

İSTANBUL TİCARET ÜNİVERSİTESİ  
İŞLETME FAKÜLTESİ  
YÖNETİM BİLİŞİM SİSTEMLERİ (İNGİLİZCE) PROGRAMI 2024-2025 ÖĞRETİM YILI DERS İÇERİKLERİ

İSTANBUL TİCARET ÜNİVERSİTESİ  
FACULTY OF BUSINESS  
MANAGEMENT INFORMATION SYSTEMS (ENGLISH) PROGRAM 2024-2025 ACADEMIC YEAR COURSE CONTENTS

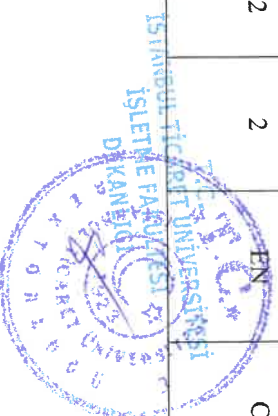
Yıl / I. Yarıyıl / Güz (First Year / First Semester / Fall)

Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours	Kredi	AKTS	Dil	Tür
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language Type
LNG101	<u>General English 1 / Genel İngilizce 1</u> 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.	2	0	2	2	EN C
GNL101	<u>Atatürk's Principles and History of Revolution 1 / Atatürk İlkeleri ve İnkılap Tarihi 1</u> This course aims to inform the students about the basic principles of Atatürk 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.	2	0	2	2	EN C

	Türkçe Dil 1 / Türk Dili 1 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.					
GNL105	Business Mathematics I / İşletme Matematiği I 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					
MAN101	Financial Accounting I / Finansal Muhasebe I The students who study Financial Accounting should be able to demonstrate an understanding of the following: 1. The basic terminology and concepts of GAAP 2. The process and proper presentation of financial information. Introduction, Accounting and Business Environment, Recording Business Transactions 1/2, Recording Business Transactions 2/2, The Adjusting Process, Completing the Accounting Cycle, Merchandising Operations, Merchandise Inventory, Current Assets&Plant Assets, Current&Long-Term Liabilities, Owner's Equity, Financial Statements.	3	0	4	5	EN C
MUD101	Microeconomics / Mikro Ekonomi 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	3	0	3	6	EN C
IKT105		3	0	3	6	EN C

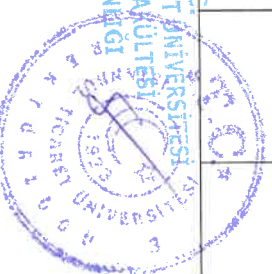


	other market forms such as monopoly, monopolistic competition, and oligopoly, along with the markets for factors of production.							
	Fundamentals of Business / İşletmenin Temelleri							
	This course provides a comprehensive introduction to the fundamental principles of business administration, aiming 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	3	0	5	7	EN	C	
I. Yıl / II. Yarıyıl / Bahar (First Year / Second Semester / Spring)								
Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours		Kredi	AKTS	Dil	Tür	
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type	
LNG102	General English 2 / Genel İngilizce 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.	2	0	2	2	EN	C	
GNL102	Atatürk's Principles and History of Revolution 2 / Atatürk İlkeleri ve İnkılap Tarihi 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.	2	0	2	2	EN	C	
GNL106	Turkish Language 2 / Türk Dili 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.	2	0	2	2	EN	C	





MAN102	Business Mathematics 2 / İşletme Matematiği 2 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. Financial Accounting 2 / Finansal Muhasebe 2 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.	3	0	4	5	EN	C
MUD102	Financial Accounting 2 / Finansal Muhasebe 2 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.	3	0	3	6	EN	C
IKT102	Macroeconomics / Makroekonomi 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.	3	0	3	6	EN	C
MAN104	Introduction to Information Systems / Bilgi Sistemlerine Giriş The primary objective of this course is to introduce students to the fundamental concepts of information systems and technologies, with a specific emphasis on Enterprise Resource Planning (ERP) systems. The course aims to develop an understanding of how information systems support business operations, enhance decision-making, and contribute to organizational efficiency. Students will explore the structure, architecture, and core functionalities of ERP systems, gaining insight into how various modules—such as finance, sales, procurement, production, and inventory—are integrated to manage business processes. Through theoretical content the course also seeks to equip students with the foundational knowledge and skills necessary to analyze, evaluate, and work with ERP systems in real-world business environments.	3	0	5	7	EN	C



