

COURSE CONTENTS
INTERNATIONAL TRADE
FIRST SEMESTER (FALL SEMESTER)
(2018-2019)

ISL 101 Introduction to Business – 7 ECTS

This course is designed as a survey course that will expose you to business terminology, concepts, and current business issues. The intent is to develop a viable business vocabulary, foster critical and analytical thinking, and refine business decision-making skills. These skills will be acquired by the reading materials, exercises, and research assignments in this course that simulate the workplace today. Elements of this course will focus on multicultural aspects of markets and business.

IKT 105 - Micro Economics – 6 ECTS

Microeconomics is an introductory undergraduate course that teaches the fundamentals of microeconomics. This course introduces microeconomic concepts and analysis, supply and demand analysis, theories of the firm and individual behavior, competition and monopoly, and welfare economics. Students will also be introduced to the use of microeconomic applications to address problems in current economic policy throughout the semester.

MAT 101 - Mathematics I – 5 ECTS

An undergraduate degree in mathematics provides an excellent basis for graduate work in mathematics or computer science, or for employment in such mathematics-related fields as systems analysis, operations research, or actuarial science. Because the career objectives of undergraduate mathematics majors are so diverse, each undergraduate's program is individually arranged through collaboration between the student and his or her faculty advisor. In general, students are encouraged to explore the various branches of mathematics, both pure and applied.

LNG 101 - General English I- 2 ECTS

We will cover all language skills, i.e. speaking, writing, reading and listening. However, the main focus will be set on speaking and the ability to express whatever one has in mind and to interact with others. In addition to speaking activities we will listen to audio, watch video clips, work with various reading materials, play games etc. The lessons can be easily adjusted according to the students' needs and interests. The course will require active participation and willingness to do some homework after classes.



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MUD 101 - Financial Accounting I – 6 ECTS

Master the technical skills needed to analyze financial statements and disclosures for use in financial analysis, and learn how accounting standards and managerial incentives affect the financial reporting process. By the end of this course, the three most common financial statements: the income statement, balance sheet, and statement of cash flows will be understood.

GNL 101 - Atatürk Principles and History of Revolution-I – 2 ECTS

The establishment of the Republic of Turkey as a secular and unitary state after the collapse of the Ottoman Empire; the history of Turkish modernization experience in accordance with the establishment of the new state, the instruction of the Turkish Revolution pioneered by Kemal Atatürk and the Kemalist thought, as the meaning and statement of modernity and secularism in Turkey to young generations and let them figure out its significance. It aims to let the student who attends the this courses to acquire the ability of classification, description, explanation, analysis of the current social and individual problems in Turkey by taking rationality and science, norms of modernity into account with respect to the Kemalist thought and the Turkish Revolution.

GNL 105 - Turkish Language and Writing Skills-I – 2 ECTS

The aim of the course is twofold. On the one hand, it helps students analyze and discuss how the Ottoman-Turkish modernization process is reflected in literature and how in turn literature affects this process, and on the other hand it aims to develop students' theoretical and practical skills in reading, discussing and interpreting literary texts. This is achieved by using primary literary texts produced by prominent authors in this period as well as numerous critical texts on these authors. Students are expected to participate in the discussions on these works, prepare oral presentations and write papers.



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SECOND SEMESTER (SPRING SEMESTER)

ULT 102 - Introduction to International Trade – 4 ECTS

This introductory course in international trade familiarizes students with theories and policies that guide international trade. Students learn why international trade is important nations, and they examine how it effects production, profit and the economy. Students starts to analyze trade policies and theories.

IKT 102 - Macro Economics – 6 ECTS

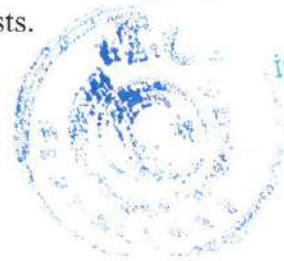
Macroeconomics is the study of how a country's economy works while trying to discern among good, better, and best choices for improving and/or maintaining a nation's standard of living and level of economic and societal well-being. Historical and contemporary perspectives on the roles and policies of government are part of the mix of interpretations and alternatives that surround questions of who or what gains and loses the most or least within a relatively small set of key interdependent players. The course emphasizes economic principles as applied to the economy as a whole. It include an analysis of national income and its components, economic indicators, inflation and unemployment, money and banking, stabilization policies.

