



T.C. İSTANBUL TİCARET  
ÜNİVERSİTESİ

**ISTANBUL TICARET UNIVERSITY**  
**BUSINESS ADMINISTRATION (ENGLISH) DEPARTMENT**  
**2025-2026 ACADEMIC YEAR COURSE CONTENTS**

**FIRST SEMESTER / FALL**

**ISL101 INTRODUCTION TO BUSINESS- (T:3 U:0 AKTS:7)**

This course provides a comprehensive introduction to the fundamental principles of business administration, aiming to cultivate a business-oriented mindset among students. It covers key topics such as the role of business in society, basic economic concepts, forms of business ownership, and the essentials of entrepreneurship and small business management. Students will explore management roles, functions, and skills, along with organizational structures and teamwork dynamics. Additional topics include human resources management, production and operations systems, marketing principles (including product and pricing strategies), distribution and logistics, financial information and accounting concepts, and the fundamentals of financial management. By the end of the course, students will have a solid foundation in how businesses operate across various functional areas.

**MAT101 MATHEMATICS I- (T:3 U:0 AKTS: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



**IKT105 MICROECONOMICS– (T:3 U:0 AKTS:6)**

This course introduces students to the foundational principles of microeconomics and how economic agents make decisions under conditions of scarcity. Topics include an overview of the course content, the Ten Principles of Economics, and learning to think like an economist. Students will explore interdependence and the gains from trade, market forces of supply and demand, elasticity and its applications, and the effects of government policies on markets. The course also covers the behavior of consumers and producers, market efficiency, the costs of taxation, international trade, externalities, public goods, and common resources. In the latter part of the course, attention is given to the costs of production, the structure and performance of firms in competitive markets, and other market forms such as monopoly, monopolistic competition, and oligopoly, along with the markets for factors of production.

**MUD101 FINANCIAL ACCOUNTING 1– (T:3 U:0 AKTS:6)**

By the end of the Financial Accounting 1 course, students should be able to understand and use the basic terminology and fundamental concepts of Generally Accepted Accounting Principles (GAAP), as well as explain how financial information is processed and properly presented. The course covers topics such as an introduction to financial accounting, the accounting and business environment, recording business transactions, the adjusting process, completing the accounting cycle, merchandising operations, merchandise inventory, current assets and plant assets, current and long-term liabilities, owner's equity, and the preparation and interpretation of financial statements.

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

This course aims to inform the students about the basic principles of Ataturk and the 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.

**GNL105 TURKISH LANGUAGE I- (T:2 U:0 AKTS: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 mutations in Turkish., Semantics in Turkish., The wrong usages in expression I., The wrong usages in expression II.



**LNG101 GENERAL ENGLISH I- (T:2 U:0 AKTS:2)**

This course provides students with a functional level of language proficiency, equipping them with sufficient vocabulary to communicate effectively on general topics. While some lexical limitations may lead to repetition, students are able to engage in routine everyday interactions and handle simple business transactions with ease. They develop an awareness of cultural differences and attitudes, allowing them to recognize and adapt to key variations in communication styles. Students will be able to exchange information, make requests, and express opinions and attitudes in a clear and structured manner. They will also gain the ability to produce continuous written texts that are generally intelligible, with spelling, punctuation, and formatting accurate enough to be easily understood. Additionally, the course emphasizes effective communication in familiar contexts, fostering a good command of the language while acknowledging influences from their native and foreign language exposure.

Key topics covered include companies, survival of the fittest in business, leadership, compensation, professional development, and marketing, ensuring that students acquire essential business English skills for practical use.

**SECOND SEMESTER / SPRING****ISL102 MANAGEMENT AND ORGANIZATION- (T:3 U:0 AKTS:7)**

This course provides a comprehensive overview of the principles, functions, and processes of management within organizational settings. It examines the evolution of management thought, including classical, behavioral approaches, and emphasizes the roles and responsibilities of managers in today's dynamic business environment. Key topics include planning, organizing, leading, and controlling, along with strategic management, organizational structure and design, decision-making processes, motivation theories, leadership styles, communication, and organizational change and development. By integrating theoretical perspectives with real-world applications, students will develop a foundational understanding of how organizations function and how effective management contributes to organizational success.

**IKT102 MACROECONOMICS - (T:3 U:0 AKTS: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.



**MUD102 FINANCIAL ACCOUNTING II – (T:3 U:0 AKTS: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.

**MAT102 MATHEMATICS II- (T:3 U:0 AKTS:5)**

This course aims to provide basic concepts of Mathematics such as functions, applications, area between functions, integrals, multivariable calculus, maxima minima and their applications. Integral, integral applications, producers rent, consumer rents, system of linear equation and its application in economics. Linear programming, mathematical modelling, multivariable functions, optimization, optimization and its application in economics. Optimization with multiplier, jacobian matrix, hessian.

**GNL102 ATATURK'S PRINCIPLES AND HISTORY OF REVOLUTION II- (T:2 U:0 AKTS:2)**

This course provides an overview of the political, social, and economic transformations in Turkey from the early 20th century to the present. It begins with World War I, the War of Independence, and the establishment of the Republic of Turkey, followed by an examination of the one-party state and the transition to democracy. Key historical events such as the Democratic Party government, the 1960 military coup, the subsequent return to democracy, the 1980 military coup, and Turgut Özal's economic and political reforms are analyzed. The course also explores the political landscape of the 1990s, the rise of the Justice and Development Party (AKP), and Turkey's ongoing political evolution. Through historical analysis and discussions, students will develop a deeper understanding of modern Turkey's political and social dynamics.

**GNL106 TURKISH LANGUAGE II- (T:2 U:0 AKTS:2)**

This course aims to enhance students' written and verbal communication skills by providing a comprehensive understanding of different forms of expression in Turkish. It covers narrative techniques, literary text analysis, spelling and punctuation rules, as well as the fundamentals of critical thinking, academic writing techniques, and effective communication methods. Through theoretical discussions and practical exercises, students will develop their ability to articulate ideas clearly and effectively in both academic and professional settings.



**LNG102 GENERAL ENGLISH II- (T:2 U:0 AKTS:2)**

This course aims to further develop students' English language skills, focusing on reinforcing grammar rules, strengthening written and verbal communication abilities, and enhancing academic reading comprehension. The course includes practical exercises to improve fluency, with an emphasis on commonly used structures in daily conversations. Through interactive activities and structured learning, students will gain confidence in expressing themselves more effectively and naturally in both academic and professional settings.