**II. Yıl / III. Yarıyıl / Güz (Second Year / Third Semester / Fall)**

Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours		Kredi	AKTS	Dil	Tür
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type
MAN201	<p><u>Statistics / İstatistik</u></p> <p>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 test.</p>	3	0	4	6	EN	C
BIL233	<p><u>Object Oriented Programming / Nesne Yönelimli Programlama</u></p> <p>The content of the course is composed of the programming basics that include primitive and reference data types, assignments, arithmetic and logical operators, control statements (if/else, switch/case, loops), methods and objects, UML diagrams, set/get methods and constructors, single and multi dimensional arrays, arraylists and introduction to classes.</p>	3	0	3	7	EN	C
MAN203	<p><u>Introduction to Algorithms and Programming / Algoritmalar ve Programlamaya Giriş</u></p> <p>This course introduces students to the fundamental concepts of algorithms and programming using a high-level programming language (e.g., Python). It covers algorithm design, flowcharts, variables, data types, conditional statements, loops, functions, and arrays. Students will learn how to solve problems systematically and translate solutions into working code. Emphasis is placed on algorithmic thinking and structured programming.</p>	3	0	4	7	EN	C
MAN205	<p><u>Introduction to Database / Veri Tabanına Giriş</u></p> <p>This course provides an applied introduction to relational databases using SQL Server Management Studio. The focus is on hands-on experience with SQL queries including SELECT statements, filtering using AND, OR, IN operators, table joins, transactions, and indexing. Students develop practical skills for creating, querying, and manipulating data within relational database environments through interactive lab sessions and exercises.</p>	3	0	3	6	EN	C
GNL203	<p><u>Academic Skill, Method and Ethics / Akademik Beceri, Yöntem ve Etik</u></p> <p>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.</p>	3	0	3	2	EN	C
	University Elective / Üniversite Seçmeli	3	0	3	2	EN	UE

**II. Yıl / IV. Yarıyıl / Bahar (Second Year / Fourth Semester / Spring)**

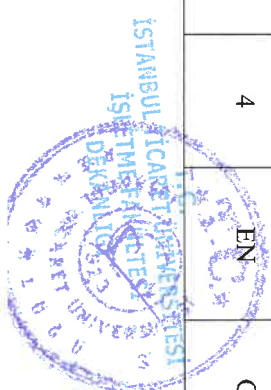
Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours	Kredi	AKTS	Dil	Tür	
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type
ISL208	Marketing Management / Pazarlama Yönetimi Serving as a foundational course in marketing, ISL201 covers the core principles and processes involved 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.	3	0	3	5	EN	C
MUD208	Managerial Accounting / Yönetim Muhasebesi 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.	3	0	3	5	EN	C
ISL102	Management and Organization / Yönetim ve Organizasyon 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.	3	0	3	5	EN	C
MAN202	Information Technology Infrastructures / Bilgi Teknolojileri Altyapıları This course provides a comprehensive overview of the core components that constitute modern information technology infrastructures. Topics include computer hardware, system and application software, network architectures and protocols, database systems, cybersecurity principles, virtualization, and cloud computing models. The course emphasizes how these components interact to support organizational processes and digital	3	0	4	6	EN	C



	transformation. Through hands-on exercises and case discussions, students develop practical understanding of IT systems, infrastructure planning, and emerging technologies in business environments.						
	Web Based Application Programming / Web Tabanlı Uygulama Programlama This course provides students with a comprehensive introduction to designing and developing modern web-based applications. It focuses on the fundamental concepts of modern internet structure and how the web works. Students will learn web development by focusing on HTML5 and CSS for structuring and styling web content, and JavaScript for adding interactivity and functionality. Also, students will learn the basics of web design, including layout techniques, graphics, forms, and responsive styling. Through a combination of lectures, class exercises, mini-assignments, and projects, students gain hands-on experience in creating effective, user-friendly web applications.	3	0	5	7	EN	C
MAN204							
	University Elective / Üniversite Seçmeli	3	0	3	2	EN	UE
Toplam / Total				21	30		

