warehousing, Production and marketing, Raw material process, Distribution, Outsourcing, Transportation, cases.

GNL450 CAREER PLANNING – (T:2 P:0 ECTS:0)

The main purpose of the career planning course is to create career awareness, to enable students to have information about different sectors and to recognize the tools they can use for their own development, and to direct them to the areas where they will be most productive and happy. Intelligence, character and basic personal characteristics, What is Career? The basic definitions, Career Development Programme, Career Development Process, Career Planning, The Roles and Responsibilities of Employees in Career Planning, Writing a Career Planning Portfolio, Career Management, The Roles and Responsibilities of Organizations in



Career Management, The Other Concepts Used in Career Development, The Career Approaches of the New Era, Career Problems

SIXTH SEMESTER / SPRING TERM

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

This course aims to learn the theoretical basis of organizing. Why Study Organization Theory?, Histories, Metaphors, and Perspectives in Organization Theory, The Environment of Organization, , Strategy and Goals, Technology, Organizational Social Structure, Organizational Culture, The Physical Structure of Organizations, Organizational Decision Making, Power, and Politics, Conflict and Contradiction in Organizations, Control and Ideology in Organizations, Organizational Change and Learning, General Overview of Topics.

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)

This course outlines the preliminary information capabilities and systems in terms of how a management can effectively be operated. Introduction to MIS, Current Business world and Telekom Network, Organisations and Information types, Information Systems Organization and Strategies, Ethical & Social Issues in IS, IT infrastructure & emerging Technologies, foundation of BI database management, Telecom internet wireless Technologies, Securing Information system, Operational Excellence and Customer Relations, E commerce, Managing Knowledge, Enhancing Decision Making.

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 helps 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

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.

ISL431 ENTREPRENEURSHIP AND INNOVATION MANAGEMENT– (T:3 P:0 ECTS:5)

It aims to teach basic concepts of entrepreneurship. Basic Concepts of Entrepreneurship, Characteristics of Entrepreneurship, Innovation and Creativity Exercises, Corporate Entrepreneurship, Market research, Marketing plan, Production plan, Management plan, Financial plan, Breakeven Analysis, Business Plan, Students' Business Plan Presentations.

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)

Introduction, defining Leadership, Complete following leadership questionnaires from your textbook: Conceptualizing Leadership Questionnaire, Assessing Leadership Tasks, Complete following leadership questionnaires from your textbook: Task and Relationship Questionnaire, Comparing and Contrasting Leadership Skills, Complete following leadership questionnaires from your textbook: Leadership Skills Questionnaire, Leadership Vision Creation, Turn in your Leadership Self-Evaluation Paper, Setting the Tone in Leadership, Follower Participation and Organizational Hurdles in Leadership Process, Handling Conflict through Leadership, Overcoming Organizational Hurdles in Leadership Process, Values and Ethics in Leadership, Individual Perspectives on 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.

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.

ISL407 NEW WORKING MODELS AND ORGANIZATION DESIGN – (T:3 P:0 ECTS:5)

Learning how to design organization structures and their theoretical bases. Organizations and organizational effectiveness, Stakeholders, managers, and ethics, Organizing in a changing global environment, Basic challenges of organizational design, Designing organizational structure: Authority and control, Designing organizational structure: Specialization and coordination, Creating and managing organizational culture, Organizational design and strategy in a changing global environment, Organizational design, competences, and technology, Types and forms of organizational change, Organizational transformations: Birth, growth, decline, and death, Decision making, learning, knowledge management, and information technology, Innovation, intrapreneurship, and creativity.

ISL409 NEGOTIATION METHODS – (T:3 P:0 ECTS:5)

This course provides the opportunity to develop students your negotiation skills. What is Negotiation?, Negotiation Skills, Distributive Bargaining, What is BATNA?, Integrative Bargaining, Pareto Efficiency, Team Negotiations, Case Study, Negotiating with Agent, Conflict Resolution, Case Study-2, Cultural Differences in Negotiations, Case Study-3, Evaluation of the semester.

ISL411 MANAGEMENT IN SERVICE SECTOR – (T:3 P:0 ECTS:5)

The aim of this course is to introduce different business fields of the service sector and to give information about how to apply the management and business functions of the companies in these fields. For example; organizational structures, business and management functions of the companies in logistics, education, health, tourism, foreign trade etc. fields will be explained.

