



Course categories: UC = University Core; FC = Faculty Core; AC = Area Core; AE = Area Elective; FE = Faculty Elective; UE = University Elective

Semester	Course Code	Course Title	Course Category	Hours			Total Credit	Pre-requisite	ECTS Credit
				Lecture	Tutorial	Lab/Prac.			
1	ECON111	MICROECONOMICS	FC	3	0	0	3		5
1	BUSN101	PRINCIPLES OF MANAGEMENT-I	FC	3	0	0	3		5
1	MATH132	MATHEMATICS FOR SOCIAL SCIENCES	FC	3	0	0	3		5
1	ITEC100	INFORMATION TECHNOLOGIES	UC	2	0	0	2		5
1	ENGL121	ENGLISH-I	UC	3	0	0	3		4
1	TARH101/ HIST111	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REFORMS-I	UC	2	0	0	2		3
1	TUOG101/ TURK131	TURKISH LANGUAGE-I/TURKISH AS A FOREIGN LANGUAGE-I	UC	2	0	0	2		3
Total 7 courses			TOTAL:	18	0	0	18		30
2	ECON112	MACROECONOMICS	FC	3	0	0	3		5
2	UNIEXX1	UNIVERSITY ELECTIVE	UE	3	X	X	3		4
2	ECASXX1	FACULTY ELECTIVE	FE	3	X	X	3		6
2	BUSN104	BUSINESS COMMUNICATION	FC	3	0	0	3		5
2	ENGL122	ENGLISH-II	UC	3	0	0	3	ENG121	4
2	TARH102/ HIST112	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REFORMS-II	UC	2	0	0	2		3
2	TUOG102/ TURK132	TURKISH LANGUAGE-I/TURKISH AS A FOREIGN LANGUAGE-II	UC	2	0	0	2	-/TURK131	3
Total 7 courses			TOTAL:	19	0	0	19		30
3	MARK211	INTRODUCTION TO MARKETING	AC	3	0	0	3		5
3	ECAS211	INTRODUCTION TO BEHAVIORAL SCIENCE	FC	3	0	0	3		5
3	ILAW225	BUSINESS ETHICS AND LAW	FC	3	0	0	3		5
3	ACCT211	PRINCIPLES OF ACCOUNTING-I	FC	3	0	0	3		5
3	UNIEXX2	UNIVERSITY ELECTIVE	UE	X	X	X	3		4
3	BUSNXX1	AREA ELECTIVE	AE	X	X	X	3		6
Total 6 courses			TOTAL:	12	0	0	18		30
4	BUSNXX2	AREA ELECTIVE	AE	X	X	X	3		6
4	ECASXX2	FACULTY ELECTIVE	FE	X	X	X	3		6
4	BUSN206	HUMAN RESOURCES MANAGEMENT	AC	3	0	0	3		6
4	ACCT202	PRINCIPLES OF ACCOUNTING-II	FC	3	0	0	3	ACCT211	6
4	STAT211	BUSINESS STATISTICS-I	FC	3	0	0	3		6
Total 5 courses			TOTAL:	9	0	0	15		30
GRAND TOTAL:				58	0	0	70		120

PROGRAM INFORMATION

<p align="center">General Goal of the Program</p>	<p>The aim of Associate of Science in the Business Management (English) Vocational School Program is to prepare graduates in business and management sciences with the help of necessary courses such as economics, mathematics, computer skills, statistics, marketing, finance, accounting, manufacturing, human resources management and process management to succeed in today's business environment. The students in this program will learn the leadership, managerial, and motivational abilities they need to influence others and will be capable of managing teams, assigning projects, setting daily office priorities, and supervising others by the time the program is over.</p> <p>The course contents the Business Administration Undergraduate Program is designed to touch on key aspects of the business world and enable students to obtain theoretical and applied business knowledge, to solve business problems and to think analytically.</p> <p>Since instruction is in English, students will have the opportunity to improve their reading, writing and especially speaking skills in English and thus communicate with the whole world.</p> <p>Business Management (English) Vocational School Program prepares graduates in such a way that they can work in different positions within the national and international private and public sectors. The curriculum proposed aims to improve students' practical skills in addition to theoretical knowledge. Graduates will be able to find employment in a wide range of businesses, across a variety of sectors including business, not-for-profits, government, and entrepreneurial environments:</p>
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<p align="center">Program Outputs</p>	<p>1 Demonstrated the ability to communicate effectively in English in both speech and writing.</p> <p>2 Shown development in analytical, critical thinking and problem solving skills as foundations for creative and innovative Business Management practice.</p> <p>3 Acquired the core concepts as well as the theoretical and practical knowledge of Business Management compatible with contemporary requirements in the professional field.</p> <p>4 Developed skills for effective planning, execution and evaluation of Business Administration related tasks and projects in academic and professional contexts through individual and collaborative approaches to study and work.</p> <p>5 Applied the skills, knowledge, responsibilities and commitment to quality required for high level professional practice in Business Management within both simulated and real-life contexts.</p> <p>6 Demonstrated receptivity to the philosophy of lifelong learning and the ability to engage in both autonomous and team-based academic and professional development.</p> <p>7 Gained sufficient academic competence in Business Management to enable progression into further academic studies, including the capacity to conduct independent research and gather and interpret qualitative and quantitative data sets.</p> <p>8 Shown responsibility and commitment to academic and professional ethics, and to civic and social responsibilities, including environmental protection, health, safety and security issues, and justice.</p> <p>9 Shown awareness of the impact of Business Management in the globalizing world and developed the social and linguistic skills to underpin intercultural communication in an academic and professional context in both the mother tongue and in a foreign language.</p> <p>10 Demonstrated a practical competence in those mathematical, scientific and digital applications required within the context of Business Management, and more generally in modern life, as referenced to international qualifications.</p> <p>11 Be able to collaborate effectively and work in an international environment, by respecting the values of other cultures both personally and professionally.</p>
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Area and Faculty Elective Courses

No.	Course Code	Course Title	Course Category	Hours			Total Credit	Pre-requisite	ECTS Credit
				Lecture	Tutorial	Lab/Prac.			
1	ACCT311	COST ACCOUNTING	FE	3	0	0	3	ACCT211	7
2	ACCT351	COMPUTERIZED ACCOUNTING-I	AE	3	0	0	3	-	6
3	ACCT352	COMPUTERIZED ACCOUNTING-II	AE	3	0	0	3	-	6
4	ACCT353	CORPORATE ACCOUNTING	AE	3	0	0	3	-	6
5	ACCT354	TAXATION	AE	3	0	0	3	-	6
6	ACCT355	CONSTRUCTION ACCOUNTING	AE	3	0	0	3	-	6
7	ACCT356	TOURISM ACCOUNTING	AE	3	0	0	3	-	6
8	ACCT402	AUDITING	FE	3	0	0	3	-	7
9	BANK302	MONEY AND BANKING	FE	3	0	0	3	-	7
10	BANK311	COMMERCIAL BANK MANAGEMENT	FE	3	0	0	3	-	6
11	BANK401	INTERNATIONAL BANKING	FE	3	0	0	3	-	6
12	BUSN203	E-COMMERCE	FE	3	0	0	3	-	6
13	BUSN208	ENTREPRENEURSHIP	FE	3	0	0	3	-	6
14	BUSN224	CREATIVITY AND INNOVATION	FE	3	0	0	3	-	6
15	BUSN403	SUPPLY CHAIN MANAGEMENT	FE	3	0	0	3	-	6
16	BUSN418	WORKSHOP IN EXPORT AND IMPORT	FE	3	0	0	3	-	6
17	BUSN423	CORPORATE GOVERNANCE & FAMILY BUSINESS	FE	3	0	0	3	-	6
18	BUSN425	CONTEMPORARY ISSUES IN BUSINESS	FE	3	0	0	3	-	6
19	BUSN426	LOGISTIC MANAGEMENT	FE	3	0	0	3	-	6
20	BUSN427	LEADERSHIP AND ORGANIZATIONAL CULTURE	FE	3	0	0	3	-	6
21	BUSN428	SERVICE QUALITY MANAGEMENT	FE	3	0	0	3	-	6
22	BUSN430	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	FE	3	0	0	3	-	6
23	BUSN431	CROSS CULTURAL STUDIES IN ORGANIZATIONS	FE	3	0	0	3	-	6
24	CMPE215	ALGORITHMS AND DATA STRUCTURES	FE	3	0	1	3	ENGR104	6
25	CMPE216	OBJECT ORIENTED PROGRAMMING	FE	2	0	2	3	ENGR104	6
26	CMPE232	OPERATING SYSTEMS	FE	3	0	0	3	ENGR104	6
27	COMM103	INTRODUCTION TO DIGITAL MEDIA AND COMMUNICATION	AE	3	0	0	3	-	6
28	COMM205	DIGITAL CULTURES AND COMMUNICATION	AE	3	0	0	3	-	6
29	COMM210	PERSUASIVE COMMUNICATION	AE	3	0	0	3	-	6
30	COMM211	CREATIVE WRITING AND SCRIPTING FOR MEDIA	AE	3	0	0	3	-	6
31	COMM212	VISUAL COMMUNICATION DESIGN	AE	3	0	0	3	-	6
32	ECON204	MATHEMATICAL ECONOMICS	FE	3	0	0	3	MATH116	6
33	ECON211	INTERMEDIATE MICROECONOMICS	AE	3	0	0	3	ECON111	6
34	ECON212	INTERMEDIATE MACROECONOMICS	AE	3	0	0	3	ECON112	6
35	ECON304	BUSINESS CYCLES AND FORECASTING	FE	3	0	0	3	STAT212	6
36	ECON305	LABOR ECONOMICS	AE	3	0	0	3	-	6
37	ECON311	ECONOMETRICS	FE	3	0	0	3	STAT212	6
38	ECON404	ECONOMIC DEVELOPMENT	AE	3	0	0	3	-	6
39	ECON444	CONSTRUCTION ECONOMICS	AE	3	0	0	3	-	6
40	ECON445	ENERGY ECONOMICS	AE	3	0	0	3	-	6
41	FINA211	INTRODUCTION TO BANKING AND FINANCE	AE	3	0	0	3	-	6
42	FINA315	PROJECT MANAGEMENT	FE	3	0	0	3	-	6
43	FINA321	BUSINESS FINANCE	FE	3	0	1	3	-	6
44	FINA322	INVESTMENTS AND PORTFOLIO MANAGEMENT	FE	3	0	0	3	-	6
45	FINA405	PUBLIC FINANCE	AE	3	0	0	3	-	6
46	FINA407	INTERNATIONAL FINANCE	AE	3	0	0	3	-	6
47	FINA408	FINANCIAL DERIVATIVES	FE	3	0	0	3	-	6
48	FINA411	FINANCIAL STATEMENT ANALYSIS	FE	3	0	0	3	-	6
49	FINA416	FINANCIAL RISK MANAGEMENT AND INSURANCE	FE	3	0	0	3	-	7
50	HIST211	HISTORY OF CIVILIZATIONS I	AE	3	0	0	3	-	6
51	HIST212	HISTORY OF CIVILIZATIONS II	AE	3	0	0	3	-	6
52	ILAW211	PRINCIPLES OF LAW AND ETHICS	FE	3	0	0	3	-	6

