



T.C. İSTANBUL T CARET
 NİVERSİTESİ

**İSTANBUL T CARET  NİVERSİTESİ
İNGİLİZCE İ LETME Y KSEK LİSANS
DERS İ ERİKLERİ**

**İNGİLİZCE İ LETME Y KSEK LİSANS 2025-2026   RETİM YILI DERS
İ ERİKLERİ**

ISL521 – Strategic Management and Business Policy

This course provides an integrated view of strategic management and business policy aimed at building competitive advantage. Topics include strategic planning; vision and mission analysis; internal audit (resources, capabilities, value chain, financial/functional reviews) and external audit (PESTEL, industry structure, competitive dynamics); strategy generation and selection (corporate, business, functional, growth/retrenchment/restructuring); strategy implementation (structure, culture, leadership, change) and execution–monitoring–performance. Ethics, social responsibility, and sustainability are embedded across decisions. Case analyses and student presentations bridge theory and practice. Core text: David & David (2017), *Strategic Management*, 16th ed., Pearson.

ISL509 Management and Organization

This course examines how organizations are designed, managed, and adapted to change through an applied, theory-informed lens. Topics include the management functions (planning, organizing, leading, controlling); organization theory and design; environment–strategy–technology fit; organizational culture, ethics, and values; power, politics, and governance; decision-making, communication, motivation, and leadership; teams, conflict, and negotiation; process management, innovation, and organizational change/transformation. Case work and exercises connect theory to practice.

PZY522 – Strategic Marketing Management

This course develops the ability to analyze, formulate, and implement marketing strategies that create competitive advantage in dynamic markets. It covers the strategic role of marketing in organizations; market and environmental analysis; segmentation, targeting, and positioning; brand management and innovation strategies. Key topics include strategic planning processes, customer value creation, competitive analysis, portfolio management, global marketing strategies, and performance evaluation. Through case studies and hands-on projects, students build data-driven decision-making skills and design marketing programs aligned with strategy and sustainable growth

ISL581 Management in the Digital World

This course provides an integrated view of how digital technologies reshape managerial functions. Core topics include AI-based management, organizational adoption of big data, the Internet of Things (IoT), AI in human resource management, blockchain applications in finance, digitalization of operations, digital marketing, virtual organizations, e-leadership, and electronic control systems. Governance aspects such as data ethics, privacy/security, and regulatory frameworks are embedded. Case discussions and contemporary articles connect theory to practice.

ISL566 – Global Business Management

This course surveys the key frameworks that shape firm behavior in the global arena. Topics include the drivers of globalization; national differences in political, economic, and legal systems; economic development and cultural differences; ethics, corporate social responsibility, and sustainability; international trade theory and government policy; foreign direct investment, regional economic integration, and the global monetary system/FX markets; value creation and international strategy; entry modes; and managing exporting and importing. The course is interactive, with case discussions and guided readings. Core text: Hill & Hult (2022), *Global Business Today*

ISL594 – Quantitative Research Methods

This course provides a theoretical and hands-on framework for designing, conducting, and evaluating quantitative research. Topics include descriptive statistics, probability distributions and sampling; parametric and non-parametric hypothesis testing; simple/multiple regression with diagnostics and model selection; multivariate analysis (PCA, clustering); Multi-Criteria Decision Making (MCDM) and Fuzzy MCDM. Applications are implemented via lab sessions using business, management, and social sciences datasets.

SBE513 – Research Methods and Ethics

This course provides an integrated overview of the research process and research ethics in the social sciences. Topics include topic selection and problem definition; literature review and source management; research design (quantitative, qualitative, mixed methods); sampling and measurement; data collection tools (surveys, interviews, observation, secondary data); data management, open science, and reproducibility; an introduction to quantitative and qualitative analysis; scholarly writing, citation, plagiarism avoidance, and publication ethics; ethics review/informed consent, privacy–confidentiality, data protection (e.g., GDPR), and ethical use of AI in research. Case work and hands-on exercises connect theory to practice.

SBE500 – Seminar

This seminar guides students in identifying research interests, formulating research questions, and producing a rigorous research proposal. The course covers problem definition and scope, conceptual framing and literature review, research questions/hypotheses, method and design selection (quantitative/qualitative/mixed), sampling and measurement, ethics and data management, a project timeline, and articulation of expected contribution. Sessions are workshop-based with peer feedback and short presentations; students submit a written proposal and deliver an oral presentation at the end of the term.