**III. Yıl / V. Yarıyıl / Güz (Third Year / Fifth Semester / Fall)**

Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours		Kredi	AKTS	Dil	Tür
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type
MAN301	Database Systems / Veri Tabanı Sistemleri						
	This course provides an in-depth exploration of various database management systems (DBMS) beyond the relational model, building on prior knowledge from introductory SQL-based courses. Students will study relational, object-oriented, document-based (NoSQL), key-value, and columnar database models. Core topics include database design, normalization, indexing, data access paths, concurrency control, transaction management, security, and backup techniques. Through both theoretical instruction and hands-on projects, students are expected to develop the ability to design, implement, and evaluate diverse database solutions tailored to specific data requirements	3	0	3	5	EN	C
MAN303	Data Mining / Veri Madenciliği						
	This course introduces fundamental data mining techniques used to discover patterns and insights from large datasets. Key topics include data preprocessing, classification, clustering, association rule mining, anomaly detection, and predictive modeling. Emphasis is placed on understanding algorithmic logic and applying data mining tools to real-world data. Students will gain hands-on experience with selected software and programming tools to build data-driven decision models, supporting tasks such as customer segmentation, risk analysis, and trend forecasting.	3	0	3	5	EN	C
MAN305	System Analysis and Design / Sistem Analizi ve Tasarımı						
	It is a core undergraduate course in the Management Information Systems (MIS) curriculum that equips students with the foundational knowledge and practical skills needed to analyze, design, and implement effective information systems. The course focuses on the systematic methodologies used in developing and improving	3	0	3	4	EN	C







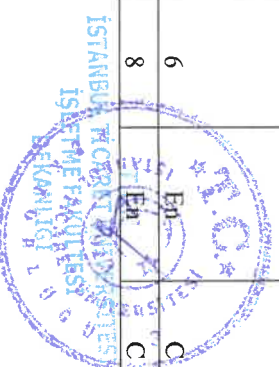
	operations. Key objectives include exploring ERP architecture, implementation strategies, and business process mapping, as well as developing hands-on experience with leading ERP platforms like SAP or Oracle. By the end of the course, students will be equipped to analyze organizational needs, contribute to ERP implementation projects, and evaluate the impact of enterprise systems on business performance and digital transformation efforts.					
	Cloud Computing Fundamentals / Bulut Bilisimin Temelleri Cloud Computing Fundamentals is an introductory course in the undergraduate Management Information Systems curriculum that provides students with a comprehensive understanding of cloud-based technologies and their role in modern business environments. The course covers essential concepts such as cloud service models (IaaS, PaaS, SaaS), deployment models (public, private, hybrid), virtualization, scalability, and security in the cloud. It aims to equip students with the knowledge and skills needed to evaluate, implement, and manage cloud solutions that support organizational agility and digital transformation. Students gain practical experience through cloud platforms such as Amazon Web Services (AWS), Microsoft Azure, or Google Cloud, enabling them to deploy applications, manage storage, and understand cost structures. By the end of the course, students are expected to understand how cloud computing drives innovation, improves IT efficiency, and transforms business operations in a data-driven world.					
MAN306		3	0	3	6	EN C
	Business Application Development / İşletme Uygulamaları Geliştirme Business Application Development is a foundational course in the undergraduate Management Information Systems program that focuses on the design and implementation of software applications to address real-world business needs. The course introduces students to programming concepts, development environments, and frameworks commonly used in creating business-oriented applications. Emphasizing both front-end and back-end development, the course covers topics such as user interface design, database integration, and application logic using languages and tools like Java, C#, Python, or web-based technologies. The primary objectives are to enable students to understand the software development lifecycle, write efficient and maintainable code, and build functional applications that support business processes such as inventory management, customer relations, and reporting. Through hands-on projects and case studies, students gain practical experience and problem-solving skills that prepare them for roles in software development, systems analysis, and IT consulting.					
MAN308		3	0	4	5	EN E
	MIS Internship- 2 / MIS Stajı- 2 The MIS Internship is a compulsory professional experience focused specifically on the technical and analytical aspects of the Management Information Systems discipline. Conducted in technology-driven environments such as IT departments, software companies, or systems consulting firms, this internship aims to develop students' competencies in areas like database management, system development, business analytics, software testing, and IT project management. Students are expected to apply tools and techniques learned in coursework—such as programming, system analysis and design, and data modeling—to support information systems solutions within organizations. The primary goal is to bridge the gap between theory and practice, enabling students to gain relevant industry experience, deepen their technical expertise, and prepare for careers as MIS professionals in both public and private sectors.					
MAN310		3	0	0	6	EN E
	University Elective / Üniversite Seçmeli	3	0	3	2	EN UE
Toplam / Total				17	30	