53	ILAW311	INTERNATIONAL LAW	FE	3	0	0	3	-	6
54	MARK202	CONSUMER BEHAVIOR	FE	3	0	0	3	-	6
55	MARK204	ADVERTISING AND PROMOTION	FE	3	0	0	3	-	6
56	MARK205	DIGITAL AND SOCIAL MEDIA MARKETING	FE	3	0	0	3	-	6
57	MARK303	MARKETING MANAGEMENT	FE	3	0	0	3	-	6
58	MARK305	BRAND MANAGEMENT	FE	3	0	0	3	-	7
59	MARK306	INTEGRATED MARKETING COMMUNICATIONS	FE	3	0	0	3	-	6
60	MARK308	PUBLIC RELATIONS	FE	3	0	0	3	-	6
61	MARK313	PRICING STRATEGY AND ANALYSIS	FE	3	0	0	3	-	6
62	MARK401	MARKETING ANALYTICS	FE	3	0	0	3	-	6
63	MARK402	DIGITAL CAMPAIGNS	FE	3	0	0	3	-	6
64	MARK404	MARKETING RESEARCH	FE	3	0	0	3	-	7
65	MARK405	CONTENT CREATION AND MARKETING	FE	3	0	0	3	-	6
66	MARK422	SALES MANAGEMENT	FE	3	0	0	3	-	6
67	MARK426	SERVICES MARKETING	FE	3	0	0	3	-	6
68	MARK428	SUSTAINABLE MARKETING	FE	3	0	0	3	-	6
69	MARK429	BUSINESS TO BUSINESS MARKETING	FE	3	0	0	3	-	6
70	MARK430	BIG DATA AND MARKETING ANALYTICS	FE	3	0	0	3	-	6
71	MARK431	PERSONAL SELLING AND SALES MANAGEMENT	FE	3	0	0	3	-	6
72	MARK432	THEORY AND MARKETING THOUGHT	FE	3	0	0	3	-	6
73	MARK433	CORPORATE SOCIAL RESPONSIBILITY	FE	3	0	0	3	-	6
74	MARK434	FASHION MARKETING	FE	3	0	0	3	-	6
75	MARK435	DISTRIBUTION CHANNEL MANAGEMENT	FE	3	0	0	3	-	6
76	MARK437	MARKETING OF NON-FOR PROFIT ORGANIZATIONS	FE	3	0	0	3	-	6
77	MARK438	SPORTS MARKETING	FE	3	0	0	3	-	6
78	MARK440	SPECIAL TOPICS IN MARKETING	FE	3	0	0	3	-	6
79	MARK441	CRISIS MANAGEMENT	FE	3	0	0	3	-	6
80	MARK442	DESIGN AND CREATIVE THINKING	FE	3	0	0	3	-	6
81	MARK443	INFLUENCER MARKETING	FE	3	0	0	3	-	6
82	MARK444	EMERGING TRENDS IN DIGITAL MEDIA AND MARKETING	FE	3	0	0	3	-	6
83	MARK445	INTERNATIONAL MARKETING	FE	3	0	0	3	-	6
84	MARK446	MEDIA MANAGEMENT	FE	3	0	0	3	-	6
85	MARK447	MOBILE MARKETING	FE	3	0	0	3	-	6
86	MARK448	NEW MEDIA THEORY AND TECHNOLOGIES	FE	3	0	0	3	-	6
87	MARK449	POPULAR CULTURE AND MEDIA	FE	3	0	0	3	-	6
88	MARK450	SEARCH ENGINE OPTIMIZATION AND MARKETING	FE	3	0	0	3	-	6
89	MARK451	WEB ANALYTICS AND DIGITAL MARKETING	FE	3	0	0	3	-	6
90	MGMT113	INTRODUCTION TO BEHAVIORAL SCIENCE	AE	3	0	0	3	-	6
91	MGMT202	INTERNATIONAL COMMERCE	AE	3	0	0	3	-	6
92	MGMT205	BUSINESS LAW	AE	3	0	0	3	-	6
93	MGMT351	NEW VENTURE CREATION	FE	3	0	0	3	-	6
94	MGMT352	BUSINESS PLAN	FE	3	0	0	3	-	6
95	MISY301	MANAGEMENT INFORMATION SYSTEMS	FE	3	0	0	3	-	7
96	MISY302	WEB APPLICATIONS DEVELOPMENT	FE	3	0	0	3	-	6
97	MISY402	INFORMATION SYSTEMS SECURITY	FE	3	0	0	3	-	6
98	PHIL101	INTRODUCTION TO PHILOSOPHY	AE	3	0	0	3	-	6
99	PSIR201	HISTORY OF POLITICAL THOUGHT-I	FE	3	0	0	3	-	6
100	PSIR202	HISTORY OF POLITICAL THOUGHT-II	FE	3	0	0	3	-	6
101	PSIR204	COMPARATIVE POLITICS	FE	3	0	0	3	-	6
102	PSIR211	POLITICAL SOCIOLOGY	FE	3	0	0	3	-	6
103	PSIR212	POLITICS OF DEVELOPMENT AND DEVELOPING COUNTRIES	FE	3	0	0	3	-	6
104	PSIR214	THEORIES OF INTERNATIONAL RELATIONS	FE	3	0	0	3	-	6
105	PSIR220	COMPARATIVE GOVERNMENT	FE	3	0	0	3	-	6
106	PSIR301	INTERNATIONAL ORGANIZATIONS AND NGOS	FE	3	0	0	3	-	6
107	PSIR302	GENDER AND POLITICS	FE	3	0	0	3	-	7
108	PSIR304	FOREIGN POLICY ANALYSIS	AE	3	0	0	3	-	6

109	PSIR305	WAR AND PEACE STUDIES	FE	3	0	0	3	-	6
110	PSIR308	FOREIGN POLICY ANALYSIS	FE	3	0	0	3	-	7
111	PSIR312	POLITICAL THEORY	AE	3	0	0	3	-	6
112	PSIR313	INTRNATIONAL POLITICS	AE	3	0	0	3	-	6
113	PSIR314	EUROPEAN INTEGRATION	AE	3	0	0	3	-	6
114	PSIR401	INTERNATIONAL POLITICAL ECONOMY	AE	3	0	0	3	-	6
115	PSIR403	IDENTITY, NATIONALISM AND MINORITIES	FE	3	0	0	3	-	7
116	PSIR405	POLITICS OF DEVELOPING COUNTRIES	AE	3	0	0	3	-	6
117	PSIR407	INTERNATIONAL CONFLICT ANALYSIS	FE	3	0	0	3	-	7
118	PSYC121	INTRODUCTION TO PSYCHOLOGY	AE	3	0	0	3	-	6
119	SFWE315	VISUAL PROGRAMMING	FE	2	0	2	3	-	6
120	SOCI101	INTRODUCTION TO SOCIOLOGY	AE	3	0	0	3	-	6

COURSE DESCRIPTIONS

Course Descriptions – I: All Area Core and Faculty/School Core courses offered by the department of the program.

Course Code	Course Title	Credit	ECTS Credit	Course Catego.	Pre-requisite	Teaching Language
ECON111	MICROECONOMICS	(3, 0, 0)3	5	FC	-	English
Course Content	This course introduces students to the key concept and topic of microeconomics such as economic reasoning, economic institutions, the production possibility model, trade, and globalization, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly, monopolistic competition, oligopoly and factor markets. On successful completion of the course, students will have acquired knowledge of: identifying key concepts in microeconomics, understanding of the role of individual, the business and the government in the working of the economy, describing basic models such as demand and supply and demonstrating how these models work, describing the various types of markets and compare them.					
BUSN101	PRINCIPLES OF MANAGEMENT-I	(3, 0, 0)3	5	FC	-	English
Course Content	This course is divided in two parts to be thought as BUSN101 and BUSN102. The goal of this course is to teach students the essentials of businesses they will lead or manage in the future. In this course, students will explore all of the primary disciplines in business on an introductory level. Topics to be covered in the course include business environment, ethic and corporate social responsibly, international trade, entrepreneurship and small business management, ownerships, cultural differences among nations, managing and organizing businesses and operations management.					
MATH 132	MATHEMATICS FOR SOCIAL SCIENCES	(3, 0, 0)3	5	FC	-	English
Course Content	This course is designed to review and improve certain mathematical concepts needed by the student. Students succeeding the course will be able to easily follow other area core courses that necessitates a certain level of mathematics. MATH132 includes the topics of algebraic operations, equations, functions together with area related application problems. First degree-equations in one variable. Second degree-equations in one variable. Inequalities and their solutions. Absolute value relationship. Rectangular coordinate system. Linear equations; Graphical characteristics, slope-intercept form, determination of the equation of a straight line. Systems of linear equations; two-variable systems of linear equations, Gaussian elimination method, n-variable systems, selected applications of systems of linear equations. Functions; types of functions, graphical representation of functions. Linear functions and applications; Linear cost, revenue, profit, demand and supply functions. Break-even models. Quadratic functions and their characteristics; quadratic cost, revenue, profit, demand and supply functions. Polynomial functions. Exponential and logarithmic functions and their characteristics. Equations involving logarithmic and exponential expressions.					
ECON112	MACROECONOMICS	(3, 0, 0)3	5	FC	-	English
Course Content	This course examines the differences between the economy in the short run and in the long run. A number of macroeconomic models, determination of national income, problems of inflation, unemployment and growth are considered, and the results are used to conduct macroeconomic policy discussion on stabilization policies and government debt. By the end of this module, the students will be able to understand, the relationships between different economic variables, presentation of economic issues with graphs, tables and essays, identify economic issues both in theory and practice.					
BUSN104	BUSINESS COMMUNICATION	(3, 0, 0)3	5	FC	-	English
Course Content	This course provides an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize the communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace. By the end of this module, the students will be able to develop their skills in verbal and nonverbal communication, communicate in teams, compose different kinds of business messages, preparing CVs and interviewing for jobs.					
MARK211	INTRODUCTION TO MARKETING	(3, 0, 0)3	6	AC	-	English
Course Content	Marketing is one of the main functions of businesses that deals with customer/consumer's needs and wants. This course aims to provide the students with the fundamental concepts of marketing with an emphasis on how to create value for customers. The main subjects of this course are concepts such as marketing intelligence and market research, 4Ps of marketing (product, place, price, promotion), strategies for segmentation, targeting, differentiation, positioning, market expansion, competitive advantage, and contemporary concepts in marketing such as sustainable marketing, green marketing. Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies.					

ECAS211	INTRODUCTION TO BEHAVIORAL SCIENCE	(3, 0, 0)3	6	FC	-	English
Course Content	Behavioral science explores the prevailing theories and empirical methods in the study of behavioral science, combining both sociological and psychological perspectives. It is concerned with understanding human social interaction from multiple level of analysis, both interactions of biology and environment, via basic and applied scientific research. This course addresses a wide range of subjects including perception, the self, attitudes, emotions, socialization, groups, influence, interpersonal attraction, aggression, prejudice and discrimination. Overall, this course will attempt to foster the student's interest in behavioral science as well as scientific curiosity in a fun, supportive and also intellectually stimulating environment.					
ILAW225	BUSINESS ETHICS AND LAW	(3, 0, 0)3	6	FC	-	English
Course Content	This course introduces the sources and basic principles of the law as related to business, the Constitution, sources of the law, business ethics; and examines a variety of applications of the law in contracts, torts, agency, and government regulation of business. Additionally, this course will encourage critical thought and ethical argumentation about current ethical questions and technical problems that arise in international business. Students will be able to distinguish between the many bodies of law that specify such obligations, apply legal concepts to actual business scenarios and assess scenarios by extracting the crucial details and determining the applicable legal principle.					
ACCT211	PRINCIPLES OF ACCOUNTING-I	(3, 0, 0)3	6	FC	-	English
Course Content	The objectives of this course are to establish a sound foundation of the financial accounting principles and to ensure students understand the process of gathering, recording, classifying, summarizing, reporting as well as interpreting financial information. A first accounting course introduces the student only briefly to actual accounting concepts, practices and techniques. The real focus of this course is on the meaning and the usefulness of accounting information. After completing Acct 201, students will be able to use accounting information for decision-making. Everyone needs a basic understanding of accounting information, not only those students planning a career in business. Accounting information is useful in any career as well as in personal financial activities.					
BUSN206	HUMAN RESOURCE MANAGEMENT	(3, 0, 0)3	6	AC	-	English
Course Content	This course is an introduction to the field of human resource management (HRM). The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management and the functions of human resource management department. The topics which are covered include: strategic human resource management, job analysis, personal planning and recruitment, selection process, interview, training etc.					
ACCT202	PRINCIPLES OF ACCOUNTING-II	(3, 0, 0)3	6	FC	ACCT211	English
Course Content	The purpose of the course is to provide the students with a detailed understanding of assets, liabilities, stockholders' equity, and important income statement items. Besides, it aims to make the students familiar with detailed presentation of the above mentioned items in the financial statements. That course further aims to make the students understand how to: (1) prepare a bank reconciliation, (2) record merchandising activities in perpetual and periodic inventory systems, (3) use inventory costing methods, (4) account for uncollectible receivables, (5) account for marketable securities, (6) calculate depreciation for tangible fixed assets using different depreciation methods, (7) account for short-term and long-term liabilities and stockholders' equity.					
STAT211	BUSINESS STATISTICS-I	(3, 0, 1)3	6	FC	MATH115	English
Course Content	Business Statistics - I will concentrate on Descriptive Statistics covering methods of organizing, summarizing and presenting data in an informative way. Inferential statistics that covers the methods used to determine something about a population, based on a sample will be briefly introduced and will be covered extensively in Statistics II. Business Statistics is the science of collecting, organizing, and summarizing data to provide information, stated in numerical form, for the purpose of making objective business decisions. Descriptive statistics, sampling, sampling size estimation, hypothesis testing will be the focus of the course.					