ISL545 – Organization and Human Behavior

This course examines how individuals and groups think, feel, and act in organizations through a theory-informed, applied lens. Topics include individual differences (personality, values, perception), motivation and job design, affect and well-being, decision-making and biases, communication and feedback, group dynamics and team effectiveness, power/politics/influence, leadership approaches, conflict/negotiation and stress management, organizational culture and justice/ethics, change, and organizational citizenship behavior. Cases, mini-exercises, and in-class experiments connect theory to practice.

IKY516 – Strategic Human Resource Management

This course examines how human resources align with business strategy to create sustainable competitive advantage. Topics include strategy–HR alignment, workforce analytics and planning, talent acquisition and employer branding, learning & development and competency management, performance and reward systems, employee experience and engagement, job design & flexible work, change management and leadership, ESG/ethics/diversity–equity–inclusion, industrial relations and legal context, and digital HR (HRIS, AI, People Analytics). Cases and projects assess the organizational and financial impact of strategic HR choices.

ISL549 – Entrepreneurship and Business Models

This course covers the entrepreneurial process from opportunity recognition to validated business model and scaling. Topics include customer discovery, problem–solution fit, **Business Model Canvas** and alternative frameworks; revenue models and unit economics; MVP design, experiments, and metrics; venture finance (bootstrapping, angels, VC), cash flow and basics of valuation; go-to-market, growth, and KPIs; intellectual property, legal/ethical issues; corporate and social entrepreneurship. Cases, workshops, and field interviews link theory to practice.

ISL571 – Financial Crisis and Risk Management

This course analyzes the anatomy of financial crises and the channels through which shocks propagate across markets and institutions. Students examine leverage cycles, liquidity spirals, and contagion dynamics, and learn to interpret macro–financial early-warning indicators. Core toolkits include market, credit, operational, and liquidity risk measurement (VaR, Expected Shortfall, stress testing, reverse stress testing, and scenario design). The course covers derivatives and hedging strategies, model risk, and risk aggregation within an enterprise risk management (ERM) framework, with attention to regulatory regimes, crisis playbooks, and board-level risk governance.

ISL551 – Technology and Innovation Management

Focusing on value creation through technology, this course links technology strategy to competitive advantage and performance. Topics include R&D portfolio governance, stage-gate and agile innovation processes, ambidexterity, and ecosystem/platform orchestration. Students explore IP strategy (patents, licensing, standards), product/process/business-model innovation, and diffusion under uncertainty. Tools such as technology roadmapping, TRLs, real options, and innovation metrics guide decision making about investment, timing, and partnerships, supported by cases from manufacturing, services, and digital platforms.

ISL573 – Family Business

The course examines the distinctive logic of family enterprises across ownership, governance, and management. Themes include succession planning and next-gen leadership, professionalization and role clarity, family constitution and councils, and board structures that balance family and non-family interests. Students analyze family dynamics, emotional ownership, and conflict management, while connecting strategy, financing, and continuity planning to long-term stewardship. Real cases highlight growth, diversification, and transgenerational entrepreneurship in varying institutional contexts.

UBA517 – International Finance

Students study exchange-rate systems and parity conditions (PPP, IRP), the structure of international financial markets, and currency/interest-rate instruments. The course covers measurement and hedging of FX and interest-rate risk using forwards, futures, options, and swaps, as well as FDI vs. portfolio flows and balance-of-payments linkages. Country risk assessment and sovereign/corporate credit issues are tied to international capital budgeting, project appraisal, and financing choices. Emphasis is placed on policy shocks, global liquidity, and emerging-market vulnerabilities.

ISL576 – Negotiation Methods

This course provides a rigorous framework for diagnosing bargaining situations and choosing effective tactics. Students practice distributive and integrative strategies, handle multiparty and multi-issue negotiations, and manage power asymmetries, ethics, and cognitive biases. Cross-cultural negotiation and mediation are explored with attention to communication styles, trust building, and dispute resolution. Repeated simulations, role plays, and post-mortems develop preparation discipline, deal-crafting, and durable agreement design.