IV. Yıl / VII. Yarıyıl / Güz (Fourth Year / Seventh Semester / Fall)

Ders Kodu	Ders ismi (İngilizce /Türkçe)	Saatler / Hours	Kredi	AKTS	Dil	Tür	
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type
MAN401	Information System Project Management / Bilişim Sistemleri Proje Yönetimi Information System Project Management is a key course in the undergraduate Management Information Systems curriculum that focuses on the principles, methodologies, and tools used to effectively manage information systems and technology-related projects. The course introduces students to all phases of the project life cycle, including initiation, planning, execution, monitoring, and closure, with special emphasis on scope, time, cost, quality, and risk management. Students learn how to apply project management frameworks such as PMBOK and Agile, use tools like Gantt charts, Work Breakdown Structures (WBS), and project management software (e.g., MS Project or Jira), and develop leadership and communication skills necessary for managing cross-functional teams. The primary objective is to prepare students to lead or support IT and systems development projects, ensuring they are delivered on time, within budget, and aligned with organizational goals.	3	0	3	7	En	C
MAN403	Business Applications of AI / İşletmelerde Yapay Zeka Uygulamaları Business Applications of Artificial Intelligence (AI) is an advanced undergraduate course in the Management Information Systems program that explores how AI technologies are transforming modern business practices and decision-making processes. The course introduces key AI concepts such as machine learning, natural language processing, computer vision, and intelligent automation, with a focus on their practical applications in areas like customer service, marketing, supply chain optimization, fraud detection, and predictive analytics. Students examine real-world case studies and learn to evaluate AI solutions from both technical and strategic perspectives. Emphasis is placed on the ethical, organizational, and managerial implications of AI adoption, as well as on tools and platforms commonly used in industry. The primary objective is to equip students with the analytical and strategic thinking skills needed to identify AI opportunities, support data-driven innovation, and contribute to AI-driven transformation initiatives in various business contexts.	3	0	3	7	En	C
MAN405	Strategic Management / Stratejik Yönetim Strategic Management is a capstone course in the undergraduate Management Information Systems curriculum that integrates knowledge from various business and technology disciplines to develop a holistic understanding of how organizations achieve long-term success. The course focuses on the formulation, implementation, and evaluation of business strategies in dynamic and competitive environments. Students learn to analyze internal capabilities and external market forces using tools such as SWOT analysis, Porter's Five Forces, and the Balanced Scorecard. Emphasis is placed on aligning information systems and digital capabilities with organizational strategy to create sustainable competitive advantages. Through case studies, simulations, and strategic planning exercises, students enhance their critical thinking, decision-making, and leadership skills. The primary objective is to prepare students to contribute to strategic planning processes and to understand the role of technology in shaping and executing effective business strategies.	3	0	3	6	En	C