Course Descriptions – III: All Area Elective and Faculty/School Elective courses offered by the department of the program.

Ders kodu	Ders Adı	Kredi	AKTS kredisi	Dersin Kategor.	Önkoşul	Öğretim Dili
ACCT311	COST ACCOUNTING	(3, 0, 0)3	7	FE	ACCT211	English
Course Content	The aim of the course is to provide the students with a basic understanding of costs and to make them familiar with different cost classifications such as variable cost, fixed cost etc. This course also aims to provide the students with an opportunity to learn the different methods and techniques used to calculate costs of products produced within the production environment in order to minimize costs. Furthermore, that course tries to make the students understand how to use the accounting information for managerial decisions. Students will learn how cost accounting information is developed and used for various purposes in different types of business entities.					
ACCT351	COMPUTERIZED ACCOUNTING-I	(3, 0, 0)3	6	AE	-	English
Course Content	In general, computerized accounting course, covers the review of in period and end-of-term transactions in accounting. Introduction to computerized accounting, introduction of accounting software, establishment of a company in computerized environment and creation of basic information are within the scope of the course. Stock records, waybills and receipts, invoicing, current accounts, check-promissory notes, bank and cash transactions are shown to students in detail. End-of-period transactions like accounting records and preparation of financial statements are also parts of the course content.					
ACCT352	COMPUTERIZED ACCOUNTING-II	(3, 0, 0)3	6	AE	-	English
Course Content	In this course, it is aimed that students will be able to do all accounting transactions in computer environment. Computerized accounting II course teaches students to record daily accounting transactions using accounting software in a laboratory environment. The course covers current accounts and current account reports. In addition, payroll transactions, payroll variables, setting payroll parameters, recording personnel transactions to the payroll. In addition to the above topic, students learn to transfer VAT to accounts and to prepare financial reports using software.					
ACCT353	CORPORATE ACCOUNTING	(3, 0, 0)3	6	AE	-	English
Course Content	The purpose of the Company accounting course is to teach students the types of companies, the differences between different types of companies and purpose of establishing a specific type of company. In this course students learn how to keep the accounting records of companies, how to make profit and loss distribution accounting records in depth. They also learn about the required accounting records to be made in the process of liquidation. When students complete this course, they learn to prepare all financial statements and to make necessary analysis and inferences about these statements					
ACCT354	TAXATION	(3, 0, 0)3	6	AE	-	English
Course Content	In this course the scope and importance of tax accounting are introduced. Students, learn practices related to tax law. Besides, they learn about valuation, and revaluation. Applications related to income tax law, company tax law, multi-calendar construction and repair work, investment allowance, agricultural earnings, self-employment earnings and wages are part of this course. Securities and real estate capital gains, other earnings and revenues, annual concise, preparation of individual declarations, applications related to corporate tax; exemptions and exceptions, base and ratios, corporate tax and special declaration arrangement and income deduction are covered as well as the practices related to stamp duty and value added tax, funds and provisional tax applications.					
ACCT355	CONSTRUCTION ACCOUNTING	(3, 0, 0)3	6	AE	-	English
Course Content	Construction accounting generally includes all the activities related to the construction part of a real estate that is created by using construction materials and labor. Construction accounting course includes compiling, recording, classifying and reporting information about financial events in construction businesses. In addition, in this course, students learn to analyze, interpret and present financial reports to relevant individuals and groups. The content of this course consists of the establishment of construction enterprises, the books to be kept by the construction enterprises, the construction contracting transactions, the land registry transactions, the construction enterprises registration system, the inventory transactions, the fixed asset transactions.					

ACCT356	TOURISM ACCOUNTING	(3, 0, 0)3	6	AE	-	English
Course Content	This course teaches students "tourism accounting" with the latest regulations related with accounting in tourism sector. In the tourism accounting course, tourism and basic concepts related to tourism, accommodation businesses are discussed and especially accounting applications in this sector are examined. In addition, the definition, classification and organizational structure of accommodation establishments are studied. In the course, the systems used in keeping customer accounts, pricing and accounting system are explained. The course covers the accounting of activities in accommodation enterprises, budgeting, application of value added tax, accommodation tax and taxable event, auditing in accommodation enterprises. Students who successfully complete this course will have the necessary knowledge about tourism accounting.					
ACCT402	AUDITING	(3, 0, 0)3	7	FE	-	English
Course Content	The aim of this course is to provide students with knowledge of basic auditing concepts, and teach them the requirements of an audit and assurance system. In success of completion of this course, all students they will have develop their knowledge and understanding on: an introduction to assurance and financial statement auditing, , the financial statement auditing environment, audit planning types of audit tests and materiality, evidence and documentation, internal control in a financial statement audit, auditing internal control over financial reporting, and apply critical thinking skills and solve auditing problem through the use of case studies.					
BANK302	MONEY AND BANKING	(3, 0, 0)3	7	FE	-	English
Course Content	The basic aim of this course is to examine the money and capital markets, financial instruments, interest rates, risks in the financial markets, and financial institutions. Under the heading of money and banking, firstly financial instruments; bonds, bills, stocks and derivatives are covered. Money markets are examined. Money supply creation, banking panics and financial regulation are explained. Capital markets, especially bond markets are also examined. Uncertainties and associated risks and interest rates in the money and capital markets are explained with examples. Commercial banks, other intermediaries such as non-depository institutions including investment banks, hedge funds and insurance companies are among the financial institutions explained. Management of and decision making in commercial banks with reference to banking practices are also covered.					
BANK311	COMMERCIAL BANK MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	The objective of this course is to provide students with an introductory yet comprehensive overview of banking services and organizational structure of banks. It introduces students to the impact of Government policy and regulation on the financial services industry. It overviews the role of Central Banks; monetary policies and the effect of these policies on money supply and interest rates. This course teaches students to analyse bank financial statements and to evaluate and measure the financial performance. The course also introduces students to the decision mechanism used in opening new branches, websites and ATMs.					
BANK401	INTERNATIONAL BANKING	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to give students a comprehensive overview of international banking, and provide a background information to students in order to make them to draw their own conclusions. It focuses on international correspondent banking relations in an international environment. The course describes international transfer and payment systems, principles and application of foreign exchanges. It also introduces students to commonly used financial instruments in international trade, namely, letter of credits and bankers' acceptances. Global financing and global risk management are studied in this course.					
BUSN203	E-COMMERCE	(3, 0, 0)3	6	FE	-	English
Course Content	The main aim of this course is to provide an outline of the promptly changing international world of electronic commerce and marketing. Use of Internet as a new channel for transferring goods and services; mechanics of e-commerce; characteristics of Internet as a tool without boundaries. Designing marketing programs for Internet use. On successful completion of this course, all students will develop knowledge and understanding of: e-commerce concept and strategy, building an e-commerce presence, e-commerce marketing and advertising; social, mobile and local marketing.					

BUSN208	ENTREPRENEURSHIP	(3, 0, 0)3	6	FE	-	English
Course Content	This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Student will be able to recognize the entrepreneurial potential within them and others in their environment, appreciate the role of entrepreneurship within society, at the level of the organization, and in their own personal life, understand the process nature of entrepreneurship, and ways to manage the process. This course examines all facets of starting a new business, from conception to startup, expansion, and beyond. Students will gain knowledge of how to assess opportunities, formulate plans of action, draft business plans, and secure funding for new ventures.					
BUSN224	CREATIVITY AND INNOVATION	(3, 0, 0)3	6	FE	-	English
Course Content	This course focuses on creativity and innovation, emphasizing how creativity is related to organizational processes and systems, and how it would lead to successful innovation. The course will introduce the students the tools and techniques of encouraging creativity both for individuals and groups, and the ways of creating ideas for new market offerings as well as how they could be implemented for innovation. The innovative methods used by current developments in business, industry, and education are examined in this course. students will improve purposeful and systematic competences so they can become leaders who can solve issues in either academic or professional settings.					
BUSN403	SUPPLY CHAIN MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	A supply chain is comprised of all the parties involved in fulfilling a customer request. The integrated management of this network is a critical determinant of success in today's competitive environment. With increasing competition around the globe, supply chain management is both a challenge and an opportunity for companies. The objective of this course is to introduce you to the key concepts and techniques that will allow you to analyze, manage and improve supply chain processes for different industries and markets such as: -Logistics, Planning, and Supply Chain Management Services -Manufacturing and Production -Procurement Planning and Order Management -Inventory Control -Warehousing and Distribution Center Operations -Transportation Operations					
BUSN418	WORKSHOP IN EXPORT AND IMPORT	(3, 0, 0)3	6	FE	-	English
Course Content	This course is designed to improve knowledge of import and export, Inco-terms, Common Import/Export Documents. There are many documents involved in international trade, such as commercial documents, financial documents, transport documents, insurance documents and other international trade related documents. In processing the export consignment, documentation may be executed in up to four contracts: The export sales contract, the contract of carriage, the contract of finance and the contract of cargo insurance. It is therefore important to understand the role of each document and their requirements in the international trade.					
BUSN423	CORPORATE GOVERNANCE & FAMILY BUSINESS	(3, 0, 0)3	6	FE	-	English
Course Content	This course equips students with the theoretical frameworks and practical tools they need to develop a sophisticated grasp of how to work entrepreneurially and professionally in and with family organizations as well as how to successfully handle the particular problems and challenges that family businesses encounter. Governance of family businesses, strategic management, family-driven innovation and entrepreneurial management, leadership succession, family-centered goals and goal-setting procedures, lifecycles and temporal family dynamics, professionalization, and stakeholder management are among the topics covered. Students will be able to experience nature of corporate governance and family business, how to manage the family business. There will be research, presentation and debates about corporate governance and family business.					