**THIRD SEMESTER / FALL****IKT231 MANAGERIAL ECONOMICS– (T:3 U:0 AKTS:4)**

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 U:0 AKTS:4)**

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 statistics, 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.

**HUK242 BUSINESS LAW– (T:3 U:0 AKTS:4)**

The aim of this course is to providing an intuition to fundamental concepts of business law and practical aspects in Turkish cases. Introduction of Business Law, Definiton of Obligation and Obligation Relationship; The Sanction of Obligation, Liability, Definition of Legal Event, Legal Transaction, Classification of Contracts, Fornation of Contact, Validity of Contracts, Reality of Consent, General Principles of Commercial Transactions, Commercial Registry, Commercial Books, Bussiness Associations, Valuable Paper Law, Intellectual property.

**MUD201 COST ACCOUNTING– (T:3 U:0 AKTS:4)**

Accounting Information Systems: Characteristics of Cost and Management Accounting, Accounting Information Systems: Concepts, Job Order Cost System and Overhead Allocations, Job Order Cost System and Activity Based Costing, Introducbon to Process Costing and Activity Based Costing, Demostration Problem on ABC, Process Costing and Equivalent Unit, Process Costing and Equivalent Units, Process Costing, Process Costing and ABC 24 Standard Cost Systems, Costing and Value Chain, Standard Cost Systems.



**BAF202 FINANCIAL MARKETS AND INSTITUTIONS– (T:3 U:0 AKTS:5)**

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-2, 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.

**GNL203 ACADEMIC SKILL, METHOD AND ETHICS- (T:3 U:0 AKTS:2)**

The aim of this course is to provide to learn how to design and conduct research and report its findings and to identify research ethics. Formulating and clarifying the research topic, Clearly reviewing the literature, Understanding research philosophy and approaches to theory development, Formulating the research design, Negotiating access and research ethics, Selecting samples, Using secondary data, Collecting primary data through observation, Collecting primary data using semi-structured, in-depth and group interviews, Collecting primary data using questionnaires, Analyzing quantitative data, analyzing qualitative data, Writing and presenting your project report.

**FOURTH SEMESTER / SPRING****ISL202 HUMAN RESOURCES MANAGEMENT- (T:3 U:0 AKTS:4)**

Regardless of size and type of business, human resources are 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 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.



**ISL206 PRODUCTION MANAGEMENT– (T:3 U:0 AKTS:5)**

This course provides a comprehensive overview of planning and control systems used in modern manufacturing to effectively manage supply chains. Key topics include operations management, demand forecasting, aggregate planning, inventory management, and production scheduling. Students will gain an understanding of Material Requirements Planning (MRP), Master Production Scheduling (MPS), Just-in-Time (JIT) systems, and Lean operations to enhance efficiency and cost-effectiveness in production processes. The course also covers Enterprise Resource Planning (ERP) systems and supply chain management, focusing on how raw materials, in-process inventory, and finished goods flow seamlessly from origin to consumption. Through case studies, problem-solving exercises, and hands-on applications, students will develop skills in quantitative and qualitative techniques, technology utilization, and effective communication for real-world production management scenarios.

**ISL201 MARKETING MANAGEMENT- (T:3 U:0 AKTS:5)**

Serving as a foundational course in marketing, ISL201 covers the core principles and processes involved in creating customer value. Students learn how to conduct market analysis, identify opportunities, and develop strategies using the 4Ps (product, price, place, promotion). The course discusses consumer decision-making, market segmentation, targeting, and positioning (STP), as well as the significance of building strong customer relationships. Emphasis is placed on strategic planning and implementation, with an overview of marketing research techniques to inform data-driven decisions. By integrating theoretical concepts with practical examples, the course equips future marketers with the skills needed to plan, execute, and evaluate marketing programs in both local and international contexts.

**MUD203 MANAGERIAL ACCOUNTING – (T:3 U:0 AKTS: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, Measuring and reporting performance.

**ISL212 BUSINESS ANALYTICS – (T:3 U:0 AKTS:4)**

This course introduces students to fundamental statistical methods and their applications in business decision-making. Topics include the normal distribution and other continuous distributions, sampling and sampling distributions, and interval estimation of the population mean with a focus on the t-distribution. The course covers one-sample hypothesis testing and two-sample procedures, emphasizing their use in business contexts. Additionally, students will learn the principles and applications of simple linear regression and multiple linear regression, gaining practical insight into how these techniques are used to analyze data and support evidence-based decision-making in various business scenarios.



## **FIFTH SEMESTER / FALL**

### **ISL301 ORGANIZATIONAL BEHAVIOR– (T:3 U:0 AKTS:8)**

This course examines the behavior of individuals and groups within organizational settings, aiming to enhance students' understanding of how people interact, perform, and influence workplace dynamics. Topics include individual differences such as personality, values, and attitudes; perception and attribution processes; motivation theories and applications; learning and reinforcement; and emotional intelligence. At the group level, the course explores team dynamics, leadership styles, communication, power and politics, conflict resolution, and decision-making processes. Organizational-level issues such as culture, change management, organizational structure, and job design are also addressed. By integrating psychological and sociological perspectives, the course enables students to critically evaluate and apply organizational behavior theories to real-world business situations, ultimately improving managerial effectiveness and organizational performance.

### **ISL315 BRAND MANAGEMENT – (T:3 U:0 AKTS:7)**

This course aims to examine the concept of branding and the fundamentals of brand management comprehensively. It focuses on understanding brand management strategies and discussing their benefits for businesses while analyzing cultural differences in the context of evolving technologies and trends. Key topics include brand personality/identity, brand equity, brand positioning, brand performance, and measurement elements within the core functions of marketing. Additionally, the course explores strategies for building brand loyalty in competitive markets, introducing new products, and other essential brand management approaches.

### **ULL303 LOGISTICS MANAGEMENT – (T:3 U:0 AKTS:5)**

This course aims to 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 U:0 AKTS:0)**

This course is designed to help students define and pursue their long-term professional aspirations. It begins with self-assessment exercises that allow individuals to identify their strengths, values, and career interests. The curriculum then covers practical topics such as crafting a compelling résumé, writing effective cover letters, acing interviews, and building a personal brand—both online and offline. Students also learn about networking tactics, industry research methods, and strategies for continuous professional development. By the end of the course, participants will have developed a personalized career plan and gained the confidence to adapt to changing job market conditions.