GNL450	Career Planning/Kariyer Planlama						
	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.						
	Elective / Seçmeli Ders	2	0	2	0	En	C
	Elective / Seçmeli Ders	3	0	3	5	En	E
	Elective / Seçmeli Ders	3	0	3	5	En	E
IV. Yıl / VIII. Yarıyıl / Bahar (Fourth Year / Eighth Semester/ Spring)							
Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours		Kredi	AKTS	Dil	Tür
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type
MAN402	E-Business Management / E-İş Yönetimi						
	E-Business Management is an essential course in the undergraduate Management Information Systems program that focuses on the strategic, operational, and technological aspects of conducting business in digital environments. The course explores how organizations leverage internet technologies to enhance customer relationships, streamline operations, and create new business models. Key topics include digital marketing, online payment systems, e-commerce platforms, supply chain integration, and cybersecurity in e-business. Students also analyze case studies of successful e-business strategies and examine trends such as mobile commerce, social media, and platform-based ecosystems. The main objective is to equip students with the knowledge and skills needed to design, manage, and evaluate e-business initiatives that drive innovation, competitiveness, and value creation in today's digital economy.						
		3	0	5	6	En	C
	Entrepreneurship in Information Technology / Bilişim Teknolojisinde Girişimcilik						
MAN404	It is an innovative course within the undergraduate Management Information Systems program that focuses on the intersection of technology and entrepreneurship. It equips students with the mindset, knowledge, and tools needed to identify business opportunities, develop tech-driven solutions, and launch successful startups in the digital economy. The course covers key areas such as idea generation, business model development, market validation, funding strategies, and technology commercialization. Students are encouraged to work on real or simulated startup projects, often creating prototypes or minimum viable products (MVPs), and pitching their ideas to peers or industry experts. Special emphasis is placed on leveraging emerging technologies—such as cloud computing, AI, and mobile applications—for scalable innovation. The primary objective is to foster entrepreneurial thinking and prepare students to become tech-savvy founders, intrapreneurs, or innovation leaders in various sectors.						
		3	0	5	6	En	C
MAN406	MIS Graduation Project / Yönetim Bilişim Sistemleri Bitirme Projesi	3	0	5	8	En	C





MIS Graduation Project is a culminating course in the undergraduate Management Information Systems program that enables students to apply their academic knowledge and technical skills to a real-world problem or innovative concept. Working individually or in teams under faculty supervision, students are expected to identify a business or organizational challenge and develop a comprehensive information systems solution. This may involve designing and building a software application, developing a decision support system, conducting systems analysis, or producing a technology-driven business plan. The course emphasizes critical thinking, project management, research, and effective communication, often requiring a written report, presentation, and system demonstration. The primary objective is to synthesize learning from previous coursework and demonstrate professional-level competency in both business and technology domains, preparing students for entry into the workforce or graduate studies.

Elective / Seçmeli Ders

Elective / Seçmeli Ders

Toplam / Total

## SEÇMELİ DERSLER / ELECTIVE COURSES

### GÜZ DÖNEMİ (Fall Semester)

Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours	U	Kredi	AKTS	Dil	Tür
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type
MAN311	Customer Relationship Management / Müşteri İlişkileri Yönetimi Customer Relationship Management (CRM) is a key course in the undergraduate Management Information Systems program that focuses on the strategies, technologies, and practices used to manage and analyze customer interactions throughout the customer lifecycle. The course explores how organizations leverage CRM systems to improve customer acquisition, retention, satisfaction, and profitability. Topics include customer data management, segmentation, personalized marketing, sales force automation, and customer service optimization. Students gain hands-on experience with leading CRM platforms such as Salesforce or Microsoft Dynamics, learning how to configure, analyze, and utilize CRM tools to support strategic decision-making. The primary objective is to equip students with the knowledge and skills to design and implement CRM solutions that enhance customer value, strengthen business relationships, and contribute to long-term organizational success.	3	0	3	5	EN	E
ISL477	Communication in Management / Yönetimde İletişim 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	3	0	3	5	EN	E