MAT 102 - Mathematics II – 5 ECTS

This course continues the demonstration and examination of various algebra concepts that was begun in Mathematics I. It assists in building skills for performing more complex mathematical operations and problem solving than in earlier courses. These concepts and skills should serve as a foundation for subsequent quantitative business coursework. Applications to real-world problems are emphasized throughout the course.

MUD 102 Financial Accounting II – 6 ECTS

The aim of this course is to guide students in their acquisition of technical and problem solving skills in the area of corporate external financial reporting. Corporate external financial reporting comprises financial reporting by reporting entities to external stakeholders. Students in this course will gain skills in reading, interpreting and applying accounting standards. This course builds on introductory financial accounting. The course is essential for all individuals exposed to financial information in the workplace including accountants, auditors, financial analysts, managers, bankers and oversight bodies involved in the preparation or use of company financial statements. It would also be useful for those not wishing to become accountants but who plan to specialise in areas where accounting knowledge would be an advantage such as bankers and finance professionals, journalists, lawyers, and those interested in management positions including engineers and scientists.



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GNL 102 - Atatürk Principles and History of Revolution-II – 2 ECTS

In Atatürk's Principles and Revolution History II lessons students are enlightened about the contemporary way of Atatürk revolution. Aim of the lesson is to introduce the Atatürk's idea in a true way and teach students more about Turkish Revolution History from the main sources. To understand Atatürk Principles truly students are provided up to date knowledge.

GNL 106 - Turkish Language and Writing Skills-II – 2 ECTS

The aim of the course is to provide knowledge about the characteristics of Turkish Language, develop vocabulary by oral and written texts, gain knowledge about punctuation marks, gain book reading habit, and develop creative, scientific, inquisitorial and critical thinking skills. General content of this course; Clause types, narrative errors, proverb and idioms, syntactic errors, subordinative errors, paragraph, narrative types, oral narratives, punctuation marks, spelling rules.

LNG 102 - General English II – 2 ECTS

This course is the continuation of General English I and aims to bring forward the skills learned in the General English I course, to strengthen and overcome the skills. To improve the English proficiency of these students in written and verbal real communication skills by doing exercises to increase fluency in the language.

GNL 112 - City and Culture Istanbul – 3 ECTS

To raise individuals who are to experience and transfer cultural heritage by arousing interest in recognizing and learning about the city To ensure the awareness of "being urban" specifically for Istanbul, develop the sense of concern between the city and the individual.



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THIRD SEMESTER (FALL SEMESTER)

IKT 336 - International Economics – 5 ECTS

This course covers, with a focus on both theory and empirics, advanced topics in international trade (as well as inter-regional trade and economic geography.) It includes the study of positive issues, such as: Why do countries trade? What goods do countries trade? What are the implications of openness for the location of production, industries, occupations, and innovative activity? And, what impedes trade and why do some countries deliberately erect policy impediments to trade? The course also concerns normative issues, such as: Is trade openness beneficial to a representative agent? And, are there winners and losers from trade and if so, can we identify them?

ISL 201 - Marketing Management – 6 ECTS

The major focus of this course is to generate a marketing plan including marketing mix-product policy, channels of distribution, communication, and pricing strategies based on the needs of the different markets. Besides, marketing research techniques and consumer behavior approaches are also identified. This will enhance the understanding of how marketing works in the business world.

IST 232 - Statistics I – 5 ECTS

This course satisfies the prerequisite of statistics for master's degree programs. It develops the conceptual framework of statistical thinking. In this course, the concepts of statistical notation, probability are covered as well as the principles of estimation using the central limit theorem.

