

**MASTER PROGRAMME WITH THESIS**

Code	Course Name	LANG	T	A	C	ECTS	E/C
DEP501	New Economy	E	3		3	7,5	C
DEP502	Digital Product Development and Management	E	3		3	7,5	C
ISL505	Innovation Management	E	3		3	7,5	C
DEP508	Digital Marketing Methods	E	3		3	7,5	C
SBE513	Academic Research Methods and Ethics	E	3		3	10	C
SBE500	Seminar	E				7,5	C
	Elective Course 1	E	3		3	7,5	E
	Elective Course 2	E	3		3	7,5	E
	Elective Course 3	E	3		3	7,5	E
SBE503	M.Sc. Thesis	E				60	C
	<b>Total</b>		24		24	<b>130</b>	

**COMPULSORY COURSES**

Code	Course Name	LANG	T	A	C	ECTS	E/C
DEP501	New Economy	E	3		3	7,5	Z
DEP502	Digital Product Development and Management	E	3		3	7,5	Z
ISL505	Innovation Management	E	3		3	7,5	Z
DEP508	Digital Marketing Methods	E	3		3	7,5	Z
SBE513	Academic Research Methods and Ethics	E	3		3	10	Z
SBE500	Seminar	E				7,5	Z

**ELECTIVE COURSES**

Code	Course Name	LANG	T	A	C	ECTS	E/C
DEP503	Economic and Social Trends, Trend Watching and Analytics	E	3		3	7,5	E
ISL519	E-Commerce	E	3		3	7,5	E
DEP504	Big Data Analysis and Management	E	3		3	7,5	E
DEP505	Digital Communication and Social Media Management	E	3		3	7,5	E
DEP506	Industrial Analysis in the New Economy	E	3		3	7,5	E
yeni kod	Digital Society and Its Sociology	E	3		3	7,5	E

DEP507	Neuromarketing	E	3		3	7,5	E
ISA525	Descriptive Data Analysis and Visualization	E	3		3	7,5	E
GNL501	History and Philosophy of Science	E	3		3	7,5	E
GNL502	Future Science	E	3		3	7,5	E
GNL503	Critical and Analytical Thinking	E	3		3	7,5	E
GNL504	Sages of Turkish Islamic Culture	E	3		3	7,5	E
GNL505	People, Society and Values	E	3		3	7,5	E
<b>SCIENTIFIC PREPARATION COURSES</b>							
<b>Code</b>	<b>Course Name</b>	<b>LANG</b>	<b>T</b>	<b>A</b>	<b>C</b>	<b>ECTS</b>	<b>E/C</b>
	Undergraduate courses that is determined for student during the interview						

**MASTER PROGRAMME without THESIS**

Code	Course Name	LANG	T	A	C	ECTS	E/C
DEP501	New Economy	E	3		3	7,5	C
DEP502	Digital Product Development and Management	E	3		3	7,5	C
ISL505	Innovation Management	E	3		3	7,5	C
DEP508	Digital Marketing Methods	E	3		3	7,5	C
DEP503	Economic and Social Trends, Trend Watching and Analytics	E	3		3	7,5	C
SBE513	Academic Research Methods and Ethics	E	3		3	10	C
	Elective Course 1	E	3		3	7,5	E
	Elective Course 2	E	3		3	7,5	E
	Elective Course 3	E	3		3	7,5	E
	Elective Course 4	E	3		3	7,5	E
SBE504	Term Project	E				12,5	C
<b>Total</b>				30	30	90	

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DEP501	New Economy	E			3	7,5	C
DEP502	Digital Product Development and Management	E			3	7,5	C
ISL505	Innovation Management	E			3	7,5	C
DEP508	Digital Marketing Methods	E			3	7,5	C
DEP503	Economic and Social Trends, Trend Watching and Analytics	E			3	7,5	C
SBE513	Academic Research Methods and Ethics	E			3	10	C

**ELECTIVE COURSES**

Code	Course Name	LANG	T	A	C	ECTS	E/C
ISL519	E-Commerce	E	3		3	7,5	E
DEP504	Big Data Analysis and Management	E	3		3	7,5	E
DEP505	Digital Communication and Social Media Management	E	3		3	7,5	E
DEP506	Industrial Analysis in the New Economy	E	3		3	7,5	E
yeni kod	Digital Society and Its Sociology	E	3		3	7,5	E
DEP507	Neuromarketing	E	3		3	7,5	E

ISA525	Descriptive Data Analysis and Visualization	E	3		3	7,5	E
GNL501	History and Philosophy of Science	E	3		3	7,5	E
GNL502	Future Science	E	3		3	7,5	E
GNL503	Critical and Analytical Thinking	E	3		3	7,5	E
GNL504	Sages of Turkish Islamic Culture	E	3		3	7,5	E
GNL505	People, Society and Values	E	3		3	7,5	E
<b>SCIENTIFIC PREPARATION COURSES</b>							
<b>Code</b>	<b>Course Name</b>	<b>LANG</b>	<b>T</b>	<b>A</b>	<b>C</b>	<b>ECTS</b>	<b>E/C</b>
	Undergraduate courses that is determined for each student during the interview						

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