BUSN425	CONTEMPORARY ISSUES IN BUSINESS	(3, 0, 0)3	6	FE	-	English
Course Content	<p>The emphasis will be on new developments in management and business forms, resource allocation and how much consumer behavior can be analyzed, explained, and influenced by the fields of economics and business studies, with special attention to research into the elements that influence it. The dynamics of the competitive market and the socioeconomic factors that affect society on both a micro and macro level will be introduced. Market failure will be examined and contextually linked to current problems. Through the use of prominent and newsworthy examples of business triumphs and failures, key ideas and methodologies will be examined. The fundamental duties of organizations (accounting and finance, marketing, and operations) as well as the constraints under which they must perform will also be taken into account. There will be research, presentation and debates about the new issues in business. This course exposes the student to both sides of past and present ethical dilemmas facing the world. Course content includes an overview of individual ethical development, ethical issues in business today, the opportunity and conflict of ethical decision-making framework, and the development of an effective ethics program in a corporation.</p>					
BUSN426	LOGISTIC MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	<p>The operations involved in the movement of goods through a company and through the supply chain to the market are referred to as business logistics. In a supply chain, efficient, effective flow and storage of goods, services, and associated information are managed by business logistics. The course's primary topics in business logistics include logistics planning and strategy, customer service, purchasing, transportation, inventory management, warehousing, and handling. This course covers logistics planning, choosing a mode of transportation, choosing a route for a vehicle, inventory policies, choosing a quantity and timing of purchases, and choosing a storage facility. Students will experience nature of logistics management. Institutional & functional analysis of distribution channels; selecting, evaluating & managing distribution channels. Location facilities, international transportation, customer service, material handling, Incoterms, export-import transactions and international payment methods.</p>					
BUSN427	LEADERSHIP AND ORGANIZATIONAL CULTURE	(3, 0, 0)3	6	FE	-	English
Course Content	<p>The course focuses on understanding the critical leadership competencies and characteristics necessary for guiding organizations. This course will use leadership self-awareness tools developed especially for organizational leaders. Students will deepen their understanding of traditional and contemporary leadership theories and practices; and, explore the organizational contexts where work, management and leadership happen. Guiding organizations through strategic and operational change initiatives requires an understanding of organizational culture and change. This course will enable students to study organizational theories, systems thinking, and the relationship between cultural issues and successful change implementation. They will experiment with taking on the role of a change agent through simulations, case studies, and studying changes in their own work place.</p>					
BUSN428	SERVICE QUALITY MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	<p>This course equips the student with the knowledge and analytical skills necessary for service administrators to recognize the value of quality in businesses operating in a dynamic, cutthroat environment. The fundamental ideas of managing service organizations and their operations are covered in this course. It introduces the key concepts in managing service organisations and their operations. The focus is on creating value and customer satisfaction. It covers in-depth discussions of services, value creations, service strategy, and the issues related to the development of a service system. It also addresses topics crucial to effectively and efficiently operating a service system, such as managing capacity and demand, and service quality management. Value creation and client happiness are the main priorities.</p>					
BUSN430	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	<p>This course provides an introduction to the economics, legal, political and social aspects of human resource management in an international context. It also aims to develop a critical understanding of the role and functions of the various human resource activities within multinational corporations (MNC). It provides an overview of the impact of globalization and varieties of capitalism in shaping IHRM practices in MNCs. In doing so, the course will identify major issues in IHRM; Understand the impact of cultural differences on the management of people in MNCs; Compare a human resource issues in the context of domestic and international operations; Explain IHRM practices for different countries and regions of the world; Identify major issues in expatriation and repatriation of employees; Explain the strategic significance of IHRM.</p>					

BUSN431	CROSS CULTURAL STUDIES IN ORGANIZATIONS	(3, 0, 0)3	6	FE	-	English
Course Content	Asian, American and European multinationals are studied on a comparative basis to understand similarities and differences in company objectives, company cultures and managerial practices. This course provides awareness of the contextual knowledge, cross-cultural competencies, and different viewpoints needed to manage and collaborate across boundaries and cultures in a dynamic global corporate environment. It also provides conceptual frameworks for methodically comprehending the idea of culture, cultural similarities and contrasts, and the overlapping and diverging cultural norms and values. It includes subjects that emphasize the influence of culture in the context of global business, investigates research pertaining to the dimensions of culture, and weighs management consequences. For example, managing cross-cultural contacts and communication, negotiating across cultures, comprehending cross-cultural ethics and corporate social responsibility, working in global teams, contrasting leadership styles, and HR needs for performance as global managers are some of the themes covered.					
CMPE215	ALGORITHMS AND DATA STRUCTURES	(3, 0, 1)3	6	FE	ENGR104	English
Course Content	The objective of this course is to provide the basics of data structures and data organization. The course will introduce C/C++ and algorithms for the implementation of data structures which are stack, queue, linked list, tree. Also, the applications of data structures covering stack applications which are parenthesis checker, infix to postfix and prefix conversions, recursion, dynamic stack and queue, tree traversals. Theoretical aspects of most widely used data structures will be covered during the lectures. Programming assignments and labworks cover the C/C++ implementations of applications of data structures that are discussed in the lectures.					
CMPE216	OBJECT ORIENTED PROGRAMMING	(2, 0, 2)3	6	FE	ENGR104	English
Course Content	This course introduces the concepts of object-oriented programming to students with a background in the procedural paradigm. The course begins with a brief review of control structures and data types with emphasis on structured data types and array processing. It then moves on to introduce the object-oriented programming paradigm, focusing on the definition and use of classes along with the fundamentals of object-oriented design. Other topics include an overview of programming language principles, simple analysis of algorithms, basic searching and sorting techniques, memory management, an introduction to software engineering issues, and ethics in software development.					
CMPE232	OPERATING SYSTEMS	(3, 0, 0)3	6	FE	ENGR104	English
Course Content	This course examines basic issues in operating system design and implementation. The course will start with a brief historical perspective of the evolution of operating systems over the last fifty years, and then cover the major components of most operating systems. This discussion will cover the trade-offs that can be made between performance and functionality during the design and implementation of an operating system. Particular emphasis will be given to these major OS subsystems: Process management (processes, threads, CPU scheduling, synchronization, and deadlock), memory management (segmentation, paging, swapping), file systems, and networking/distributed systems.					
COMM103	INTRODUCTION TO DIGITAL MEDIA AND COMMUNICATION	(3, 0, 0)3	6	AE	-	English
Course Content	The aim of this course is to provide the students with the basics of communication concepts as well as traditional and new forms of media. The course teaches students the evolution of traditional media into the digital platforms and creating new media form and explores the various forms of media and the forces that shape its development. The course offers theories of communication and how they relate to digital media. It also explores the ways technology affects communication through emphasizing the implications of newer and interactive forms of media.					

COMM205	DIGITAL CULTURES AND COMMUNICATION	(3, 0, 0)3	6	AE	-	English
Course Content	This course focuses on how the digital technologies are shaping the future of societies through emphasizing the principles of media literacy, digital media as well as the impact of digital technology on the individual and society. The course also presents the Internet as a double-edged sword for being positive and creative in the hyper-connected world and at the same time negative for creating concerns related to technology addiction, copyright infringement, unethical digital citizenship, and privacy issues. It also addresses how digital culture impacts our daily lives as individuals and as a part of the society.					
COMM210	PERSUASIVE COMMUNICATION	(3, 0, 0)3	6	AE	-	English
Course Content	The course aims to provide students with an understanding of persuasive communication and to improve students' ability to create effective and persuasive messages. The concepts covered in this course are theories of persuasion, attitude change and message design that can be used to develop a student's persuasive skill. It emphasizes the use of message strategies that are considered effective in asserting various influence tasks, such as securing one's credibility, demonstrating the severity of a problem, advocating change, and mobilizing commitment.					
COMM211	CREATIVE WRITING AND SCRIPTING FOR MEDIA	(3, 0, 0)3	6	AE	-	English
Course Content	This course is aimed to equip students with the necessary skills and knowledge for writing scripts for media, especially for digital media, creatively and in an agile manner. The course covers the general principles in creative writing as well as experimental ways to create a story content across Transmedia. It emphasizes the ways of interactive storytelling, developing a creative mindset, and using proper grammar. The students will be practising writing projects or screenplays in order to master at improving their artistic voice, visual style, characterization as well as formatting.					
COMM212	VISUAL COMMUNICATION DESIGN	(3, 0, 0)3	6	AE	-	English
Course Content	This course aims to teach students about basics of visual communication and graphic design. The course includes teaching of graphics, how to design for specific audiences, and how to edit images through use of photo editing softwares. The course also will provide students with learning of design elements and principles, theories of color and visual perception, typography, symbols, brand identity, and logos. It will also address visual understanding, progression of ideas and reactions, semiotics, analogy, metaphor, iconography, remix culture, and how visual communications go viral in the age of digital communications.					
ECON204	MATHEMATICAL ECONOMICS	(3, 0, 0)3	6	FE	MATH116	English
Course Content	This course aims at exploring the use of quantitative analysis as an approach to economic analysis. It will provide students with an understanding of how economic relationships can be expressed in mathematical models by introducing the most important mathematical techniques used in modern economics and how to solve them. The emphasis in this course will be on the interrelationship of mathematics and economics on the theoretical level with some applications. The topics covered will deal with advanced microeconomic issues. The students are expected to have mathematical knowledge on partial derivatives, the chain rule, maxima and minima regarding functions of several variables, homogeneous functions and Euler's theorem, matrix operations, determinants and Cramer's rule.					

ECON211	INTERMEDIATE MICROECONOMICS	(3, 0, 0)3	6	AE	ECON111	English
Course Content	This course covers the subjects of theories of consumer behavior, theory of costs, output determination in competitive and non-competitive markets, general equilibrium analysis and welfare economics. On successful completion of this course, all students will have developed knowledge and understanding of: Market process and price determination, Profit maximization and consumer behavior under perfect competition, Market structure, game theory and competitive strategy, and Factor markets and investment. Additionally, students will have developed their skills in: Managerial decision making, Public policy decision-making, Micro-economic reasoning, Tools of partial equilibrium analysis.					
ECON212	INTERMEDIATE MACROECONOMICS	(3, 0, 0)3	6	AE	ECON112	English
Course Content	This course focuses on determinants of the level of aggregate demand, general equilibrium of product, money, and labor markets, international macroeconomic relationships, fundamentals of the economic growth process and income distribution. On successful completion of the course, students will have developed their appreciation of values related to: Develop an understanding of a comprehensive macroeconomic model which can be used to examine the effectiveness of different monetary and fiscal policies in closed or open economies and develop skills in using AS and AD diagrams for economic analysis.					
ECON304	BUSINESS CYCLES AND FORECASTING	(3, 0, 0)3	6	FE	STAT212	English
Course Content	This course analyses consumer, business and governments decisions and the effects of these decisions on economic conditions. The course will teach students how to assess data and prepare data prior to forecasting. To improve forecasting quality, a variety of relevant forecasting approaches will be provided. Students will be provided with essential forecasting approaches and knowledge on how to perform an effective forecasting by the end of the semester. The main objective of this course is to provide both theory and policy decisions, to enable students to analyze and forecast economic conditions, to give an understanding of the important historical features of the fluctuations or cycles, to provide an understanding of business cycle theories, and cycles in specific industries and to present methods of aggregate analysis.					
ECON305	LABOR ECONOMICS	(3, 0, 0)3	6	AE	-	English
Course Content	This course will review theoretical knowledge needed to understand concepts covered in advanced undergraduate level labor economics. The course will begin with a discussion of what labor markets are and the determinants of the supply of and demand for labor. The course will cover special topics of the definition and measurement of population, participation rates, and hours of work. The course will be followed by focusing on labor quality and investment in human capital. Also the wage determination and the allocation of labor will be concentrated.					
ECON311	ECONOMETRICS	(3, 0, 0)3	6	FE	STAT212	English
Course Content	The main goal of this course is to introduce students to the fundamental principles and techniques of econometrics through practical examples. The course will introduce the basis of the classical linear regression model; assumptions, the problems of estimation and inference, violation of the assumptions of the model. The aim of this course is to familiarize students with the basic concepts and techniques used in econometrics with practical applications. To enhance the analytical skills of students to interpret the regression results, the lectures will focus on both the theoretical and empirical aspects of regression analysis.					