IKY521 – Talent Management

The course addresses end-to-end talent systems that align with business strategy. Topics include employer branding, attraction and selection science, competency architecture, and learning & development pathways linked to career frameworks. Students design succession planning and pipeline health metrics, connect performance management to reward strategies, and use workforce analytics to diagnose retention, mobility, and pay-equity issues. Cases show how EX (employee experience) and inclusive practices create sustainable advantage.

ISL580 – Business Ethics and Social Responsibility

Students engage ethical decision models and stakeholder theory to navigate dilemmas in modern organizations. The course covers CSR, sustainability, and ESG integration, along with governance, compliance, and non-financial reporting frameworks. Whistleblowing, conflicts of interest, AI/data ethics, and cross-cultural norms are discussed through cases that require balancing competing rights and responsibilities. Emphasis is on designing systems—policies, incentives, and culture—that support ethical conduct and accountability.

ISL517 – Production and Operations Management

This course develops an operations lens for designing and improving processes that deliver value reliably. Topics include process mapping, capacity analysis, bottleneck management, flow vs. pull systems, and inventory/S&OP/MRP planning. Students study supply-chain coordination, sourcing, and risk, as well as quality management (SPC, DOE) and Lean/Six Sigma for waste reduction and variability control. Facility location and layout decisions, digitization/Industry 4.0, and performance dashboards connect operations choices to cost, responsiveness, and sustainability.

ISL582 – Financial Statement Analysis

Students learn to extract decision-relevant insights from financial reports by integrating accounting quality assessment with ratio, cash-flow, and profitability analysis. The course develops skills in common-size and trend analysis, working-capital diagnostics, and forecasting. Credit and valuation perspectives (DuPont, CF models, multiples) are used to evaluate firms across industries. Special attention is given to earnings quality, red-flag detection (revenue recognition, accruals, off-balance-sheet items), and peer benchmarking to inform lending, investing, and strategic decisions.

SBE514 – Brand Strategies

This course covers the strategic management of brands as intangible assets that drive growth. Students work with positioning and identity systems, brand architecture (house of brands, endorsed, masterbrand), and value-proposition and experience design. Measurement approaches (brand equity, awareness/associations, NPS, CLV) support portfolio decisions and extension strategies. Digital and omnichannel execution, content and influencer strategies, B2B/global branding challenges, and governance guidelines are explored through cases and exercises.

ISL586 – Leadership Approaches

Students survey classic and contemporary leadership theories—trait, behavioral, contingency, transformational/transactional, authentic/servant—and examine power and influence mechanisms. The course emphasizes ethical and inclusive leadership, psychological safety, and coaching/feedback practices that elevate team effectiveness. Change leadership frameworks (Kotter, adaptive leadership) are applied to real organizational challenges. Through assessments, labs, and cases, students develop a personal leadership philosophy and action plan.

SBE516 – Cultural Intelligence

This course develops cultural intelligence (CQ) for working across borders and differences. Students learn CQ assessment and development, compare culture frameworks (e.g., Hofstede, GLOBE, Lewis), and practice cross-cultural communication, trust building, and negotiation. Managing global and virtual teams, leading inclusion, and designing interventions for adaptation are emphasized. Cases and simulations highlight misalignment risks and the capabilities needed to thrive in multicultural contexts.

ISL592 – Current Topics in Finance

A seminar exploring frontier issues in finance, the course rotates through FinTech and crypto infrastructures, sustainable finance/ESG integration, behavioral biases, and data-driven asset management. Students evaluate regulatory trends, market structure changes, and risk implications for institutions and investors. Readings from academic and practitioner sources anchor debates and applied mini-projects, fostering critical perspectives on innovation, ethics, and stability.

ISL595 – Qualitative Research Methods

This course equips students to design and conduct rigorous qualitative studies. Topics include research design and sampling strategies, fieldwork ethics, and data collection via interviews, focus groups, observation, and documents. Students learn coding, theme development, and building credible interpretations (trustworthiness, triangulation, reflexivity), alongside reporting conventions. Software-assisted workflows (e.g., NVivo) support systematic analysis; a small project moves from proposal to findings.

SBE515 – Accounting and Financial Management

Linking accounting information to financial decision-making, this course covers the preparation and interpretation of financial statements and key performance indicators. Students analyze costs and pricing, capital budgeting techniques (NPV, IRR, real options), and working-capital management. Financing choices, capital structure, and the risk–return trade-off are discussed with an eye to value creation and governance. Cases integrate operating decisions with financial policy to align strategy and performance.