ISL415 CULTURE AND MARKETING – (T:3 P:0 ECTS:5)

This course aims to teach what kind of relationship culture and marketing have and how it affects marketing. The concept and definition of culture, Characteristics and types of culture, Cultural elements, Marketing concept and scope, Segmentation, target market and positioning, Cultural elements and marketing, Cultural differences and importance in international marketing, Culture's impact on purchasing and consumer behavior, Cultural impact of international companies and target market, The relationship between Hofstede culture dimensions and marketing, Consumption culture, The industrialization of culture and the impact of popular culture on consumption, Culture and marketing mix, Culture and brand communication.



ISL413 INFORMATION BASED MANAGEMENT PRACTICES – (T:3 P:0 ECTS:5)

This course aims to have a basic knowledge of business and management. Management and Manager; Functions of Management, Mission and Vision Definitions, Strategy Concept, SWOT Analysis, Classical Management Thought, Frederick Taylor, Henri Fayol, Max Weber, Neo-classical approach, Modern Approaches, System Approach, Situational Approach, Post-Modern Approaches (Agency Theory, Resource Dependence Theory ...), Post-Modern Approaches (Total Quality Management), Organizational Culture and Its Impact on the Global Environment, Knowledge Management, Diversity Management, Change Management, Repeat for the exam.

IKT403 TURKISH ECONOMY – (T:3 P:0 ECTS:5)

The objective of this course is to familiarize the students with the Turkish economy from a historical and analytical perspective. The period covered for this is the Republican period, particularly after 1980. Introduction to course outline, Economy in late Ottoman period and transition to nation state, Economic development and the institutional change (1914-1950), 2ND World War and Post War period (1950-1963), Economic planning and ISI period (1963-1980), January 25 decisions and outward orientation of the economy (1980-1989), 1989 transformation and financial liberalization, 1990s and financial crises, 1990s and financial crises, Transition program to a strong economy, Industrialization, Global financial crisis and Turkey, Economic Development and Institutional Change (1980-2015).

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.

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, 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- 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)

It aims to teach basic concepts of entrepreneurship. Basic Concepts of Entrepreneurship, Characteristics of Entrepreneurship, Innovation and Creativity Exercises, Corporate Entrepreneurship, Market research, Marketing plan, Production plan, Management plan, Financial plan, Breakeven Analysis, Business Plan.

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 and 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. Introduction, What is the diversity, diversity dimensions - Approaches to diversity, What is identity?, Social Identity

Theory, What is discrimination, prejudice, stereotype?, Gender Discrimination, Racial discrimination, Disability discrimination, Religious discrimination, Case study-1, Case study-2, Analyzing companies' diversity and inclusion reports, Wrap-up.

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.

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.



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

The target of this course is to understanding global strategies and cases. Concepts of Strategic Management, Strategy, Globalization, Global Strategy, Strategy Classification – Corporate Strategies, Business Strategies, Functional Strategies, , Global Strategies, Case Presentations, Wrap-up.

ISL424 CULTURE AND ORGANIZATION - (T:3 P:0 ECTS:5)

The target of this course is to inform students about the concept of organizational culture, to convey both theoretical and practical knowledge about the concept of organizational culture to the students. Introduction, What is Organizational Culture?, What do cultures do?, Understanding Organizational Culture, Creating and Sustaining Culture, How Employees Learn Culture?, Subcultures and Countercultures, Creating Ethical Organizational Culture, , Creating a Positive Organizational Culture, Global Implications, Managing Organizational Culture and Innovation, Culture and Management Styles, Summary and Case Studies.

ISL428 DIGITALIZATION AND BUSINESS WORLD - (T:3 P:0 ECTS:5)

CRM and Digital Value chain, Digitalization In Marketing, Digitalization In Supply Chain Management, Share Economy And Gig Economy, Digitalization In Production-Digital Twin, Digitalization In Communication And Workforce Home Office, Big Data And Decision Making, Ethical Considerations, Ar, Vr İot, Machine Learning, Integration Of Systems, Digital Competitive Strategies And Technologicic.

ISL444 GLOBAL MARKETING - (T:3 P:0 ECTS:5)

It is aimed to teach the subjects of global evaluation of marketing management, how to create a global marketing plan, and global 4p should be created and managed. Understanding the International Marketing Environment, Internationalization- theories and applications, International Consumer Behaviour, Analyzing international opportunities- International Marketing Research, Analyzing international opportunities- International Marketing Research, Designing International Marketing Program, International Product and Service Strategies, Pricing for International Markets, Managing international supply chain and distribution channels, International Promotion Strategies, Managing International Marketing Effort, Presentations ands Reissue.