ECON404	ECONOMIC DEVELOPMENT	(3, 0, 0)3	6	AE	-	English
Course Content	The course's major aim is to train students to the essential theories and models of development economics so that they may comprehend current development challenges and difficulties in light of these theories and models. It is aimed that after appraisal of these ideas, students would be able to compare and contrast these theories, as well as generate alternate perspectives on the development concerns. Strategies for development and industrialization, their role of agriculture in financing development, foreign trade and development, economic planning are the major topics that will be covered in this course.					
ECON444	CONSTRUCTION ECONOMICS	(3, 0, 0)3	6	AE	-	English
Course Content	Construction economics – like pure economics, its mainstream equivalent – is concerned with the allocation of scarce resources. This is far more complex than it at first appears. Many of the world's resources are finite, yet people have infinite wants. This course is designed for students from many backgrounds: architecture, surveying, civil engineering, mechanical engineering, property development, structural engineering, construction, project or estate management, property development, conservation, environment, business administration, public administration, international relations, banking and finance and, even, economics. An important aim of this course is to draw out comparisons and clarify the unique nature of the industry.					
ECON445	ENERGY ECONOMICS	(3, 0, 0)3	6	AE	-	English
Course Content	Main concentration of the course is to concentrate on delivering a clear and in-depth explanation of the fundamental issues in energy economics. The course aims to give the students a solid understanding of the basics and help them develop innovative solutions to problems that vary in subtle ways from country to country, from market to market and from company to company. Mentioned problems are such as moving from vertically integrated monopoly utilities to competition in electricity supply industry, to multiple actors, competing interests, conventional and irrelevant optimization problems.					
FINA211	INTRODUCTION TO BANKING AND FINANCE	(3, 0, 0)3	6	AE	-	English
Course Content	This course combines the study of modern economics with banking and finance. In this course, the nature and organization of depository and non-depository financial institutions are presented. The course teaches the basics of the money and capital markets, types of securities, focuses on the importance of the personal financial planning process and establishing financial goals. The course explains interest rate determination and the relationship between interest rates and term structure. Understanding the role of financial institutions in asymmetric information, transaction cost, adverse selection, moral hazard and market efficiency are also among the objectives of the course. The course provides the introductory basics on the corporate finance, portfolio diversification and time dimension of investments.					
FINA315	PROJECT MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to provide the students with basic information and knowledge about planning, initiating, implementing and controlling projects. The course provides theoretical knowledge and practical skills – qualitative and quantitative – required for successful planning and conduct of projects. On successful completion of the course, students will have acquired knowledge and skills of Project Management, indicate the importance of both socio-cultural and technical issues in the successful management of a project, planning, initiating, implementing and controlling projects, apply modern project management techniques and tools within a professional area of expertise.					

FINA321	BUSINESS FINANCE	(3, 0, 1)3	6	FE	-	English
Course Content	This course covers fundamental concepts of financial management; financial institutions and money markets; analysis of financial statements; discounted cash flow analysis; project cash flow analysis; analysis of flow of funds; risks and returns. In this course, students will acquire knowledge in such topics; fundamentals of financial management, financial statements, taxes and corporate cash flows, analyzing and interpreting financial ratios by using financial statements; the time value of money; discounted cash flow valuation; interest rates and bond valuation; equity markets and stock valuation; net present value and other investment principles. By completing this course, students will be able to apply financial models to make capital investment decisions.					
FINA322	INVESTMENTS AND PORTFOLIO MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	This course examines the corporate's investment decisions, estimation of risk and return, valuation methods and portfolio theory, determining the cost of capital and alternative financing options. In this course, students will acquire knowledge in such financial topics; the fundamentals of investments, asset classification and financial instruments; financial securities' markets; equity instruments valuation; investing into mutual funds and hedge funds; the financial portfolio risk and return relationship; the methods of efficient diversification; Capital Asset Pricing and Arbitrage Pricing Theories; and The Efficient Market Hypothesis. By successful completion of the course, students will have acquired knowledge of fundamentals of investments and financial portfolio management.					
FINA405	PUBLIC FINANCE	(3, 0, 0)3	6	AE	-	English
Course Content	Public finance is the branch of economics that analyzes the public sector or the role, rationale, objectives, and consequences of government intervention in the economy. This course will apply the tools of economics to analyze what the government does and what it ought to do. The course will cover topics such as: Public Goods and Public Choice, Externalities, Cost Benefit Analysis, Social Insurance Health Care and Social Security, Education and National Defense, Income Redistribution, Taxation and Efficiency, Efficient and Equitable Taxation, The Personal Income Tax, The Corporation Tax, Taxes on Consumption and Wealth, Deficit Financing.					
FINA407	INTERNATIONAL FINANCE	(3, 0, 0)3	6	AE	-	English
Course Content	The aim of this course is to familiarize students with the operations of global financial markets and the analysis of financial decisions of multinational firms. By the end of this course, the student will have gained knowledge about special financial problems of corporations operating in more than one country, including decisions to invest abroad, forecasting exchange rates, measuring and managing exchange risk, international capital movements and portfolio diversification, the management of international working capital and the tools used in multinational fixed asset decisions.					
FINA408	FINANCIAL DERIVATIVES	(3, 0, 0)3	6	FE	-	English
Course Content	The aim of this course is to teach the students the key concepts about derivatives and how they are used for hedging and speculation. The course covers the mechanics of Futures Markets; option markets and swaps. Under these topics the features of futures, options and swaps are examined in detail. The course covers arbitrage trading using futures, trading strategies of options and valuation, mechanics of interest rate swaps and using swaps to transform assets. In this course continuous compounding and zero interest rates are introduced to students.					

FINA411	FINANCIAL STATEMENT ANALYSIS	(3, 0, 0)3	6	FE	-	English
Course Content	The aim of this course is to teach students the analysis and interpretation of actual financial statements. Its premise is that students are better prepared to read, understand and analyze the financial reports when learning is not based on over simplified financial statements. Financial statements, balance sheet, income statement, statement of shareholder's equity and cash flow statements are studied in detail. This course introduces the students to topics such as making trend and ratio analysis, by identifying liquidity and profitability of the companies.					
FINA416	FINANCIAL RISK MANAGEMENT AND INSURANCE	(3, 0, 0)3	7	FE	-	English
Course Content	The aim of this course is to teach the students the basic concepts of risk management and insurance. The course introduces students to different branches in insurance. The course analyses catastrophic losses, moral and ethical problems and risk management problems faced in the field of insurance. In specific the course aims to familiarize students with the basic concepts of risk management and insurance; to create awareness risk exposure to losses and to teach the students the basic concepts of choosing the right techniques required in preparation of a risk management plan.					
HIST211	HISTORY OF CIVILIZATIONS I	(3, 0, 0)3	6	AE	-	English
Course Content	World History is distinct from traditional Western Civilization in that it is lengthier in historical perspective and has a larger geographic extent. The earliest tribal societies in human history are covered in this lesson. The formation of civilization cradles, the rise and fall of classical cultures, contacts between classical and nomadic peoples, and the emergence of major world religions will all be taken into account when discussing the ancient period. At the end of this course, the students will learn descriptive and analytic historical perspectives, and read the historical development of Civilization through the perspectives. They will also learn modern law, modern state, current economic systems and the origins of the modern political systems and their historical development processes.					
HIST212	HISTORY OF CIVILIZATIONS II	(3, 0, 0)3	6	AE	-	English
Course Content	This course will cover Aegean Region and Geography: Crete; Civilizations of Miken and Minos; Akalar and Aegean Migrations; The World of Greeks after the Dorians and the Dorians; Greek Middle Age and Feudalism; Archaic Period, Hellenistic Period States; Civilization of Hellenism; Roman Political History and Civilization: Kingdom, Republican, Imperial and Roman Civilization. Also from roughly 1600 to the present, the important events in world history are covered in this course. It will emphasize the growing interdependence and interconnection of the planet. Nationalism, imperialism, the two world wars, decolonization, the Cold War, globalization, and prerequisites for global citizenship are among the topics covered.					
ILAW211	PRINCIPLES OF LAW AND ETHICS	(3, 0, 0)3	6	FE	-	English
Course Content	This is an introductory course in which basic concepts and general principles of law, as well as issues concerning the Turkish legal system, are studied in order to provide an introduction to legal concepts and institutions that will serve as a foundation for other courses dealing with legal studies. The main topics to be studied are the concept of "law", the sources of law, the different branches of law and the application of law. Additionally, this course will encourage critical thought and ethical argumentation about current ethical questions and technical problems that arise in international business.					

ILAW311	INTERNATIONAL LAW	(3, 0, 0)3	6	FE	-	English
Course Content	This course is designed to cover the main aspects of public international law and the international legal system. A range of topics will be discussed to learn how international law, norms and processes interact with states, organizations and individuals. Subjects include the sources of international law, how it is created and applied, who are the main actors in international legal processes and how these are changing in today's globalized world, the interaction of international law and domestic law, the growing area of individual rights and obligations in the international arena affecting human rights, the conduct of states and officials in war and conflict situations, and how international law and institutions relate to development, the environment, trade and peace and security.					
MARK202	CONSUMER BEHAVIOR	(3, 0, 0)3	6	FE	-	English
Course Content	An understanding of how and why consumers behave in a particular way is very essential for creating better suited marketing strategies. The aim of this course is to provide the basic concepts of consumer behavior, examine these concepts in relation to consumer decision processes, and explain how consumer research instruments are used to gain insights about consumers' decisions. The course focuses on factors such as personal, psychological, social, or cultural aspects of behavior that affect consumers. The course also focuses on the role of consumer behavior in marketing studies.					
MARK204	ADVERTISING AND PROMOTION	(3, 0, 0)3	6	FE	-	English
Course Content	This course provides a basic overview of the principles and practices of advertising and other types of promotion strategies and how they are executed. The course is designed to address the importance of advertising processes for communication with and marketing to the audience. Specific topics of this course include the understanding of integrated marketing communications (IMC), strategic promotion planning, preparing creative briefs, learning perspectives on consumer behavior and communication process, developing creative strategies, media planning and measuring effectiveness of the promotional efforts.					
MARK205	DIGITAL AND SOCIAL MEDIA MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to introduce the building blocks of marketing concepts with a focus on Digital and Social Media communication. Businesses have realized that creating customer value to develop long lasting customer relationships require reaching customers not only through traditional mediums but also through digital and social media platforms. Therefore, this course will focus more on the non-traditional media and channels for marketing such as internet, wireless devices, and other digital platforms as well as the digital tools used in together with these channels.					
MARK303	MARKETING MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to provide students with the fundamentals of marketing from a managerial perspective and teach them how to design and implement the best fit between an organization's marketing efforts with the organization's overall strategy for the target markets. By focusing on the core marketing management activities of planning, implementation, leadership and control, the course also aims to equip students with the skills to apply analytical concepts and tools of marketing to make strategic decisions such as segmentation and targeting, differentiation, positioning, branding, pricing, distribution, and promotion.					

MARK305	BRAND MANAGEMENT	(3, 0, 0)3	7	FE	-	English
Course Content	Brands are among the most valuable assets of businesses. Brands help consumers to understand the value of products as well as differentiate goods or services in the eyes of the consumers, resulting in positive financial outcomes if managed effectively. This course aims to provide the students with the basics of brand-related concepts and theories. How a brand is created, promoted and developed will be taken into account by both conceptual and analytical frameworks. Students are expected to develop the necessary knowledge and skills for creating, measuring, maintaining and growing the equity of a brand and understand the similarities and differences between local and international brand management.					
MARK306	INTEGRATED MARKETING COMMUNICATIONS	(3, 0, 0)3	6	FE	-	English
Course Content	Integrated marketing communications (IMC) is a process by which organizations integrate and coordinate different forms of brand and marketing offering-related communication in a clear, relevant, and consistent way to customers and other stakeholders through the use of both traditional and non-traditional tools. The course aims to provide students with the basics of IMC concepts and equip them with the knowledge and skills related to concepts such as the principles of branding and communications theory, the promotional mix, the formulation of an IMC plan, and the identification of ethical, social, and legal implications of integrated brand messages to stakeholders. It also focuses on how to apply these in creating IMC campaigns.					
MARK308	PUBLIC RELATIONS	(3, 0, 0)3	6	FE	-	English
Course Content	The course introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts. In this course, developing, implementing, and evaluating public relations strategies will be examined. The course provides insights on understanding an organization's internal and external environment; as well as identifying and addressing public relations situations that emerge in these environments. The main topics of the course include public opinion and public perception assessment, conducting research for PR planning, aligning PR campaigns to organizational goals and culture, PR implementation and evaluation processes, and formulation of strategies and tactics in organizations' relationships with the public.					
MARK313	PRICING STRATEGY AND ANALYSIS	(3, 0, 0)3	6	FE	-	English
Course Content	Pricing is the only element of the marketing mix that generates revenue directly. Accordingly, it is one of the crucial strategic decisions businesses deal with for maximization of profits. Organizations and marketing professionals today face many challenges in optimizing pricing strategies, processes and tactics to acquire and retain consumers. In order to tackle the day's challenges, this course will provide the students with the basics of pricing concept and pricing strategies to help students understand and use the concepts when making pricing decisions.					
MARK401	MARKETING ANALYTICS	(3, 0, 0)3	6	FE	-	English
Course Content	This course provides the students with the concept of marketing analytics and the ways to implement them to build customer relationships. Marketing analytics helps businesses provide solutions to marketing decision problems through examining data. The emphasis of the course is on the planning, designing, applying, and managing of a marketing database and utilizing the tools and techniques for analyzing the transactional and promotional activities as well as database design, scalability, strategies for searching and retrieving, and marketing-specific applications. It also highlights the role of the database in an organization's marketing strategy. The course further addresses the privacy of data regarding ethical and technical issues.					