## SIXTH SEMESTER / SPRING

### **ISL308 ORGANIZATIONAL THEORY – (T:3 U:0 AKTS:7)**

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.

### **BIL304 MANAGEMENT INFORMATION SYSTEMS– (T:3 U:0 AKTS:6)**

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 Organizatio and Strategies. Ethical & Social Jssues in LS, 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.

### **BAF312 FINANCIAL MANAGEMENT- (T:3 U:0 AKTS: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.

## SEVENTH SEMESTER/ FALL

### **ISL423 MARKETING RESEARCH– (T:3 U:0 AKTS: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.



**MUD411 BUSINESS AUDITING– (T:3 U:0 AKTS:5)**

This course provides students with a comprehensive understanding of the philosophy and practice of auditing. It equips students with the skills needed to make effective decisions related to auditing, financial reporting, and ethical challenges within organizations. The course covers auditing standards, core concepts, and principles, emphasizing the importance of risk assessment, internal control, audit evidence, and documentation. Key topics include the demand for audit and related services, the role of auditing as a profession, auditor responsibilities, professional ethics, audit planning and programs, materiality and risk, quality control, audit completion, and audit reports. Instructional methods include case analyses, seminar-style discussions, and problem-solving exercises, offering students practical insights into auditing theory and practice.

**ISL441 STRATEGIC MANAGEMENT AND BUSINESS POLICY– (T:3 U:0 AKTS:5)**

This course helps to understanding strategic management. Basic Concepts of Strategic Management. Corporate Governanance, 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 / SPRING****ISL450 DESIGNING BUSINESS MODELS– (T:3 U:0 AKTS:7)**

This course comprehensively examines entrepreneurship processes and business model design. Starting from the idea generation phase, it details the fundamental components of the business model development process. Students will learn about value proposition creation, customer segmentation, revenue models, cost structures, and business model sustainability, gaining a thorough understanding of the foundations of a successful venture. The course also focuses on funding sources, investor relations, market analysis, and competitive advantage strategies, equipping students with the skills to develop practical and viable business plans. Supported by case studies, group projects, and practical tools such as the business model canvas, the course aims to enhance students' ability to design innovative and applicable business models in real-world settings.

**ISL406 INTERNATIONALL BUSINESS– (T:3 U:0 AKTS:8)**

This course aims to provide a comprehensive understanding of the international business. It focuses on intemationalization 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 Intemational Trade, Foreign Direct Investment, Regional Economic Integration, The Foreign Exchange Market, The International Monetary System, The Strategy of Intemational 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 U:0 AKTS:5)**

This course aims to teach students the fundamental concepts and dynamics of management in family businesses. It examines the structure, advantages, and challenges of family businesses, emphasizing their role in Turkey's economic system. The course covers the life cycle of family businesses, different business models, and the institutionalization process. Topics such as family constitution development, strategic management, succession planning, and leadership are explored to highlight the governance mechanisms necessary for long-term sustainability. Additionally, the course delves into the role of boards of directors, performance evaluation processes, restructuring strategies, and succession planning for future generations. Through case studies and practical applications, students will develop the ability to assess challenges faced by family businesses and propose effective solutions.

### **ISL431 ENTREPRENEURSHIP AND INNOVATION MANAGEMENT– (T:3 U:0 AKTS:5)**

This course aims to teach students the fundamental concepts of entrepreneurship and the key elements of becoming a successful entrepreneur in the business world. Topics such as evaluating entrepreneurial traits, developing business ideas, and creativity-enhancing exercises are covered to support students' innovative thinking skills. Within the framework of responsible entrepreneurship, the course provides a detailed examination of business concepts, types of businesses, and business functions. It also explores business establishment processes, financial and legal responsibilities, offering insights into the regulatory and financial obligations entrepreneurs may face. A significant portion of the course is dedicated to business plan development, including market research, marketing plans, production and management strategies, and financial planning. Additionally, through business model design and hands-on workshops, students will reinforce their theoretical knowledge with practical projects, enabling them to apply entrepreneurial strategies effectively.

### **ISL305 ORGANIZATIONAL SUSTAINABILITY– (T:3 U:0 AKTS:5)**

The aim of this course is to provide students with fundamental knowledge on the subject and present developments in the field. The course offers theoretical and practical insights necessary for designing adaptive organizations that can respond effectively to constantly changing environmental conditions, successfully implement change initiatives, and maintain organizational balance. Additionally, students will learn the concepts, principles, methods, and techniques required for achieving sustainable organizational success. This course covers the identification of factors requiring change, the development of new models and ideals to adapt to environmental changes, and the effective implementation of these decisions. Furthermore, it includes techniques for both diagnosing change needs and executing implementation processes efficiently.



**ISL233 HISTORY OF MANAGEMENT THOUGHT – (T:3 U:0 AKTS:5)**

This course examines the historical evolution of management thought, providing a comprehensive analysis of management theories and practices that have emerged in different periods. The course covers pre-industrial management approaches, the managerial challenges and perspectives brought by the Industrial Revolution, and the industrialization process in the United States along with its impact on management thought. Additionally, it explores Scientific Management Theory and its applications, the development of the management process, organizational theories, and the role of the human factor in management approaches. The course also evaluates key research studies that shaped management thought, such as the Hawthorne Studies and the human relations approach, while addressing the evolution of organizational behavior and modern management theories. Finally, students will analyze how management thought has adapted to the changing global landscape and influenced contemporary management approaches. The course aims to provide students with a historical perspective, enabling them to better understand and interpret modern management practices.

**ISL327 QUALITY ASSURANCE SYSTEMS– (T:3 U:0 AKTS:5)**

This course provides a comprehensive overview of quality management concepts and the implementation of quality assurance systems in businesses. It focuses on the conceptual development of quality, key principles such as variability, deviation, and tolerance, and examines the role and strategic importance of quality control processes in organizations. The course covers quality analysis, improvement methods, Failure Modes and Effects Analysis (FMEA), and quality circles, equipping students with the necessary tools for effective quality management. The evolution of Total Quality Management (TQM) and its relationship with traditional management approaches are explored, along with the contributions of quality pioneers and the analysis of quality costs. Additionally, the course delves into quality awards, TQM tools, and process improvement techniques, including cause-and-effect diagrams, histograms, Pareto analysis, control charts, and Six Sigma. In later sections, students will study international quality management standards such as ISO 9001, ISO 14001, ISO 45001, and ISO 22000, as well as the 5S system and Total Productive Maintenance (TPM). By the end of the course, students will have gained a thorough understanding of quality assurance systems and the ability to apply quality management principles effectively in business environments.