HUK 242 - Business Law – 4 ECTS

Business law is a joint sub-field of legal studies that engages both a solid knowledge of the legal system and an extensive understanding of the business environment. The study offers competence in managing legal issues in the business sector such as contracts, fiduciary obligations, business litigations, transactions, partnerships, intellectual property and other market interactions. Besides legal liabilities, business lawyers also deal with the ethical aspects of commercial activities.



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MUH 201 - Cost and Management Accounting – 5 ECTS

The main task of the Cost and Management Accountant is to collect and process information before passing it on to management for decision-making. Among other things, the work also involves:

- Long-term planning and development of strategies and methods to meet the objectives of the organisation.
- Short-term operational planning and control of projects and resources by means of budgets
- Recording and analysing transactions and activities and compiling management accounts
- Providing and interpreting financial and economic information for decision making

FORTH SEMESTER (SPRING SEMESTER)

BAF 202 - Financial Markets and Institutions – 6 ECTS

This finance course will expose learners to the workings of global financial markets, their key institutional features, and the theoretical underpinnings of their design. Topics will include different types of financial securities such as debt, equity, convertible debt, and preferred stocks traded in the market, their relative advantages and disadvantages and the roles of institutions such as banks, credit rating agencies and institutional investors (such as pension funds and activist investors) in these markets.

ULT 338 - Export&Import Management – 5 ECTS

The aim of this course is to learn the basic concepts used in foreign trade, to gain customs, foreign exchange transactions and other necessary terms to the students. To create a different business line for the students by giving guidance about foreign trade transactions.

IST 233 - Statistics II – 5 ECTS

This course, which is the continuation of Statistics I course parametric and some non-parametric meaningful statistical acquiring basic knowledge and skills for methods intended.



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ULT 202 - Multilateral Trade System - 4 ECTS

The aim of this course is to provide students with an analytical perspective on international trade relations and negotiations by addressing basic commercial theory, policy instruments and contemporary trade issues. The course consists of four basic parts: the first part introduces a theoretical approach to trade policy and tools. The second chapter focuses on the causes of free trade and protectionism and the political economy. The third part is international trade agreements and institutions (especially GATT and WTO); norms and principles. In the last part, multilateral and regional trade agreements are discussed and current trade policy issues are addressed.

ULT 301 - International Marketing – 5 ECTS

The major focus of this course is to stress the importance of global markets. Thus, the course aims to generate a global marketing plan including marketing mix strategies based on the needs of the different markets. Besides, global marketing research techniques and crosscultural differences on consumer behavior approaches are also identified.

FIFTH SEMESTER (FALL SEMESTER)

ULT 309 - Econometric Analysis in International Trade – 8 ECTS

This course is intended to be an introduction to the classical linear regression model, the underlying assumptions, and the problem of estimation. Further, we consider hypothesis testing, and interval estimation, and regressions with dummy variables and limited dependent variable models. Finally, we consider different functional forms of the regression model and the problem of heteroskedasticity. Throughout we will try to emphasize the essential interplay between econometric theory and international trade applications

HUK 441 - International Trade Law – 7 ECTS

This course will examine cutting-edge issues in international trade, following from the demise of the Trans-Pacific Partnership and the pledge to create an "America first" trade policy. It will also cover select issues that are not discussed in-depth in the introductory trade law course. The initial weeks will set the stage about the current state of the trade regime.



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BAF 303 - Financial Management - 5

This course covers the fundamentals of strategic financial management, including financial accounting, investments, and corporate finance. Major strategic corporate and investment decisions are evaluated to understand capital markets and institutions from a financial perspective, and an integrated framework for value-based financial management and individual financial decision-making will be developed.

GNL 450 - Vocational Seminars – 0 ECTS

iTO Professional Committee representatives convey their experience of their sector to their students.

SIXTH SEMESTER(SPRING SEMESTER)

ULT 308 - Global Supply Chain Management – 7 ECTS

In this course, how to coordinate and integrate global logistics, purchasing, operations and market channel strategies are defined. Applying the global supply chain management framework, exploring the implications of industry globalization drivers for supply chains are concerned. The coordination and integration of functions across the supply chain is more important than the individual functions themselves. This is especially true in a global supply chain. Supply chain executives in organizations across industries have enjoyed increased sales and an improvement of overall performance from globalization efforts in recent years. As global supply chains increase their reach and complexity, the demand for professionals with the capabilities and skills to manage them will continue to increase.