MARK402	DIGITAL CAMPAIGNS	(3, 0, 0)3	6	FE	-	English
Course Content	The course is designed to enhance student's knowledge of digital media and how it affects society and industries. It focuses on the ways to use this knowledge with the proper tools to interpret and analyze the digital environment to create and execute successful digital campaigns. The course will include concepts such as networking, online communities, sharing, collaborative practices, user-generated content, crowdsourcing, and gamification. The students are expected to create a plan for a digital campaign by the end of the course through the use of digital marketing tools such as Google Analytics, Facebook Ads and the like.					
MARK404	MARKETING RESEARCH	(3, 0, 0)3	7	FE	-	English
Course Content	Research is one of the important aspects of marketing management as it is the main source of information to make marketing decisions effectively. This course provides students with the fundamentals of research and its processes, namely problem definition, research design, implementation, analysis and reporting of results. This course is designed for giving scientific methods & techniques used for the systematic data gathering, recording & analyzing data about problems related to marketing of goods and services. Students are expected to have basic knowledge of statistical analyses to analyze and interpret findings.					
MARK405	CONTENT CREATION AND MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	Content marketing focuses on content creation to further develop an organization's brand on digital media platforms with the purpose of engaging users through creating and delivering clear messages to build meaningful relationships with the target audience, build a loyal customer base, and to increase the organization's profitability in turn. This course aims to provide the students with the basic concepts of content marketing and to equip them with the skills to develop and execute a successful content marketing plan, especially on digital platforms.					
MARK422	SALES MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	Examining the components of a strong sales force as a crucial element of the organization's overall marketing strategy is the aim of the sales management course. The course will deepen students' comprehension of the scope and possible influence of marketing in attaining its broad objectives. Understanding the sales process, the connection between marketing and sales, the structure of the sales force, customer relationship management (CRM), using technology to increase the effectiveness of the sales force, and problems with hiring, selecting, training, motivating, compensating, and retaining salespeople are among the course's objectives. Through an interactive project that is completed throughout the course, students learn how to apply the discussion themes.					
MARK426	SERVICES MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	This course is designed for addressing the distinct needs and challenges of managing services and delivering quality service to customers and to prepare students to be successful managers in this increasingly service-oriented economy. It aims to help students understand the unique characteristics of services, the marketing challenges created by these characteristics, and effective ways to address these challenges. Examining the distinctions between the marketing of goods and services, services marketing expands the typical strategic marketing mix to include new components that are suited for the unique characteristics of services.					

MARK428	SUSTAINABLE MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to provide a comprehensive framework for learning about sustainability issues as a part of marketing strategy in the business and public sector. Students will study about how business affects the world's limited resources, how marketing has influenced consumer behavior, and how marketing needs to adapt in order to be a useful instrument for generating good social value. Some topics of the course includes market communication, environmental strategy and sustainable supply chain management. In this course, students will be provided with tools for critical analysis of marketing activities from a sustainability perspective. The course also reviews global trends and issues that influence sustainable product success.					
MARK429	BUSINESS TO BUSINESS MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	This course provides the basics of marketing goods and services in organizations that market to other organizations. The course is suitable for individuals interested in business-to-business (B2B) marketing as well as in consulting, manufacturing, and in nonmarketing functional areas of B2B firms. The course emphasizes the tactical aspects of business marketing and conceptual and strategic elements. Students will gain knowledge of consumer behavior, consumer insights, marketing research, branding and product management, pricing, distribution, integrated marketing communications, and international marketing.					
MARK430	BIG DATA AND MARKETING ANALYTICS	(3, 0, 0)3	6	FE	-	English
Course Content	This course introduces a variety of modern marketing data sources, and discusses how the data can be used in practice, and how to use statistical marketing models to evaluate the impacts of marketing-mix, and manage customer lifetime value. The goal of the course is to introduce students to the marketing analytics tools. To help them make wise marketing decisions, businesses have been compiling enormous datasets. Examples include customer purchase history data from retail scanner panels, data from loyalty programs tracking purchases made in various promotional settings, and social network and internet shopping history data. The course combines a variety of marketing data sources to demonstrate how to manage client lifetime value and evaluate the effects of marketing mix using statistical marketing models.					
MARK431	PERSONAL SELLING AND SALES MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	This course provides the basics of selling and guides the student to explore and understand successful sales and sales management behaviors. The course will focus on professional selling theory and approaches, presentation skills, and sales management techniques. Course topics include the selling process, the buying process, creating value in buyer-seller relationships, prospecting, sales call planning, communicating the message, negotiating for win-win solutions, closing the sale, as well as how to motivate, compensate and train sales people.					
MARK432	THEORY AND MARKETING THOUGHT	(3, 0, 0)3	6	FE	-	English
Course Content	This course provides theoretical and applied perspectives on marketing theory and concepts including the historical development of marketing thought, and contemporary debates on theory and practice in specialist areas of the discipline. The course aims to provide substantial insights into the foundations and evolution of marketing and to foster skills in critical thinking, synthesis and articulation of ideas and arguments. The purpose of this course is to increase students' understanding of marketing theory. The primary marketing theories are the emphasis of the course. The course is more theoretical than normative and descriptive in nature. The course emphasizes marketing as a science and classical and modern marketing ideas rather than best practices for marketing.					

MARK433	CORPORATE SOCIAL RESPONSIBILITY	(3, 0, 0)3	6	FE	-	English
Course Content	In this course, students are introduced to the concept of corporate social responsibility, which involves an examination of whether organizations should expand their focus from serving stockholders to also considering the impact of the firm's activities on diverse stakeholders. With a focus on cross-sector alliances, the value of social finance and its connection to corporate responsibility, as well as other pertinent developments, the course will thoroughly study the development and modalities of corporate social responsibility (CSR). This course investigates how CSR is currently applied while taking into account interactions with the public sector and nonprofit sector.					
MARK434	FASHION MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	The course will provide fundamentals of marketing in apparel and related industry. Study of consumers and consumer choices in today's complex, ever-changing fashion marketplace. Consumer rights, responsibilities, and diversity considered. Basis for informed and wise consumer decisions. The distinctive manner in which fashion products are marketed is a major focus of this course. With a focus on the intersection of design, creativity, and the commercial imperative, key marketing theory is examined. The goal of fashion marketing course is to provide awareness about how to recognize and meet consumer wants.					
MARK435	DISTRIBUTION CHANNEL MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to introduce current theories and practice in distribution channels management through learning of relevant frameworks. Students will attempt to understand the motivations and behaviors of channel members and effective management of distribution channels as well as how to make informed decisions. The course will combine concepts and ideas from other marketing issues and concepts to comprehensively grasp the linkage of distribution with other marketing functions. The enormous assortment of products and services are made available to customers through a variety of channels, which are the subject of this course. Customers today anticipate more and better channel options in the age of globalization in order to access goods from around the globe. Distribution channels are a crucial component of company strategy that, when designed effectively, enables businesses to gain a competitive edge over their rivals. Globalization and new technologies have significantly changed how and where clients choose to use marketing channels. It will be covered in general terms how a company hopes to accomplish its distribution goals for its target markets.					
MARK437	MARKETING OF NON-FOR PROFIT ORGANIZATIONS	(3, 0, 0)3	6	FE	-	English
Course Content	This course examines the marketing principles of mission-driven organizations, specifically nonprofits and government agencies. Public and nonprofit marketers face unique marketing challenges and this course will address these challenges of nonprofit and public sector marketers, providing students with an introduction to marketing theory. It will also equip students with practical experience in developing a strategic marketing plan, influencing the attitudes and behaviors of diverse stakeholders, leveraging social media and other emerging technologies, and other skills relevant to nonprofit and public sector marketers.					
MARK438	SPORTS MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	This course is designed for students who are interested in sports marketing through understanding of the marketing tools (e.g., research, segmentation) for sports marketing, the perspectives of participants and spectators as sports consumers, and the marketing mix options for sports products. This course covers three basic components of sports marketing: (1) the use of sports as a marketing tool for other products; (2) the marketing of sports products; and (3) the emerging considerations relevant for both marketing through and the marketing of sports.					

MARK440	SPECIAL TOPICS IN MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	<p>The purpose of this course is to familiarize students with the special problems that arise while marketing technological items (as opposed, for instance, to marketing consumer packaged goods). The challenges that influence choices in the design, development, and positioning of goods in the high-tech industry will be the main topic of discussion. Students have the chance to thoroughly research a certain marketing-related issue in this course. Business-to-business marketing, sales marketing management, and integrated marketing communication are examples of potential themes. Depending on the subject, the course may include student presentations, guest lectures, empirical research projects and papers, as well as critical assessments of chosen journal articles. Selected topics on marketing will be critically analyzed and discussed.</p>					
MARK441	CRISIS MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	<p>This course focuses on the Crisis Management process by which organizations deal with the consequences of the contingencies that could harm the organization, its stakeholders and the society in general. It aims to provide students with the knowledge and skills necessary to manage crises especially in the age of digital media and prepare a successful Crisis Management Plan and Media Strategy. The course will cover topics such as foundations to predict potential crises and establish avoidance methods to reduce the damage and the impacts of crisis on the organization, individual, society and other stakeholders.</p>					
MARK442	DESIGN AND CREATIVE THINKING	(3, 0, 0)3	6	FE	-	English
Course Content	<p>This course provides the basics of creative thinking and design, the processes of product design and development, ideas generation, problem solving techniques and design foundation. It also includes introducing elements and principles of visual design. Students can develop a creative and innovative practice that lasts a lifetime with the aid of the Creativity and Design Thinking Program. It will assist you in overcoming creative obstacles and generating new ideas on a consistent basis through the use of daily application exercises and habit-forming routines. The course focuses on providing students with experience in problems solving skills through assignments and projects.</p>					
MARK443	INFLUENCER MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	<p>The world has been changing as technology enables further development of digital platforms. Many businesses today use the opportunities offered by social media. Influencer Marketing has emerged as an important promotional strategy and its use has been widespread today. This course examines the concept of influencer, the ways to become one, and how organizations can use the influence of others to build powerful and profitable brands. The students are expected to create influencer marketing plans on social media for organizations to use the necessary skills and knowledge gained in this course in practice.</p>					
MARK444	EMERGING TRENDS IN DIGITAL MEDIA AND MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	<p>The course will focus on the emerging trends in digital media and the implications it has for marketing. With the pace of technological changes in today's world, keeping up with the trends, especially regarding the changes in needs, wants and preferences of the consumers, will help organizations to stay ahead of the competitors. The topics of this course include contemporary concepts such as Internet of Things (IoT), Virtual Reality (VR), Artificial Intelligence (AI) and the like to learn how these concepts are being used today and what kind of opportunities they may lead to in the future.</p>					