ISL446 FINANCE AND FINTECH - (T:3 P:0 ECTS:5)

Introduction to the course: Informing the students about the way the course is taught., To have knowlodge about Financial Markets, Institutions, New Trends, Changing Interview Techniques and Case Study, , Artificial Intelligence, IOT, BlockChain and Its Effects on Employment, Robo advise And comprehensive personal financial planning and impacts on employment, The Effects of New Trends on the Structure of Insurance Companies, Competence and Skills of Employment demands, The Effects of New Trends on the Structure of Investment Companies and Competence and Skills of Employment demands, Effects of New Trends on the Structure of Pension Companies, and Competence and Skills of Employment demands, Entrepreneurship and Startups, Emerging jobs in Turkey and in the world, New Competencies and Skills, Effects of New Trends on Employment Criteria and Case Study, The Effects of New Trends on Banks' Structure and Competence and Skills of Employment demands, General Evaluation And Discussion.

ISL448 ENVIRONMENTAL MANAGEMENT - (T:3 P:0 ECTS:5)

The purpose of this course, students gain awareness of sustainability and the environment. global environmental issues, Natural areas and fragile ecosystem under attacks with

urbanisation and industrialization, Environmental sustainability, Planning of Environmental Processes

ISL454 CODING AND GAME SOFTWARE IN THE NEW GENERATION MARKETING - (T:3 P:0 ECTS:5)

This course aims to provide software knowledge in new generation marketing. Introduction, ne generation marketing trends, new generation marketing technology, new neneration marketing coding, new generation marketing data analytics, new generation digital marketing, software knowledge in new generation marketing.

UNIVERSITY ELECTIVE COURSES

GNL314 OTTOMAN TURKISH - (T:3 P:0 ECTS:2)

Place of Ottoman Turkish in Turkish language, Arabic alphabet, vowels and consonants, Letters beginning, middle and endings, signs, numbers, writing studies, Spelling of vowels in Turkish; features of consonants: thickness and fineness; kaf-i Farisi (g), nasal n; closed e; reading exercises, 3 Types of Writing: Handwriting and Printed Writing, Numerical Values ?and Numbers (Ebced account), Transcription alphabet; Spelling of vowels in Arabic and Persian words; Writing Turkish, Arabic and Persian words with transcription alphabet; reading exercises, The consonants not found in Turkish; Distinguishing Turkish, Arabic and Persian words; The moon and the queen; reading texts, Spelling of Turkish words: Spelling of nouns; writing studies, reading texts, Spelling of Turkish words: Spelling of verb suffixes; writing studies, reading texts, Spelling of Turkish words: Noun and verb phrases, Structure of Arabic words, meter, names, infinitives (Develi, p. 185-190); reading texts, Arabic infinitives, ism-i fâil and ism-i mef'ûl; aksâm-ı seb'a; reading texts, Persian origin words: Basic spelling features; reading texts, Manuscripts: Information about Advices and Inspection.

GNL112 CITY CULTURE AND İSTANBUL - (T:3 P:0 ECTS:2)

This course enables the individual to get to know the city and gain a multidimensional personality by developing social and cultural awareness along with the concern of protecting the city. In addition, the course aims to introduce the cultural richness and dimensions of Istanbul.

GNL114 CIVILIZATION AND SOCIETY - (T:3 P:0 ECTS:2)

To reveal the concept of civilization and its importance, To determine the vital importance of civilization on people and society, To comprehend the basic philosophies and understandings in the emergence of civilizations, To state the roles of culture, beliefs and traditions in the formation of civilization, To establish links between the understanding of civilization in today's world and the solution of social problems. The agricultural revolution, the rise of the first civilizations in the Near East and Asia, the birth and development of the Greek and Hellenistic civilization, Roman civilization, The birth and development of Islamic civilization, Medieval, Renaissance and Reformation eras in the West, Political, social and economic transformations in the enlightenment and postmodern civilization.



GNL316 HISTORY AND PHILOSOPHY OF SCIENCE - (T:3 P:0 ECTS:2)

The main purpose of the History and Philosophy of Science course is to create a holistic framework about the nature of scientific effort and the characteristics of scientific theories, taking into account the historical context. Within this framework, it examines the distinguishing features of scientific theories such as objectivity, measurability, testability, falsifiability, and progressivism in the light of historical experience from the ancient period to the Scientific Revolution and the birth of modern science technology.

GNL327 PARTICIPATION BANKING AND ISLAMIC ECONOMY - (T:3 P:0 ECTS:2)

Participation Banks, Participation Insurance, Capital Market instruments-Sukuk, Islamic Social Finance, Trends in Participation Finance, Sustainability and environmental awareness, Introduction of the features of participation finance, Introducing participation banking, Introduction of participation insurance, Sukuk as capital market instrument, Islamic social finance, Sustainable development and Islamic finance.