**LNG111 VOCATIONAL ENGLISH 1– (T:3 U:0 AKTS:5)**

This course aims to enhance students' English language skills for the business world, equipping them with the necessary linguistic abilities to better understand workplace situations and expand their business-specific vocabulary. The course covers key topics such as business management, work motivation, company structures, cross-cultural management, recruitment processes, and the role of women in business. Additionally, it focuses on economic sectors, production, logistics, quality management, product management, and marketing, providing students with a comprehensive understanding of essential business areas. To reinforce theoretical knowledge, the course incorporates practical exercises, case studies, and hands-on applications, helping students develop fluency in business English and effectively use professional terminology in real-world scenarios.



**ISL421 MODERN MANAGEMENT APPROACHES– (T:3 U:0 AKTS:5)**

This course examines the systematic and analytical management approaches that modern businesses use in decision-making, efficiency, and performance management. It provides a detailed analysis of various management techniques applied by organizations to gain competitive advantage and enhance their operational processes. Key topics include Six Sigma, Balanced Scorecard, Benchmarking, and Total Quality Management (TQM) as quality and performance management approaches. Additionally, the course explores virtual and network organizations, business restructuring, stress management, and change management, which are critical aspects of today's business environment. By analyzing the application, benefits, and challenges of these modern management techniques, the course aims to help students understand contemporary management strategies and apply them effectively in the business world.

**ISL303 LEADERSHIP – (T:3 U:0 AKTS:5)**

This course aims to develop individuals who can adapt to rapidly changing economic conditions and demonstrate effective leadership in highly competitive environments. To succeed in today's complex and dynamic markets, leaders must develop creative solutions to emerging challenges and adopt innovative approaches. Factors such as technological advancements, demographic shifts, and increased life expectancy create greater uncertainty for leaders and managers. This course equips students with the leadership competencies needed to navigate these global business challenges. It focuses on strategic thinking, change management, crisis resolution, and adaptive leadership approaches, providing students with the necessary skills to succeed in the global marketplace.

**ISL307 INNOVATION STRATEGIES IN ORGANIZATIONS– (T:3 U:0 AKTS:5)**

This course aims to teach students the importance of innovation strategies for businesses and provide them with practical application skills. The course covers fundamental concepts, the relationship between business management and innovation, and the significance of innovation in global competition. Key topics include the interaction between management, technology, and innovation, technological innovation management, strategy and competitive advantage, and Porter's generic competitive strategies. Students will explore differentiation strategies, types of innovation, sectoral innovation examples, and various innovation strategies such as aggressive, defensive, and imitative approaches. Additionally, the course examines innovation models, innovative organizational culture, innovative business behaviors, and the relationship between creativity and innovation. Other subjects include creative problem-solving techniques (TRIZ), global innovation, comparative analysis of creativity and competitiveness indexes, R&D and innovation, new product development, and the relationship between innovation and knowledge management.



**ISL425 CHANGE MANAGEMENT– (T:3 U:0 AKTS:5)**

This course focuses on change management and business process reengineering (BPR) in organizations, emphasizing the integration of Enterprise Resource Planning (ERP) systems to analyze, redesign, and optimize business processes. Students will learn the fundamental concepts of change management and business process transformation, exploring the role of ERP systems in improving efficiency and integration across different business functions. The course covers identifying inefficiencies, bottlenecks, and opportunities for improvement and aligning business processes with ERP systems. Techniques for process redesign, change management strategies, overcoming resistance, and ERP system adoption will be thoroughly examined. Additionally, students will gain hands-on experience by analyzing key ERP-integrated business processes, including sales and distribution, procurement, production, financial accounting, and operations management, with a focus on widely used ERP platforms like SAP. The course aims to prepare students for leadership roles in organizational transformation, fostering innovative thinking and strategic decision-making in digital business environments.

**ISL403 CONSUMER BEHAVIOR – (T:3 U:0 AKTS:5)**

This course aims to provide a comprehensive understanding of marketing concepts and theories that influence consumer behavior. It examines the psychological, sociological, and cultural factors that shape consumer decision-making processes, motivations, perceptions, and attitudes. The course covers consumer decision-making, brand loyalty, consumer trends, and the impact of marketing strategies on consumer behavior. Additionally, it explores how digitalization has transformed consumer habits, the influence of social media on purchasing decisions, and the variations in consumer behavior across global markets. By analyzing these factors, students will gain a broad perspective on modern marketing practices and how businesses can effectively adapt to evolving consumer preferences.

**ISL407 NEW WORKING MODELS AND ORGANIZATION DESIGN – (T:3 U:0 AKTS:5)**

This course aims to provide students with a comprehensive understanding of new-generation work models. It explores the history, development processes, and implementation methods of work models, examining innovative approaches applied in the modern business world. The course analyzes flexible work models that adapt to the changing dynamics of the 21st century, their development processes, and real-world applications. Additionally, it covers the relationship between organizations and their environments, the design of organizational structures, challenges encountered in this process, and current trends in organizational design. The impact of Industry 4.0 and digitalization on businesses is evaluated, with a focus on digital transformation, talent management, and sustainability in organizations. Within the framework of change and innovation management, students will learn strategies and applications necessary to adapt to transformations in the business world, equipping them with the skills to develop competitive and flexible work models.



**ISL409 NEGOTIATION METHODS– (T:3 U:0 AKTS:5)**

This course aims to equip students with the knowledge and skills to effectively apply a range of negotiation methods across various contexts. It covers key negotiation strategies, techniques, and tactics, with a focus on both distributive bargaining (win-lose scenarios) and integrative bargaining (win-win solutions). Students will learn to identify and use core negotiation concepts such as BATNA (Best Alternative to a Negotiated Agreement), target point, and reservation point, enhancing their ability to plan strategically and reach favorable agreements. The course also delves into the psychology of negotiation, conflict management, and resolution processes. Through case studies, simulations, and practical exercises, students will develop their analytical thinking, communication, and persuasion skills to successfully navigate complex negotiation situations and achieve mutually beneficial outcomes.