MARK445	INTERNATIONAL MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	The course emphasizes the marketing management problems in the international environment. It focused on techniques and strategies required to implement a marketing concept into today's international marketplace. The primary subjects covered in this course include standardization vs. adaptation, marketing communications, worldwide branding and advertising, exporting, managing and logistics. This course aims to make you aware of the value of evaluating marketing management strategies from a global perspective while introducing you to the marketing practices of businesses looking for market opportunities outside of their own nation. It further highlights the significance of international markets to multinational firms.					
MARK446	MEDIA MANAGEMENT	(3, 0, 0)3	6	FE	-	English
Course Content	The course focuses on management and leadership in media. It provides the students with an understanding of production of a television show or podcast or other new media forms and the necessary skills and knowledge for content creation in media platforms. Media Management includes studying of concepts such as human resources in a media environment, marketing media platforms in a competitive environment, legal and procedural aspects in traditional and digital media, theoretical aspects to media leadership and content creation, with emphasis on use of social media for promotion and marketing.					
MARK447	MOBILE MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	People all around the world today spend more time on mobile devices than other traditional devices such as the TV, which makes the mobile devices and platforms significant channels for businesses to reach consumers. The course provides the students with an understanding of the mobile technologies, awareness of the evolving options available, their relationships to the marketing objectives of organizations, and creation of effective campaigns that utilizes the opportunities created by the mobile technologies. It helps students understand how mobile technologies has been changing the marketplace. Some of the mobile media platforms covered in this course are application stores (including AppStore, GooglePlay), Google, Facebook, Instagram, Amazon, Twitter, LinkedIn, Whatsapp and the like.					
MARK448	NEW MEDIA THEORY AND TECHNOLOGIES	(3, 0, 0)3	6	FE	-	English
Course Content	This course examines the multiple histories, practices and profound cultural, economic and political effects of new media on society. It investigates media regarding material objects, virtual interfaces, and mass communication and networked technologies with a particular focus on the produced cultural effects. The course covers topics such as: race and labor, changing notions of human subjectivity, and broader questions surrounding hardware and software, the question of the medium, and the impact of networks.					
MARK449	POPULAR CULTURE AND MEDIA	(3, 0, 0)3	6	FE	-	English
Course Content	This course provides the fundamentals of the field of cultural studies. It provides students with a range of key concepts in media and mass communication studies, with the goal of providing a theoretical structure to support critical analysis of contemporary cultural trends. On the other hand this course serves as an introduction to the discipline of cultural studies and examines two literary genres: the mass-produced entertainments of popular culture and the critical and scholarly labor of cultural studies. You must be able to identify and appreciate your viewing abilities as well as deconstruct the presumptions and habits they hide from view in order to comprehend the critical readings in this course. In addition to learning to understand popular culture, you also need to retrain yourself and become aware of the skill sets you have internalized. This course will enable you to successfully balance reading both the important and the amusing.					

MARK450	SEARCH ENGINE OPTIMIZATION AND MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	This course provides the essentials of a website's structure, how search engines work, how to effectively choose competitive keywords, writing website content, code optimization, link building, social media and some advanced optimization techniques. The course aims to provide the students with the skills to effectively use and optimize a website, rewrite HTML codes, choose competitive keywords, create copies, utilize images and other media, and build a successful linking plan for ranking higher in popular search engines to achieve efficient optimization.					
MARK451	WEB ANALYTICS AND DIGITAL MARKETING	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to examine the impact of the Internet, digital and social media, and emerging technological innovations on the marketing of goods and services. It examines consumers' response to innovations and new technology adoption processes. The course will cover topics such as digital technologies and their impact on customer acquisition, customer retention and customer development. It will also emphasize the use of web analytics tools such as Google Analytics, Facebook insights and the like for preparing better suited advertising on digital platforms.					
MGMT113	INTORODUCTION TO BEHAVIORAL SCIENCE	(3, 0, 0)3	6	AE	-	English
Course Content	Behavioral science is a branch of the cross-disciplinary sciences which encompasses the various disciplines that explores the cognitive processes within organisms and the behavioral interactions between organisms in the natural world. The main goal of this course is to bring together perspectives of psychology and sociology. The course introduces behavioral aspects of societies, groups, and individuals, behavior at work, interpersonal relationships, well-being and health and ability to show empathy to others. The course, overall, will attempt to foster interest in behavioral science as well as scientific curiosity in a fun, supportive and intellectually stimulating environment.					
MGMT202	INTERNATIONAL COMMERCE	(3, 0, 0)3	6	AE	-	English
Course Content	In today's interdependent world, students must have a working knowledge of international commerce. Students who complete this course will be better equipped to comprehend the global economic, political, cultural, and social context in which businesses operate. The many functions of an international firm will be evaluated for their unique roles while the strategies and organizational frameworks of international business will be examined. Additionally, it will teach students how to develop and implement plans, strategies, and tactics that will help them thrive in international business endeavors. The course focus on the trade theories (no trade model, Ricardian model, Heckscher-Ohlin theory, factor price equalization theorem, Stolper Samuelson theorem, Rybczynski Theorem), international trade and its importance, compares free trade with autharky, and looks at policy implications.					
MGMT205	BUSINESS LAW	(3, 0, 0)3	6	AE	-	English
Course Content	This course focuses on the legal and moral foundation of business. Examining contracts, negotiable instruments, sales law, criminal law, tort law, uniform commercial code, and court systems. After completing the course, the student should be able to recognize ethical and legal concerns that occur in business decisions and the relevant legal requirements. It Introduces the sources and basic principles of the law as it relates to business, the Constitution, sources of the law, business ethics; and studies a variety of applications of the law in contracts, torts, agency, and government regulation of business.					

MGMT351	NEW VENTURE CREATION	(3, 0, 0)3	6	FE	-	English
Course Content	Starting a new company is a difficult and demanding undertaking. The path to entrepreneurship success is long, twisting, and full of traps, stumbling blocks, and wrong choices. The high failure rates for new initiatives serve as an example of the substantial risks associated with beginning a new firm. This course examines the principles, techniques, and uses of accounting in the planning and control of business organizations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, and Activity Based Costing (ABC). Related theory and application will also be reviewed.					
MGMT352	BUSINESS PLAN	(3, 0, 0)3	6	FE	-	English
Course Content	Students will be able to understand the steps involved in starting a new business, as well as topics like the market and target audience, value proposition and product development, rivalry, marketing and sales, monetization, financial projections, structure, operations, financing, and legal issues. The course provides students with an opportunity to develop business enterprise skills through team working on an entrepreneurial business proposal. It takes an 'action learning' approach and is 'student-driven'. The goal of this course is to better equip aspiring business owners to formalize and pitch their ideas to a range of audiences, including possible funders like banks, other lending institutions, governmental organizations, and venture investors.					
MISY301	MANAGEMENT INFORMATION SYSTEMS	(3, 0, 0)3	7	FE	-	English
Course Content	This course provides an in-depth look at how business firms use information technologies and information systems to achieve corporate objectives. Upon completion of the course, the student should understand and assess the role of Information Systems in achieving competitive advantage in the ever changing business world of today. Main topics are: Information systems in global business today, global e-business, information systems, organizations and strategy, foundation of business intelligent, achieving operational excellence and customer intimacy, e-commerce, enhancing decision making, managing global systems.					
MISY302	WEB APPLICATIONS DEVELOPMENT	(3, 0, 0)3	6	FE	-	English
Course Content	This course studies the science and engineering of today's World Wide Web. The languages, protocols, services and tools that enable the web, in order to understanding of all the pieces of the distributed computing puzzle will be studied. Emphasis will be placed on new and emerging technologies of the Web. Web-based applications must be implemented in order to function properly in modern information systems. The course equips students with the knowledge and abilities required to build dynamic web apps and gets them ready for other advanced computer technology courses. Students will learn how to control data read and write access using methods, publish and subscribe. They will also learn how to access your database and server shells using command line tools.					
MISY402	INFORMATION SYSTEMS SECURITY	(3, 0, 0)3	6	FE	-	English
Course Content	The Information Systems Security course enables students to learn security concepts and understand how IT related risks can be minimized through security and control measures. Students will also develop an understanding of some important regulatory requirements. The course assumes the students to have a preliminary knowledge of computers and the internet. The course will enable students and/or professionals, interested in information security, risk and compliance, develop the knowledge and skills required to pursue careers as internal and external IS auditors, information security professionals, consultants, among others.					

PHIL101	INTRODUCTION TO PHILOSOPHY	(3, 0, 0)3	6	AE	-	English
Course Content	<p>Birth of Philosophy, Philosophical Disciplines, History of Science, Epistemology, Philosophy of Science, Kuhn's Criticism on History and Philosophy, Philosophy of Social Sciences, Discrimination of Natural/Social Sciences, The Birth of Modern Philosophy, The Disciplines of Modern Philosophy, Social Sciences in point of view of History of Science, Culture, Modernity, Postmodernity, Foucault's Critique of Modernity. Plato, Aristotle, Augustine, Aquinas, Descartes, Hume, Kant, Hegel, Marx, Kierkegaard, and Sartre are just a few of the notable philosophers whose works are highlighted in Introduction to Philosophy, which also examines the fundamental issues and techniques of philosophical inquiry. The nature of philosophy, the nature and bounds of human knowledge, the existence and nature of God, the extent and bounds of human freedom, the distinctions between right and wrong behaviour, the nature of the good life, and the significance and worth of human existence are all discussed.</p>					
PSIR201	HISTORY OF POLITICAL THOUGHT-I	(3, 0, 0)3	6	FE	-	English
Course Content	<p>The course explores some of the most influential political thinkers before the European Renaissance. It starts with by concentrating on political debates and arguments of the pre-Socratic philosophers and their criticism by the Socratic tradition and continues to survey the history of modern political philosophy. In doing so it attempts to find answers to the fundamental questions of political science. What is government? Why do people want to live under a government? What makes a government legitimate in the eyes of the people? Having covered the philosophers of the ancient world like Socrates, Plato and Aristotle the course moves on to the intellectual tradition of the Hellenistic world and mediaeval philosophical tradition. Then it covers the 17th and 18th century's political philosophy, and considers the Scientific Revolution, the Renaissance and the Reformation and their impact on modern times. While the course focuses on political philosophers in a chronological order it pays specific attention to the questions of nature, human essence, justice, freedom and equality.</p>					
PSIR202	HISTORY OF POLITICAL THOUGHT-II	(3, 0, 0)3	6	FE	-	English
Course Content	<p>This course concentrates on the history of political thought from the sixteenth century onwards and aims to find answers to fundamental questions of politics. In its chronological coverage of political theories, it raises the following questions. Why do societies need governments? Where does the government derive its legitimacy from? What should be nature of the power of government? How much power should government have? Should government have extensive or limited power? The main themes of political thought like reason, freedom, obedience, political obligation, society, state and sovereignty will be critically analyzed through the study of the works of Machiavelli, Hobbes, Locke, Jan Jack Rousseaux, Marx and Mill among others. In analyzing the views of political theorists the course aims to move beyond their views and political visions and attempt to see what lessons we can draw from them in order to understand the contemporary world and contribute to a peaceful co-existence in it.</p>					
PSIR204	COMPARATIVE POLITICS	(3, 0, 0)3	6	FE	-	English
Course Content	<p>This thematic course aims to introduce students to the central theories, concepts, methodologies and problems of comparative politics by concentrating on domestic politics and political issues in different countries. One of the main focus of the course is to analyze various forms of democratic and authoritarian regimes in different parts of the world. The course examines the conditions under which authoritarian regimes democratize and democratic regimes consolidate. Having defined the subject matter of the comparative politics the course focuses on the nature of the state, identity, comparative party and electoral systems, political participation, state-society relations, political culture and the process of democratization.</p>					
PSIR211	POLITICAL SOCIOLOGY	(3, 0, 0)3	6	FE	-	English
Course Content	<p>This course is concerned with how social and political factors interact and shape our societies. Power and authority as the main concerns of politics exist within the context of a variety of settings ranging from family, school, nation-state to the global economy. The course focuses on political issues from a sociological perspective by using sociological concepts and theories. In exploring the social origins of the state, power, authority, civil society, capitalism, social welfare, social movements etc. The course starts with a survey of sociological theories that constitutes the basis of political sociology and explores how differently they have conceptualized power, authority and legitimacy. Another consideration of the course is to investigate the origins of the nation-state in different contexts and its relationship to the rise of capitalism. The relationship between citizenship, capitalism, democracy and civil society would be explored. A particular attention will be given to the socio-economic cleavages and power struggles in society that have implications for the nature of political parties, elections and social movements. The final central issue to be considered in the course is the impacts of the rise of multinational corporations, media and globalization on politics and democracy.</p>					