GNL215 SIGN LANGUAGE - (T:3 P:0 ECTS:2)

To teach the students Sign Language, which is a visual language that includes hand gestures and facial expressions used by the Deaf/Hearing Impaired to communicate among themselves. While learning this language, it is to teach students the Sign Language alphabet and basic vocabulary and grammatical structures, enabling them to communicate with the Deaf / Hearing Impaired through Sign Language. However, Sign Language is intended to be taught to all students who want to communicate nonverbally. Sign Language includes the importance, history and alphabet, words in Sign Language, pronouns, adjectives, objects, names of tools, colors, country names, words used in social communication and the meanings of emotions and feelings in Sign Language.

FOREIGN LANGUAGE (GERMAN) – (T:3 P:0 ECTS:2)

To greet, Personal pronouns, places, Occupations, Languages, Meals, Currency units, exchange money, Where do you live?

FOREIGN LANGUAGE (FRENCH) – (T:3 P:0 ECTS:2)

French alphabet and pronunciation, 1-100 numbers, Greetings, occupations, nationalities, genders, Present time, places, Questions (who, what, why, how many, etc.), Quantities (more or less), Definite and indefinite articles, Sign adjectives, Verb to go, numbers (100+), Clothes, colors, objects in daily life, Physical descriptions, Possessive, family members, To like / dislike.

FOREIGN LANGUAGE (SPANISH) – (T:3 P:0 ECTS:2)

Spanish alphabet and pronunciation, 1-100 numbers, Greetings, occupations, nationalities, genders, Present time, places, Questions (who, what, why, how many, etc.), Quantities (more or less), Definite and indefinite articles, Sign adjectives, Verb to go, numbers (100+), Clothes, colors, objects in daily life, Physical descriptions, Possessive, family members, To like / dislike.

FOREIGN LANGUAGE (RUSSIAN) – (T:3 P:0 ECTS:2)

To greet, Personal pronouns, places, Occupations, Languages, Meals, Currency units, exchange money, Where do you live?

FOREIGN LANGUAGE (JAPANESE) – (T:3 P:0 ECTS:2)

Japanese alphabet and pronunciation, 1-100 numbers, Greetings, occupations, nationalities, genders, Present time, places, Questions (who, what, why, how many, etc.), Quantities (more or less), Definite and indefinite articles, Sign adjectives, Verb to go, numbers (100+), Clothes, colors, objects in daily life, Physical descriptions, Possessive, family members, To like / dislike.

FOREIGN LANGUAGE (CHINESE) – (T:3 P:0 ECTS:2)

Explaining and practicing the pinyin system in Chinese, Chinese alphabet and pronunciation, 1-100 numbers, Greetings, occupations, nationalities, genders, Present time, places, Questions (who, what, why, how many, etc.), Quantities (more or less), Definite and indefinite articles, Sign adjectives, Verb to go, numbers (100+), Clothes, colors, objects in daily life, Physical descriptions, Possessive, family members, To like / dislike.

FOREIGN LANGUAGE (ITALIAN) – (T:3 P:0 ECTS:2)

To greet, Personal pronouns, places, Occupations, Languages, Meals, Currency units, exchange money, Where do you live?

FOREIGN LANGUAGE (FARSI) – (T:3 P:0 ECTS:2)

To greet, Personal pronouns, places, Occupations, Languages, Meals, Currency units, exchange money, Where do you live?

FOREIGN LANGUAGE (ARABIC) – (T:3 P:0 ECTS:2)

To greet, Personal pronouns, places, Occupations, Languages, Meals, Currency units, exchange money, Where do you live?

FOREIGN LANGUAGE (BOSNIAN, CROATION, SERBIAN) – (T:3 P:0 ECTS:2)

Alphabet and pronunciation, 1-100 numbers, Greetings, occupations, nationalities, genders, Present time, places, Questions (who, what, why, how many, etc.), Quantities (more or less), Definite and indefinite articles, Sign adjectives, Verb to go, numbers (100+), Clothes, colors, objects in daily life, Physical descriptions, Possessive, family members, To like / dislike.

LNG328 VOUNTEER WORK – (T:3 P:0 ECTS:2)

To strengthen the ties between the university and the society by using the knowledge, skills and experience that students have acquired throughout their education life; humanitarian, social, economic, etc. to raise awareness about problems and various issues and problems in society, especially about migration and disasters, the disabled and disadvantaged groups; To increase visibility and awareness in the society on issues of high social sensitivity, such as disability life, migration and disaster, in order to ensure the development of human, social, cultural, moral values and skills through some volunteering activities they will participate in and carry out; The aim is to enable students to take part in voluntary work for a period of time within a pre-prepared plan in a volunteer area of their choice and to share the results.