<p><b>MAN317</b></p> <p><u>Systems Dynamic Modeling / Sistem Dinamik Modelleme</u></p> <p>It is an advanced undergraduate course in the Management Information Systems program that introduces students to the concepts and techniques used to understand, simulate, and analyze complex organizational systems over time. The course focuses on building dynamic models that represent feedback loops, time delays, and non-linear relationships within business processes and information systems. Students learn to use modeling tools and software—such as Vensim or Stella—to visualize system behavior, test scenarios, and support decision-making in areas like supply chain management, project planning, and resource allocation. The primary objectives are to develop students' abilities to think systemically, analyze the impact of changes within interconnected components, and apply dynamic modeling to solve real-world business problems. By the end of the course, students will be equipped to leverage systems thinking and modeling techniques to improve organizational performance and strategic planning.</p>	3	0	3	5	EN	E
<p><b>ISL303</b></p> <p><u>Leadership / Liderlik</u></p> <p>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.</p>	3	0	3	5	EN	E
<p><b>MAN319</b></p> <p><u>Digital Economy / Dijital Ekonomi</u></p> <p>This is an essential course in the undergraduate Management Information Systems program that explores the economic, social, and technological transformations driven by digital technologies. The course examines how digital platforms, e-commerce, data analytics, and emerging technologies such as blockchain and artificial intelligence are reshaping traditional business models, markets, and consumer behavior. Students analyze key concepts including digital innovation, network effects, platform ecosystems, and the role of data as a strategic asset. Emphasis is placed on understanding the challenges and opportunities presented by the digital economy, including regulatory issues, cybersecurity, and digital inclusion. The primary objective is to equip students with the knowledge and analytical skills needed to navigate and succeed in increasingly digitalized markets, driving value creation and competitive advantage for organizations.</p>	3	0	3	5	EN	E
<p><b>MAN321</b></p> <p><u>Knowledge Management / Bilgi Yönetimi</u></p> <p>This course focuses on the strategies, processes, and technologies organizations use to capture, store, share, and apply knowledge to achieve competitive advantage. The course covers key topics such as knowledge creation and transfer, organizational learning, knowledge repositories, collaboration tools, and the role of culture and leadership in knowledge sharing. Students explore various knowledge management systems (KMS) and frameworks, including tacit and explicit knowledge concepts, and how information technology supports effective knowledge management practices. Through case studies and practical projects, students develop skills to design and implement knowledge management initiatives that enhance innovation, decision-making, and operational</p>	3	0	3	5	EN	E





GNL350	State, Society and Economics in Türkiye / Türkiye'de Devlet, Toplum ve Ekonomi This 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. New Generation Entrepreneurship / Yeni Nesil Girişimcilik	3	0	3	2	EN	UE
GNL326	This course focuses on the evolving landscape of entrepreneurship driven by digital technologies, globalization, and shifting market dynamics. The course explores how modern entrepreneurs leverage emerging tools such as social media, e-commerce platforms, artificial intelligence, and fintech to create scalable and sustainable ventures. Key topics include lean startup methodologies, design thinking, digital marketing strategies, funding alternatives like crowdfunding and venture capital, and the role of innovation ecosystems and incubators. Students engage in hands-on projects that encourage creativity, resilience, and strategic thinking necessary for launching and growing tech-enabled businesses in today's fast-paced environment. The primary objective is to equip students with entrepreneurial skills and digital fluency to succeed as founders, innovators, or intrapreneurs in the new economy.	3	0	3	2	EN	UE

**BAHAR DÖNEMİ (Spring Semester)**

**BAHAR DÖNEMİ (Spring Semester)**

Ders Kodu	Ders İsmi (İngilizce / Türkçe)	Saatler / Hours		Kredi	AKTS	Dil	Tür
Course Code	Course Name (English / Turkish)	T	U	Credit	ECTS	Language	Type
MAN314	Special Topics in MIS / Yönetim Bilişim Sistemlerinde Özel Konular						
	Special Topics in MIS is a dynamic and elective course in the undergraduate Management Information Systems program designed to explore emerging trends, innovative technologies, and contemporary issues within the field of information systems. The content of the course varies each term to reflect the latest developments such as artificial intelligence applications, blockchain technology, cybersecurity advancements, data privacy regulations, or digital transformation strategies. This flexibility allows students to engage with cutting-edge topics that are shaping the future of business and technology. The course combines theoretical frameworks with practical case studies, guest lectures, and hands-on projects to provide a comprehensive understanding of the selected topics. The primary objective is to enhance students' adaptability, critical thinking, and expertise in rapidly evolving areas of MIS, preparing them to respond effectively to new challenges and opportunities in the digital age.	3	0	3	5	EN	E
GNL428	Business Ethics / İş Ahlakı						
	Ethics and Fundamental Concepts / Corporate Social Responsibility and Ethics / Ethics in Management and Strategic Management / Corporate Culture and Ethics / Negotiation Ethics / Marketing Ethics / Financial and Accounting Ethics / Human Resources Ethics / Case Studies on Ethical Codes	3	0	3	5	EN	E
ISL422	Corporate Governance / Kurumsal Yönetim	3	0	3	5	EN	E