ULT 310 - Turkish Foreign Trade Policy – 8 ECTS

The aim of this course is to provide students with an understanding of the principles and applications of international trade. It provides an introduction to the basic theories of international trade through explaining its determinants and analyzing the welfare consequences of trade liberalization. This course also covers international trade models and current international policy issues that supports the theory, the role of international institutions on international trade relations and the effects of different trade policies on international trade relations.



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ULT 435 - Global Brand Management – 5 ECTS

Brand concept and brand management, brand strategy from marketing strategy to brand strategy; determining and positioning brand positioning, identifying brand-value branding elements, creating brand-value marketing and integrated brand communication programs, measuring and interpreting brand performance, developing and maintaining brand value, advertising agency and other marketing communications specialists within this scope; brand loyalty creation policies, new product presentation and brand extension strategies, brand management over time, brand management in different market segments and global markets.

SEVENTH SEMESTER (FALL SEMESTER)

ULT 446 - Marketing Research – 5 ECTS

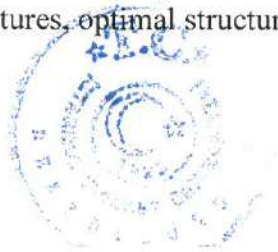
This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Besides an overview of marketing research, the course covers the systematic gathering and analysis of primary and secondary information to significantly reduce uncertainty in major marketing problem areas and find opportunities. Exposure to problem definition, sampling, collecting, and interpreting data is experienced through discussion, case analysis, and group projects.

ULT 403 - Business Development and Entrepreneurship – 5 ECTS

This course is prepared to conduct international business by comparing and contrasting the business practices of entrepreneurs. The emphasis of the course is on analyzing how markets and competition (economic dimension), power (political dimension), and culture (the social dimension) influence start-up decisions. This course focuses on the skills and knowledge necessary for developing a new global business. The objective of this course is to provide students with an understanding of the complexities faced by entrepreneurs doing business in a global environment and with knowledge which will help them to cope successfully with that environment.

ULT 444 - Foreign Trade Finance – 5 ECTS

This course provides practical, in-depth coverage of international trade and commodity finance. The conflicting needs of buyer and seller are identified and how trade finance provides risk mitigation and working capital solutions for both exporter and importer. The training covers the importance of Incoterms rules, commercial contract, the nature of trade documentation, how to maintain control over the goods, the risks faced by exporters, importers and banks, and detailed coverage of the key trade products to include the parties, mechanics, risk mitigating features, optimal structuring techniques and financing solutions.



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EIGHT SEMESTER (SPRING SEMESTER)

ULL 406 - E-Commerce – 7 ECTS

E-Commerce teaches the ways in which businesses of any size can complete transactions using online technology and how selling online can help businesses to reach new markets and increase business sales and revenues. The course begins by introducing the practice of e-commerce and explains whole process including e-branding, web atmosphere, traffic management, payment systems, after sale services, e-quality.

ULT 413 - Global Competition and Trade Strategies in Business- 8

This course helps to understand the forces of globalization and how cross-cultural management and the relationship of a multinational organization to various host countries is becoming more and more critical in today's global economy. This course begins with the discussion of these issues and global relationships and delves into a deeper understanding of business strategy in today's global business marketplace.

ELECTIVE COURSES

ISL335 Retail Management- 5 ECTS

Retail management is a sub-discipline of the general field of management that deals with overseeing the distribution and selling of products directly to consumers, in specific vending points such as shops, chain stores, markets and malls. The major focus of this course is to stress the importance of retail markets. Thus, the course aims to generate a retail marketing plan including service marketing mix(7P) strategies, category management, private label strategies, CRM and e-retail based on the needs of the different retail markets. Besides, retail marketing research techniques and crosscultural/subsectoral differences on consumer behavior approaches are also identified.