**ISL415 CULTURE AND MARKETING– (T:3 U:0 AKTS:5)**

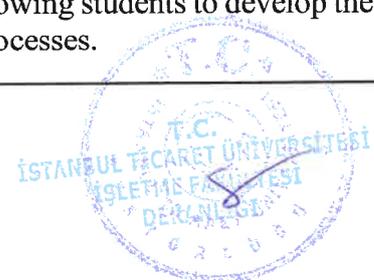
This course investigates the intricate relationship between culture and marketing, highlighting how beliefs, customs, values, and social norms shape both consumer behavior and marketing strategies. Students will explore cultural segmentation, learn to conduct cross-cultural market research, and develop culturally sensitive communication campaigns. Through real-world examples and case studies, learners will examine how multinational companies adapt their products, branding, and promotional messages to suit diverse cultural contexts. Additionally, the course addresses ethical considerations when marketing to various cultural groups, ensuring that students emerge with a nuanced understanding of culture's pivotal role in shaping global marketing practices.

**IKT403 TURKISH ECONOMY– (T:3 U:0 AKTS:5)**

This course provides a comprehensive analysis of the macroeconomic structure and sectoral dynamics of the Turkish economy. It examines Turkey's economic development process, growth models, inflation, unemployment, foreign trade, and fiscal policies as key macroeconomic topics. Additionally, the course analyzes various sectors of the Turkish economy, including industry, agriculture, services, and finance, assessing the country's position in the global economy and its competitive strength. The course also discusses economic crises, public policies, and sustainable development, allowing students to develop interpretation and analytical skills related to the Turkish economy.

**ISL477 COMMUNICATION IN MANAGEMENT – (T:3 U:0 AKTS:5)**

This course explores the role and significance of effective communication in business management processes. It provides an in-depth analysis of key communication concepts, types of communication, corporate communication strategies, and the impact of communication on leadership. The course covers verbal and written communication techniques, presentation skills, team communication, and crisis communication, aiming to enhance students' ability to communicate effectively in business settings. Additionally, topics such as corporate communication in the digital age, intercultural communication, and negotiation skills are examined to help managers use communication as a strategic tool. The course is supported by case studies, role-playing exercises, and practical applications, allowing students to develop the necessary skills for successful communication in management processes.



**ISL377 AI for BUSINESS PROFESSIONALS– (T:3 U:0 AKTS:5)**

This course introduces business students to core Artificial Intelligence (AI) concepts and their practical use in organizational contexts. It covers fundamental AI literacy (machine learning, generative AI, data-driven decision making), common business applications (marketing analytics, customer service, HR, operations, and finance), and how AI reshapes business models and competitive advantage. Students learn to evaluate AI tools and solutions, translate business problems into AI use-cases, and interpret AI outputs for managerial decision making. The course also emphasizes responsible AI practices, including ethics, bias and fairness, privacy, risk management, and regulatory considerations. Through cases, hands-on activities, and applied projects, students develop the skills to collaborate with technical teams, design AI-assisted workflows, and communicate AI insights effectively for business impact.

**ISL311 SOCIAL MEDIA MARKETING – (T:3 U:0 AKTS:5)**

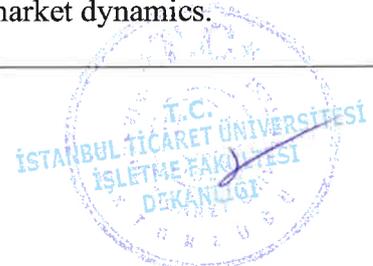
This course focuses on planning, executing, and evaluating social media marketing strategies in contemporary business environments. It introduces major social media platforms and their marketing logic, content strategy and storytelling, brand community building, and audience targeting. Students learn how to design integrated campaigns, manage organic and paid social media activities, and use key performance indicators (KPIs) and analytics tools to measure reach, engagement, conversion, and return on investment. The course also covers influencer marketing, social commerce, online reputation management, and crisis response, with attention to ethical issues, privacy, and platform regulations.

**ELECTIVE COURSES  
SPRING SEMESTER****LNG112 VOCATIONAL ENGLISH 2 – (T:3 U:0 AKTS:5)**

This course aims to help students learn and effectively use fundamental English vocabulary and concepts related to the business world and economics. The course covers key topics commonly used in business environments, including advertising, banking, market structures and competition, taxation, the economic cycle, corporate social responsibility, efficiency and employment, exchange rates, international trade, economics, stocks and shares, and mergers and acquisitions. By learning the terminology related to these subjects, students will develop the ability to express themselves in academic and professional settings. In addition to theoretical instruction, the course incorporates practical exercises, group discussions, and case analyses to enhance students' proficiency in business English.

**ISL254 RETAIL MANAGEMENT – (T:3 U:0 AKTS:5)**

This course provides a comprehensive analysis of the concept of retailing and the fundamentals of retail management. It focuses on understanding retail management strategies and discussing their benefits for businesses while examining cultural differences in the context of evolving technologies and trends. Key topics include retail formats, consumer behavior, store and non-store retailing, pricing strategies, supply chain management, and retail performance measurement. Additionally, the course explores strategies for enhancing customer experience, optimizing inventory management, and adapting to competitive market dynamics.



**ISL244 TECHNOLOGY MANAGEMENT – (T:3 U:0 AKTS:5)**

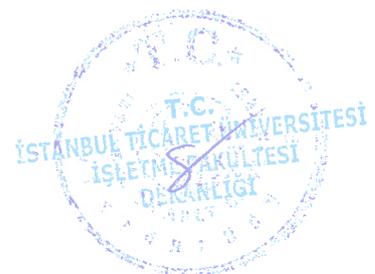
This course explores the fundamentals of technology management and its relationship with business administration, emphasizing the role of technology in global competition. Key topics include technology management processes, technology transfer, and tools for managing technological advancements. The course also covers intellectual property protection, including patents, utility models, trademarks, and industrial designs, with case studies on industrial property rights. Additionally, students will examine the impact of Industry 4.0 and the Fourth Industrial Revolution, technology selection, computer-integrated manufacturing, and smart factories. Research and development (R&D), the evaluation of new technologies from a business perspective, and Quality Function Deployment (QFD) are also discussed. The course provides a comprehensive understanding of innovation management and strategic approaches to integrating emerging technologies into business operations.