	with technical and creative skills to leverage coding and game-based software as powerful tools in the evolving landscape of digital marketing.						
	<b>Ethical Issues in Information Systems / Bilişim Sistemlerinde Etik Konular</b> Ethical Issues in Information Systems is a critical course in the undergraduate Management Information Systems program that examines the moral, legal, and social challenges arising from the development, deployment, and use of information technologies. The course explores topics such as data privacy, intellectual property rights, digital surveillance, cybersecurity ethics, and the societal impact of emerging technologies like artificial intelligence and big data. Students analyze real-world scenarios and ethical dilemmas to develop a framework for responsible decision-making and professional conduct in the IT field. Emphasis is placed on understanding regulatory requirements, corporate social responsibility, and the role of ethics in shaping technology policies and practices. The primary objective is to prepare students to navigate complex ethical issues and contribute to the creation of trustworthy, fair, and sustainable information systems.	3	0	3	5	EN	E
MAN318							
	<b>Supply Chain Management and Logistics / Tedarik Zinciri Yönetimi ve Lojistik</b> This course examines the planning, coordination, and optimization of supply chain operations and logistics activities. Key topics include supply chain network design, inventory management, transportation, warehousing, demand forecasting, supplier relationship management, and sustainability in logistics. Students will analyze real-life supply chain cases and learn how to design efficient, resilient, and agile supply networks.	3	0	3	5	EN	E
MAN320							
	<b>Financial Management / Finans Yönetimi</b> 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	3	0	3	5	EN	E
BAF312							
	<b>Fundamental Concepts and Structures of Economics / İktisatı Temel Kavramlar ve Yapılar</b> 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.	3	0	3	2	EN	UE
GNL354							
	<b>Fundamental Concepts in Artificial Intelligence Applications / Yapay Zeka Uygulamalarında Temel Kavramlar</b> 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.	3	0	3	2	EN	UE
GNL364							
	<b>Politics in Türkiye / Türkiye'de Siyaset</b> 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	3	0	3	2	EN	UE
GNL351							

	the Ottoman Empire and from the foundation of the Republic of Turkey to the present day. Topics such as women, youth, minorities, urbanization, fine arts, and media in Turkish politics are also examined with special focus.						
GNL358	<p>Basic Issues and Perspectives in Psychology / Psikolojide Temel Kavramlar ve Yaklaşımlar</p> <p>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.</p>	3	0	3	2	EN	UE
LNG122	Second Foreign Language: German 2/Ek Yabancı Dil: Almanca 2	3	0	3	2		UE
LNG132	Second Foreign Language: French 2/Ek Yabancı Dil: Fransızca 2	3	0	3	2		UE
LNG142	Second Foreign Language: Spanish 2/Ek Yabancı Dil: İspanyolca 2	3	0	3	2		UE
LNG152	Second Foreign Language: Russian 2/Ek Yabancı Dil: Rusça 2	3	0	3	2		UE
LNG172	Second Foreign Language: Japanese 2/Ek Yabancı Dil: Japonca 2	3	0	3	2		UE
LNG182	Second Foreign Language: Chinese 2/Ek Yabancı Dil: Çince 2	3	0	3	2		UE
LNG192	Second Foreign Language: Italian 2/Ek Yabancı Dil: İtalyanca 2	3	0	3	2		UE
LNG198	Second Foreign Language: Farsi 2/Ek Yabancı Dil: Farsça 2	3	0	3	2		UE
LNG200	Second Foreign Language: Arabic 2/Ek Yabancı Dil: Arapça 2	3	0	3	2		UE
LNG202	Second Foreign Language: Bosnian, Croatian, Serbian 2/Ek Yabancı Dil: Bosnakça, Hırvatça, Sırpça 2	3	0	3	2		UE

**Kısaltmalar / Abbreviations:**

EN: İngilizce / English

TR: Türkçe / Turkish

Z / C: Zorunlu Ders / Compulsory Course

S / E: Seçmeli Ders / Elective Course

ÜS / UE: Üniversite Seçmeli Ders / University Elective Course