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HUK239-International law- 5 ECTS

International law deals with relations between nations and states also known as law of nations, and is split into public international law, private international law and supranational law. International law deals with the legal interactions between nations, companies, or governments, assuring their proper rights.

ULT357- Commercial Communication and Negotiation Techniques- 5 ECTS

Negotiating in international arena requires the ability to meet special challenges and deal with the unknown. The purpose of this course is to train students on the mechanics of diplomacy and international negotiation. The course will cover following areas such as Processes of International Negotiation and Negotiation Techniques, Protocol, Etiquette, Diplomatic Correspondence, Public Diplomacy and Media Skills, Speech-writing and Speech-delivery.

ULT351- Shipping Trade-5 ECTS

This course will give students the skills necessary to operate at the decision-making levels of activities such as shipping, transport, logistics, supply chain management and related sectors and industries.

ULT356 Strategic Management- 5 ECTS

Strategic management is a business sub-discipline concerned with the coordinating of material and human resources within an organisation, in order to achieve long-term business goals. Strategic managers hold front roles in the process of decision-making and deal with specialised operations such as setting company objectives, evaluating the means of attaining them, formulating and implementing plans or anticipating outcomes.

ULT 424 Intellectual Property Rights in International Trade-5 ECTS

This course will provide a survey of cross-border legal issues that general face lawyers who counsel clients on matters of intellectual property and international trade. The course will introduce the basic contours of international principles, treaties, and institutions regarding intellectual property, and will introduce significant substantive and procedural differences between the United States and other countries in the world.



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ULT361 Competition Law in International Trade-5 ECTS

This course will cover mainly the European antitrust law. In particular the following topics will be analyzed: cartels, fines, vertical restriction, abuse of dominant position, damages. Some lessons will be devoted to other topics, such as, State aids - Antidumping law - Companies movement - Capitals movement.

ULT358- International Economic Organizations-5 ECTS

This course is intended to offer students a review of the role, functions and characteristics of the most important economic institutions already seen in previous subjects. Furthermore, the subject intends to look deeper into the issue of global governance of economic issues and the present role of these institutions responsible, with Nation States as providers of Global Public Goods.

ULT410 Settlement of Disputes in International Trade-5 ECTS

The aim of the course is to highlight the changing legal regime and for the students to be able to identify the rights an investor may have in a given circumstance and to be aware of any relevant public international law principles. The second aim is to focus on the sui juris trade dispute settlement within the World Trade Organisation and NAFTA which is a corollary of the autonomous law of international trade generated by WTO and NAFTA respectively.

IST214 Quantitative Decision Making Techniques-5 ECTS

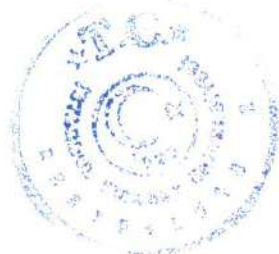
The aim of this course is to introduce a broad range of statistical concepts and associated quantitative techniques and research methods with a view to helping appreciate the merits and limitations of these techniques as well as the data and technical requirements involved with their use.

RKL200 Customer Relations Management-5 ECTS

The purpose of this course is to provide in-depth knowledge and understanding of the key concepts, tools and applications of customer relationship management in an attempt to assist business owners and employees in building a customer-centric business.

ULT 407 International Service Trade- 5 ECTS

This course reviews the characteristics of international trade in services and of the World Trade Organization's General Agreement on Trade in Services (GATS) framework, which was established to regulate it. Further liberalization of services trade in developing countries will be discussed.



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Ult 334- Integrated Marketing Communications-5 ECTS

Introduction to BPM, BPI and its role in marketing processes, the role of BPI in the organization, consumer behavior and BPI, creative strategies: source, message and channel factors, goal setting and budgeting, creative strategies: planning, development and application, media planning and strategy, evaluation of printed and audiovisual media and sales promotion, measurement of effectiveness of promotional activities, international promotional activities, modern marketing communication techniques will be discussed.

ULL104 International Logistics Management-5 ECTS

The International Logistics Management course focuses on marketing, production, logistics processes, internal organisation, Corporate Social Responsibility and purchasing.