**ISL336 INDUSTRIAL MARKETING- (T:3 U:0 AKTS:5)**

This course focuses on the fundamentals of industrial marketing and its strategic applications in business environments. Key topics include the characteristics of industrial markets, relationship marketing, and purchasing and procurement processes in industrial settings. The course explores organizational behavior from an industrial marketing perspective, target market selection, positioning strategies, and the role of competitive intelligence in industrial marketing information systems. Additionally, students will examine product policies, the new product development and branding process, as well as industrial services and marketing methods. Pricing strategies, supply chain management, and distribution policies in industrial markets are also covered. Furthermore, the course delves into promotional strategies, internationalization in industrial marketing, and emerging trends and innovations shaping the field. Through case studies and practical applications, students will develop a comprehensive understanding of how industrial marketing strategies are formulated and implemented.

**ISL356 BUSINESS ETHICS- (T:3 U:0 AKTS:5)**

This course aims to provide students with a comprehensive understanding of the core concepts and frameworks in business ethics. It examines ethical principles in corporate and market environments, including the relationship between business, government, and international trade. The course introduces key ethical theories such as utilitarianism, deontology, virtue ethics, and justice ethics, enabling students to critically assess moral dilemmas in organizational contexts. Topics include ethical standards in business practices, environmental and consumer ethics, discrimination in the workplace, and ethical concerns in production and marketing. Through case studies and in-class discussions, students will apply ethical theories to real-world business scenarios, strengthening their ability to reason ethically and make sound decisions in complex situations.



**ISL346 SALES MANAGEMENT – (T:3 U:0 AKTS:5)**

This course aims to provide students with a comprehensive understanding of sales management and the sales process. Topics covered include the relationship between marketing and sales, the role of communication in sales, sales presentations, customer interaction, and handling objections. The course also explores the sales process, sales management strategies, sales planning and budgeting, and the recruitment and training of a sales force. Additionally, students will examine sales force motivation, sales territories and quotas, performance evaluation in sales, and ethical and legal considerations in sales management. The course will conclude with discussions on future trends in the sales profession, equipping students with the necessary skills to adapt to the evolving sales landscape. Through case studies and practical applications, students will develop strategic sales management competencies to succeed in competitive markets.

**ISL316 PROJECT MANAGEMENT – (T:3 U:0 AKTS:5)**

This course provides students with the essential knowledge and skills required to successfully participate in and manage projects in a business environment. Regardless of scale, every project involves a structured sequence of tasks that must be completed within a defined timeframe while considering quality, performance criteria, and cost constraints. The course covers fundamental concepts of project management, system development, project team formation, and organizational structures. Students will learn about project management standards, integration management, scope management, cost management, quality management, human resource and communication management, time management, risk management, and procurement management. Additionally, the course explores project scheduling techniques such as data flow diagrams, Gantt charts, Critical Path Method (CPM), and Program Evaluation and Review Technique (PERT). The final phase of the course focuses on project control, implementation, and presentation, including project management organizational structures. Through case studies and practical applications, students will gain hands-on experience in planning, executing, and monitoring projects effectively within a corporate setting.

**ISL440 BUSINESS INTERNSHIP– (T:3 U:0 AKTS:5)**

This course is designed to prepare students for their internships by providing essential guidance and support before, during, and after the internship process. The objective is to equip students with the necessary knowledge and skills to transition smoothly into the professional world. The responsibilities of the faculty member overseeing the course are categorized into three main phases. The first phase focuses on the pre-internship process, where students receive orientation on workplace expectations, professional behavior, and internship requirements. The second phase covers the internship period, during which students actively engage in real-world business environments, applying their academic knowledge to practical situations. The final phase involves the evaluation of the internship, where students reflect on their experiences, document their learning outcomes, and receive feedback. Through this structured approach, students gain hands-on experience, enhance their professional skills, and develop a deeper understanding of workplace dynamics.



**ISL376 INTEGRATED MARKETING COMMUNICATION– (T:3 U:0 AKTS:5)**

This course provides a thorough exploration of Integrated Marketing Communication (IMC) strategies, guiding students on how to craft a unified brand message across various communication channels. Topics include the coordination of advertising, public relations, sales promotions, direct marketing, personal selling, and digital platforms. Students will examine consumer behavior and audience segmentation to design messages that resonate with target markets, as well as study the budgeting and measurement of campaign effectiveness. Throughout the course, learners will gain hands-on experience in developing IMC plans that align with overall marketing objectives, ensuring a consistent brand image and maximizing return on marketing investment.

**ISL412 DIVERSITY MANAGEMENT – (T:3 U:0 AKTS:5)**

This course explores the concept of diversity and its impact on organizations, focusing on the principles and models of diversity management. Students will examine what diversity is, the significance of diversity management, and various approaches to effectively managing diverse workforces. The course also evaluates the potential benefits and challenges of diversity in organizational settings, analyzing whether it serves as an advantage or a source of conflict. Through theoretical discussions and case studies, students will gain insight into the role of diversity in fostering innovation, enhancing team performance, and improving workplace culture. Additionally, the course addresses strategies for promoting inclusivity, reducing discrimination, and leveraging diversity as a strategic asset in modern business environments.

**ISL414 INTERNATIONAL FINANCE – (T:3 U:0 AKTS:5)**

This course aims to provide students with a comprehensive understanding of the international financial system, its structure, key institutions, and market dynamics. It covers the functioning of international financial markets, the characteristics of financial products, and the roles of regulatory and supervisory institutions. Students will analyze the impact of global financial market developments, the role of financial centers, and various corporate financing methods. Key topics include the emergence of the international monetary system, institutions and participants shaping the global financial system, exchange rates, a historical overview of the IMF and the World Bank, and the global financial environment post-crisis. Additionally, students will explore exchange rate systems, parity conditions, foreign exchange markets, and risk management strategies in currency fluctuations. The course also delves into trade finance, international investment assessment, foreign direct investment, country risk analysis, emerging economies, and global cash management. Through case studies and real-world examples, students will develop critical analytical skills to navigate the complexities of international finance and understand its role in global economic stability.



**ISL418 SOCIAL ENTREPRENEURSHIP– (T:3 U:0 AKTS:5)**

This course aims to develop students' social entrepreneurship skills by providing both theoretical and practical knowledge. It explores the definition and significance of social entrepreneurship, its role in different economic systems, and the design of entrepreneurial ecosystems, including case studies like the BTM model. Students will examine business models for sustainable and social entrepreneurship, the importance of social entrepreneurship in enhancing economic competitiveness, and the internal and external factors that drive individuals toward social entrepreneurship. The course also covers the key characteristics of social entrepreneurs, idea generation and business initiation processes, opportunity recognition and analysis, and financing social entrepreneurship projects. Additionally, students will learn how to develop business plans for social ventures, manage and sustain successful social entrepreneurship projects, and analyze best practices from Turkey and around the world. Through real-world examples and hands-on projects, students will gain the necessary skills to create innovative solutions that address social challenges while fostering sustainable impact.