ULT362 Insurance and Risk Management in International Trade-5 ECTS

Commercial risk management course aims to provide a framework for understanding and controlling risk by identifying risk factors and planning effective solutions or preventative measures that help reduce any form of vulnerability in business. This is vital part of a business plan that allows a company to prepare for the most likely problems and in turn reduce the chance of loss which can be seen as a cost effective part of the commercial relationships. Some of the objectives are: Understanding of commercial risk and how to minimize the commercial risks, the most cost effective ways of controlling commercial risks and development of a commercial risk management plan including elimination, mitigation and crisis management.

GNL428 Business Ethics-5 ECTS

This course is an interactive, discussion and project centered course, where students will have an opportunity to analyze and critically discuss legal and ethical situations and issues that businesses and their stakeholders face. This course aims to enable students to consider the role of ethics in business administration in a complex, dynamic, global environment. Additionally, through guest speakers and films, documentaries and other electronic media, students will experience and examine real-world dilemmas in the corporate governance arena.

ULT 338 - Intercultural Studies in Consumer Behavior- 5 ECTS

The functioning of the economy and the place of the consumer in the market economy; place and importance of consumer behavior in marketing; general model of consumer behavior; psychological factors: learning and memory; motivation and interest, perception, attitude, personality, self and lifestyle; socio-cultural factors: group, family, personal effects and diffusion of innovations, social class, culture; consumer purchasing process; community and consumer behavior; consumer protection; consumer protection; laws and institutions for the protection of consumer rights; environmental protection and consumer awareness; consumer education; intercultural studies are identified in this course.



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ISL431- Entrepreneurship & Innovation Management-5 ECTS

By the context of KOSGEB certificate program, the aim of the course is to motivate students for improving their managerial skills and entrepreneurship knowledge. The process of development of start-up is also included.

ISL 432 - Sales Management -5 ECTS

The course will include a study of sales, providing both underpinning knowledge and analytical and conceptual tools. Sales management is increasingly imposing themselves in a number of fields. Beginning with an overview of sales management and continues into an analysis of the micro and macro environment. Besides, it provides the key function of sales, trade marketing and their relationship to strategic-level decisions. Concerning sales and marketing management, by the help of investigating consumer behavior and introducing information technologies and operational environment, provides students numerous insights into actual marketing and sales techniques.

ULT329 EU and Integration- 5 ECTS

The course is designed to provide the students with a solid foundation in the basic concepts of economics. This course will introduce students the analytical approaches and methods used in the economics by applying them to examine current economic issues. It provides an understanding of market economy, economic institutions, history, and principles. The course also examines various current problems in economics and contemporary issues in economic policy.

ULT440 International Quality Management -5 ECTS

This course focuses on both the management of product quality and the management of the process quality for creating project deliverables. It provides exposure to the tools, techniques, and metrics used to ensure that sufficient product and process quality is achieved. It includes assignments which allow participants to learn how to plan quality into a project and determine key metrics to manage project and process quality.

ULT425 International Trade Development Policies- 5 ECTS

The aim of this course is to provide students with an understanding of the principles and applications of international trade. It provides an introduction to the basic theories of international trade through explaining its determinants and analyzing the welfare consequences of trade liberalization. This course also covers international trade models and current international policy issues that supports the theory, the role of international institutions on international trade relations and the effects of different trade policies on international trade relations.



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ISL437 Operational Research- 5 ECTS

This course introduces fundamentals of Operations Research Models including linear programming and applications. How to construct models appropriate to particular applications, develop optimal solutions will be learned.

ULT406 Investment Management and Politics in International Trade- 5 ECTS

The coverage of the course ranges from state incentives / subsidies, financial instruments, and supports related to inward and outward processing regimes to the Eximbank loans which promote export activities. It also throws light on the new investment incentive system, legislation on foreign investment incentives as well as the subsidies provided.

ULT 408 Globalization and Global Business- 5ECTS

This course provides the opportunity to analyse and evaluate the theory of global business change against practice by providing an offshore global intensive to the World.



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