**ISL426 GLOBAL STRATEGIES AND CASES – (T:3 U:0 AKTS:5)**

This course focuses on equipping students with the essential knowledge and skills required for analyzing, redesigning, and optimizing business processes within organizations, with a particular emphasis on Enterprise Resource Planning (ERP) systems integration. Key topics include change management principles, business process reengineering (BPR), and the functionalities of ERP systems in enabling process optimization across different functional areas. Students will develop proficiency in identifying inefficiencies, addressing bottlenecks, and implementing business process improvements using ERP systems. The course also explores strategies for fostering organizational change, overcoming resistance, and successfully implementing BPR initiatives. Additionally, students will gain insights into SAP, financial and managerial accounting, operations management, sales and distribution processes, purchasing, production, and lean operations. Through case studies and practical applications, participants will be prepared to take on leadership roles in driving digital transformation and fostering a culture of continuous improvement within organizations.

**ISL424 CULTURE AND ORGANIZATION – (T:3 U:0 AKTS:5)**

This course aims to provide students with a comprehensive understanding of culture and organizational culture, focusing on their impact on organizational communication and performance. Key topics include the elements of organizational culture, various models explaining organizational culture, and the process of building and transforming organizational culture. Students will explore innovative and high-performance cultures, green management and entrepreneurial culture, diversity and cultural differences in organizations, trust culture, and corporate reputation. Additionally, the course covers knowledge management, the development of learning organizations, workplace spirituality, creative organizational culture, business ethics, and the traditional Ahilik culture. Through theoretical discussions and case studies, students will analyze how organizational culture influences leadership, decision-making, and overall corporate success in a dynamic business environment.



**ISL428 DIGITALIZATION AND BUSINESS WORLD – (T:3 U:0 AKTS:5)**

Focusing on the transformative impact of digital technologies, this course explores how businesses evolve in the face of technological advancements and digital disruption. Students will discuss topics such as digital business models, e-commerce solutions, big data analytics, cloud computing, the Internet of Things (IoT), and social media's role in engaging consumers. The curriculum also covers digital transformation strategies for organizations, highlighting how companies can optimize operations, improve customer experiences, and drive innovation. Ethical and security challenges, such as data privacy and cyber threats, will be examined, preparing future professionals to navigate the complexities of a digitally driven business environment.

**ISL444 GLOBAL MARKETING– (T:3 U:0 AKTS:5)**

In this course, students delve into the challenges and opportunities of marketing on a global scale. Key areas of study include cross-cultural consumer behavior, international market research, competitive analysis, and global marketing mix decisions (product, price, place, promotion). Special emphasis is placed on understanding how cultural, economic, and political environments influence marketing strategies. Students will learn about entry modes such as exporting, licensing, franchising, and direct investment, as well as the critical balance between standardization and adaptation in global branding. Through case analyses and discussions, participants will develop the skills required to formulate successful global marketing strategies in rapidly changing international markets.

**ISL446 FINANCE AND FINTECH – (T:3 U:0 AKTS:5)**

This course aims to provide students with insights into the impact of technological advancements and global trends on financial institutions, organizational structures, and workforce requirements. It explores the effects of Artificial Intelligence (AI), Blockchain, Internet of Things (IoT), Robo-advisory, and changing customer expectations on financial services and employment. The course also examines financial markets and institutions, emerging trends, evolving interview techniques, and case studies related to the financial sector. Additionally, students will analyze how new technologies influence the structure and talent needs of insurance companies, investment firms, pension funds, and banks. Key topics include comprehensive financial planning and advisory services, FinTech-driven entrepreneurship and startups, evolving job roles in finance, and the changing skill sets required in the industry. The course is designed in collaboration with financial sector professionals, enabling students to engage with industry experts, understand sector-specific expectations, and gain a deeper perspective on the future of finance and employment in the digital era.

**ISL378– START-UP MANAGEMENT (T:3 U:0 AKTS:5)**

This course examines the key stages and managerial challenges of creating and growing a start-up. Students explore lean start-up principles, minimum viable product (MVP) development, market research, pricing, and go-to-market strategies. The course also addresses start-up financing options (bootstrapping, angel investment, venture capital, crowdfunding), team formation and leadership, legal basics, and scaling decisions. In addition, topics such as innovation, pivoting, risk management, and entrepreneurial mindset are discussed to support effective decision making under uncertainty.



**ISL452 SEO and WEB ANALYTICS – (T:3 U:0 AKTS:5)**

This course provides a practical foundation in Search Engine Optimization (SEO) and web analytics to improve digital visibility and performance. It covers how search engines work, keyword research and search intent, on-page and technical SEO (site structure, crawlability, speed, mobile optimization), and off-page SEO strategies (link building and authority). Students also learn to plan content for organic growth and to evaluate SEO outcomes through measurable objectives

**UNIVERSITY ELECTIVE COURSES****GNL112 CITY, CULTURE AND ISTANBUL– (T:3 U:0 AKTS:2)**

Recognizing and getting to know the city where one lives; taking ownership of it with a sense of belonging; and developing social and cultural awareness in order to build a well-rounded personality. Topics include: Being a Student in Istanbul; Rediscovering Istanbul as an Ancient City; Istanbul's Cultural Spaces; The Legends of Istanbul; The History of Settlement in Istanbul from Prehistory to the Present; Mimar Sinan and Istanbul's Skyline; Istanbul as the Administrative Center of the Ottoman Empire; History, Space, and Culture: Istanbul; Traditional Turkish Arts and Istanbul; Istanbul Restaurants from Past to Present; Literature, Art, and Istanbul.

**GNL114 CIVILIZATION AND SOCIETY– (T:3 U:0 AKTS:2)**

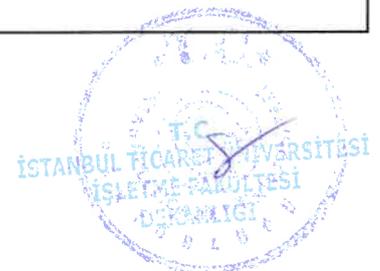
The aim of this course is to explain the concept and significance of civilization; to identify the vital importance of civilization for individuals and society; to understand the main philosophies and perspectives underlying the emergence of civilizations; to highlight the roles of culture, belief, and traditions in the formation of civilization; and to establish connections between contemporary understandings of civilization and solutions to social problems in today's world.

**GNL326 NEW GENERATION ENTREPRENEURSHIP– (T:3 U:0 AKTS:2)**

The foundations of Entrepreneurship - Business Model Generation - Creativity - Innovation - Case Analysis.

**GNL327 PARTICIPATION BANKING AND ISLAMIC FINANCE– (T:3 U:0 AKTS:2)**

The aim of this course is to introduce the distinctive features of participation (Islamic) finance and its differences from conventional finance. Topics covered include: the key characteristics of participation finance and comparisons with conventional finance; regulatory frameworks and standard-setting bodies in participation finance; participation banking; the participation insurance (takaful) business model; participation finance in money and capital markets and related legal aspects; the global position of participation finance; Islamic social finance; trends in participation finance; sustainability and environmental responsibility; participation finance and corporate governance; participation finance and contracts; participation finance and Islamic economics.



**GNL350 STATE, SOCIETY AND ECONOMICS IN TÜRKİYE (T:3 U:0 AKTS:2)**

State, Society and Economics in Türkiye (GNL350) course aims to encourage the students to having analytical pattern on political science, economics and international relations. Students are expected to interiorise the theoretical roots of current political, economic, social and institutional mechanisms of Türkiye.

**LNG121 SECOND FOREIGN LANGUAGE: GERMAN 1 (T:3 U:0 AKTS:2)****LNG131 SECOND FOREIGN LANGUAGE: FRENCH 1 (T:3 U:0 AKTS:2)****LNG141 SECOND FOREIGN LANGUAGE: SPANISH 1 (T:3 U:0 AKTS:2)****LNG151 SECOND FOREIGN LANGUAGE: RUSSIAN 1 (T:3 U:0 AKTS:2)****LNG171 SECOND FOREIGN LANGUAGE: JAPANESE 1 (T:3 U:0 AKTS:2)****LNG181 SECOND FOREIGN LANGUAGE: CHINESE 1 (T:3 U:0 AKTS:2)****LNG191 SECOND FOREIGN LANGUAGE: ITALIAN 1 (T:3 U:0 AKTS:2)****LNG197 SECOND FOREIGN LANGUAGE: FARSI 1 (T:3 U:0 AKTS:2)****LNG199 SECOND FOREIGN LANGUAGE: ARABIC 1 (T:3 U:0 AKTS:2)****LNG201 SECOND FOREIGN LANGUAGE: BOSNIAN, CROATIAN, SERBIAN 1 (T:3 U:0 AKTS:2)****GNL351 POLITICS IN TÜRKİYE (T:3 U:0 AKTS:2)**

In the course, basic concepts such as politics, state, social classes, power, and sovereignty are explained within the framework of political sciences. Turkish politics is covered in all its aspects from the first states of the Turks to the Ottoman Empire and from the foundation of the Republic of Turkey to the present day. Topics such as women, youth, minorities, urbanization, crime, arts, and media in Turkish politics are also examined with special focus.



**GNL354 FUNDAMENTAL CONCEPTS AND STRUCTURES OF ECONOMICS (T:3 U:0 AKTS:2)**

This course explains the fundamental concepts and functioning of economics. In microeconomics, topics such as supply-demand equilibrium, market types, and consumer-producer behavior are covered.

Macroeconomics explores national income, inflation, unemployment, and monetary policies. The course includes discussions on international trade and the key dynamics of the global economy.

**GNL358 BASIC ISSUES AND PERSPECTIVES IN PSYCHOLOGY (T:3 U:0 AKTS:2)**

The course comprehensively covers the basic concepts, historical development, important names and approaches of psychology. Theoretical frameworks such as structuralism, functionalism, behaviorism, psychoanalytic approach, cognitive psychology and humanistic psychology are emphasized, and the contributions of these approaches to the 3 0 3 2 En UE understanding of the individual and society are examined. In addition, how psychology works as a discipline based on scientific methods is discussed, along with research methods and ethical principles. The course aims to provide students with knowledge and awareness of the different subfields of psychology (such as clinical, developmental, social, industrial and sports psychology) and their applications in daily life.

**GNL364 FUNDAMENTAL CONCEPTS IN ARTIFICIAL INTELLIGENCE APPLICATIONS (T:3 U:0 AKTS:2)**

This course introduces the fundamental principles of artificial intelligence and its applications. It covers key topics such as machine learning, deep learning, natural language processing, and computer vision. Ethical issues in AI, including bias, privacy, and accountability, are also discussed. Students will explore real-world applications in industries like finance, healthcare, marketing, and logistics.

**LNG122 SECOND FOREIGN LANGUAGE: GERMAN 2 (T:3 U:0 AKTS:2)**

**LNG132 SECOND FOREIGN LANGUAGE: FRENCH 2 (T:3 U:0 AKTS:2)**

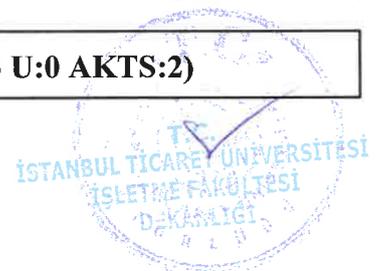
**LNG142 SECOND FOREIGN LANGUAGE: SPANISH 2 (T:3 U:0 AKTS:2)**

**LNG152 SECOND FOREIGN LANGUAGE: RUSSIAN 2 (T:3 U:0 AKTS:2)**

**LNG172 SECOND FOREIGN LANGUAGE: JAPANESE 2 (T:3 U:0 AKTS:2)**

**LNG182 SECOND FOREIGN LANGUAGE: CHINESE 2 (T:3 U:0 AKTS:2)**

**LNG192 SECOND FOREIGN LANGUAGE: ITALIAN 2 (T:3 U:0 AKTS:2)**



**LNG198 SECOND FOREIGN LANGUAGE: FARSI 2 (T:3 U:0 AKTS:2)**

**LNG200 SECOND FOREIGN LANGUAGE: ARABIC 2 (T:3 U:0 AKTS:2)**

**LNG202 SECOND FOREIGN LANGUAGE: BOSNIAN, CROATIAN, SERBIAN 2 (T:3 U:0 AKTS:2)**