PSIR212	POLITICS OF DEVELOPMENT AND DEVELOPING COUNTRIES	(3, 0, 0)3	6	FE	-	English
Course Content	This course aims to provide an introduction to the study of the politics of development and the developing world. It introduces students to the key theoretical perspectives and conceptual frameworks through a wide-ranging analysis of contemporary issues in Third World development. By using an interdisciplinary approach, the course hopes to explore the nature of structural changes taking place in the developing world. It will cover a variety of development problems and issues and explore different interpretations of such issues. The first part of the course focuses on definitions and theories of development, providing an historical account of the evolution of development theory and practice in recent decades. The second part of the course concentrates on key development strategies by paying specific attention to the role of state and international agencies.					
PSIR214	THEORIES OF INTERNATIONAL RELATIONS	(3, 0, 0)3	6	FE	-	English
Course Content	This course is designed to provide a sound basis for the analysis of international and global affairs. By providing a comprehensive coverage of the theories and practices of international relations it critically analyses the main differences between positivist, normative and constructivist approaches. In doing so it first the course focuses on the debates between realism, liberalism and neo-liberalism on their subtle differences on the nature, identity and behavior of the state as well as their main concepts and assumptions. By concentrating specifically on the last fifty years of the international system the course also critically analyses Marxist, structuralist, critical and feminist views of the global politics. Finally, a critical analysis of the social constructivist theory which attempts to find a third way between the normative and positivist theories will be provided					
PSIR220	COMPARATIVE GOVERNMENT	(3, 0, 0)3	6	FE	-	English
Course Content	This course deals with different ways of governing societies. By examining a wide range of countries it explores the main reasons for their diverse ways of governing the states and their societies. Through a critical analysis of the theories and ideologies that underpin the variety of policies the course highlights the main differences between state structures in a number of countries. The case studies of the countries like the United States, the United Kingdom, France, and the Russian Federation as well as other countries aim to analyze different forms of politics and governance and political behavior. The course compares policies, processes, political structures, key governmental institutions and their functions in the selected case studies with the aim of highlighting the impact of government on peoples' lives.					
PSIR301	INTERNATIONAL ORGANIZATIONS AND NGOS	(3, 0, 0)3	6	FE	-	English
Course Content	Drawing on mainstream and critical theoretical approaches, the course offers a comprehensive examination of international organizations' political and structural role in world politics. It looks at how various international organizations are structured and run, as well as how they support economic growth, human rights, and environmental protection while upholding global peace and security. International organizations, both governmental and non-governmental, are significant components of the existing system of global governance and play an increasingly crucial role in efforts to address a variety of global issues. The course will explore the roles played by various international organizations in upholding world peace and security, defending human rights, and fostering economic development. Examples of these organizations include the United Nations, NATO, the European Union, and nongovernmental organizations. It details the types and activities of international organizations and provides students with the conceptual tools needed to evaluate their effectiveness. Present and future possibilities for global governance from a broad range of perspectives will be discussed.					
PSIR302	GENDER AND POLITICS	(3, 0, 0)3	7	FE	-	English
Course Content	This advanced course explores a variety of political, social, and economic processes through a gendered perspective. This course explores how politics and public policy both shape and are shaped by women. We examine the history, methods, conclusions, and debate surrounding the study of women in politics and political science using a variety of theoretical and methodological stances. We'll look at research in a number of political subfields, including social movements, legislative studies, voting behavior, and electoral politics. We will examine how sex and gender-based concerns and discrimination interact with other politically significant categories, identities, and forms of marginalization, such as race, class, ideological affiliation, and partisan identification, throughout this course. The class revisits issues of politics and political economy by focusing on various inequalities that govern the lives of men and women in their everyday lives.					

PSIR304	FOREIGN POLICY ANALYSIS	(3, 0, 0)3	6	AE	-	English
Course Content	This course covers the literature, research topics, and current issues in the area of foreign policy analysis -- an identifiable subfield within the study of international relations in political science. Research in this area is designed to answer the question: Why do states do what they do in international politics? The course is organized in a basic "levels of analysis" framework that roughly corresponds to the historical development of the study of foreign policy analysis. Particular attention will be paid to current decision making approaches to foreign policy. The emphasis in the course is on theories of foreign policy, although students will also be exposed to the substance/content of the foreign policies of various countries.					
PSIR305	WAR AND PEACE STUDIES	(3, 0, 0)3	6	FE	-	English
Course Content	This course will introduce students to the contemporary issues of war, peace and conflict resolution. The debates on the nature of war and peace will be analyzed by drawing on political theory. The course will focus on international security and peace through an analysis of intelligence, weapons of mass destruction, terrorism, cybersecurity etc. The relationships between international security, national security and human security will be scrutinized critically. A particular attention will be paid to highlight the historically changing nature of the war and peace. The course would draw on a number of historically specific wars and peace efforts to explore the reasons for the emergence of wars and the factors that influences the long lasting wars. The course will explore the roles of religion, ethnicity, institutions, economics, imperialism in the rise and protraction of wars. It will also consider the factors and institutions that may be influential in conflict resolution and settlement of peace.					
PSIR308	FOREIGN POLICY ANALYSIS	(3, 0, 0)3	7	FE	-	English
Course Content	This course is designed to cover the main aspects of public international law and the international legal system. A range of topics will be discussed to learn how international law, norms and processes interact with states, organizations and individuals. Subjects include the sources of international law, how it is created and applied, who are the main actors in international legal processes and how these are changing in today's globalized world, the interaction of international law and domestic law, the growing area of individual rights and obligations in the international arena affecting human rights, the conduct of states and officials in war and conflict situations, and how international law and institutions relate to development, the environment, trade and peace and security.					
PSIR312	POLITICAL THEORY	(3, 0, 0)3	6	AE	-	English
Course Content	The course's objective is to examine some of the key ideas analyzed by both traditional and modern political thinkers. This course offers an introduction to the major intellectual traditions in the history of Western political thought. It encourages discussions on ideas of some of the major political theorists from the ancient Greeks to the 21st century. The primary focus is on examination of the historical origins of the concepts that establish our understanding of political institutions and practices. Some of the topics included in the course are modern forms of political organizations and concepts such as freedom, equality and justice.					
PSIR313	INTERNATIONAL POLITICS	(3, 0, 0)3	6	AE	-	English
Course Content	An introduction to the academic study of international politics is provided through the course. To establish the theoretical foundation for comprehending and debating global issues, it starts with a fundamental introduction to international relations theories. The discussion of major topics in modern international relations will then shift to the interaction of state actors, non-state actors, and international institutions. The role of some countries in the global system and their interactions with leading powers and international organizations will be analyzed. We will then apply the empirical and analytical information learned in the course's final segment to assess crucial issues on the global agenda, such as the future of globalization and geopolitical conflicts. This course provides students with a deeper knowledge of the conceptual and theoretical tools used in the study of world politics. It further examines some of the contemporary topics in international relations, such as international cooperation, security issues, globalization, international political economy, and humanitarian intervention.					

PSIR314	EUROPEAN INTEGRATION	(3, 0, 0)3	6	AE	-	English
Course Content	This course offers an introduction to European integration. It analyzes the process of European integration since the Second World War and examines basic institutions, policies, and issues of the European Union (EU). The course reviews the origin and historical development of European integration, the theories of the European integration, neo-functionalism, inter-governmentalism and some new approaches, the major institutions and the actors of the EU, the Community's decision-making process, some of the EU policies, and the enlargement process, the foreign, security and defense policy of the EU and economic and monetary union. Furthermore, some issues and debates such as democracy and the economic crisis will be analyzed.					
PSIR401	INTERNATIONAL POLITICAL ECONOMY	(3, 0, 0)3	6	AE	-	English
Course Content	This course provides an interdisciplinary analysis of the global political economy. As such it draws on concepts, theories and approaches from a variety of social sciences including economic, politic, sociology and history. The main focus is the dynamics and key structures of the global political economy. The roots and the nature of the contemporary problems faced by the global system are systematically addressed in the light of the main theories of the international economy. Having considered the question of how the post-war world economy emerged and developed the course focuses on the relationship between domestic political and economic relations. It scrutinizes the nature of trade, production, money and finance and considers their significance for domestic politics and development. Another main concern of the course is the relationship between domestic economy and politics with the international system and international organizations. Globalization and the rise of transnational corporations are also analyzed and their impact on domestic economy and politics is investigated.					
PSIR403	IDENTITY, NATIONALISM AND MINORITIES	(3, 0, 0)3	7	FE	-	English
Course Content	In this course, theoretical debates and approaches to nationalism are covered and nationalist movements are examined. Nationalism in underdeveloped countries is explored through case studies in Turkey and sub-Saharan Africa. Globalization as the third wave of Western expansion is also one of the subjects of this course. The third subject of this course is minorities. Main issues about minorities (definition, identity, host-state policies [ethnic/religious cleansing, discrimination, integration], self-determination) and classification of minority rights are discussed in this section. Minority issues in Turkey are also examined and basic information about domestic law and implementation of cultural rights and EU reform packages are analyzed.					
PSIR405	POLITICS OF DEVELOPING COUNTRIES	(3, 0, 0)3	6	AE	-	English
Course Content	The structures and processes of politics in developing countries with special attention on the dynamics of regime changes. The course explores the theoretical approaches, the changing nature and role of the state, and the major policy issues that confront all developing countries. It sets out a diverse range of country case studies, representing all the main geographical regions. Students will learn about politics in emerging nations like Africa, Asia, Latin America, and the Middle East in this comparative politics course. Following a theoretical introduction, we look into key concerns that attempt to address the following queries; Political and socioeconomic development; what is it? Why are some nations in particular regions less developed than others? What are some of the most pressing issues that developing nations are currently facing? What distinguishing characteristics do political systems in emerging nations have?					
PSIR407	INTERNATIONAL CONFLICT ANALYSIS	(3, 0, 0)3	7	FE	-	English
Course Content	This course focuses on the Review of conflict theories, understanding the causes of international conflict and the dynamics of conflict escalation, management, settlement, and resolution. The purpose of this course is to critically investigate and assess how conflict analysis and prevention, both domestically and particularly internationally, can promote more effective and efficient conflict resolution that is both long-lasting and leads to greater international harmony. By completing the course's goals and objectives, students will gain a deeper understanding of international conflict analysis, prevention, and resolution methods and processes, which will enable them to contribute to resolving some of the most urgent international and domestic conflicts facing our global society.					

PSYC121	INTRODUCTION TO PSYCHOLOGY	(3, 0, 0)3	6	AE	-	English
Course Content	<p>The course provides an objective and scientific approach to the study of human behavior. The purpose of this course is to expose students to psychology. By presenting fundamental theories, current research, and practical applications of psychology, it seeks to provide comprehensive treatment of the subject. Students will have a foundation from which to either pursue additional in-depth psychological coursework or to keep the knowledge as a fundamental understanding of psychology in general. Research methodologies, biological underpinnings of behavior, human development, sensation, perception, learning, intelligence, motivation, emotions, personality, mental illnesses and their treatment, and social psychology are some of the topics that will be discussed. Both theoretical and practical approaches will be used to address these issues. Course topics include scientific methods of research in psychology and behavior, sensation and perception, learning and cognition, attitude, motivation, and developmental and social psychology.</p>					
SFWE315	VISUAL PROGRAMMING	(2, 0, 2)3	6	FE	-	English
Course Content	<p>The main concern of this course is to teach Graphical User Interface, event-driven programming and object oriented programming for Windows and Internet environments with a visual programming language. Candidate visual programming languages for this course can be: Java, C#, VB, and VC Windows Presentation Foundation (WPF) Graphical User Interface, WPF Graphics and Multimedia, Database and Web Application development will also be introduced. Through the use of the Visual BASIC programming language and object-oriented programming concepts, this course exposes students to computer programming. The use of object-oriented tools like the class debugger and event-driven programming techniques, such as creating and manipulating objects and classes, are heavily emphasized.</p>					
SOCI101	INTRODUCTION TO SOCIOLOGY	(3, 0, 0)3	6	AE	-	English
Course Content	<p>This course serves as an introduction to sociology as a method of world understanding. Sociology is an area of study that analyzes how social structures, social processes, and group dynamics impact social, political, and economic occurrences. By concentrating on a number of significant sociological subjects, such as socialization, culture, the social construction of knowledge, inequality, race and ethnic relations, poverty, and political sociology, the course will introduce students to the field. Students explore the concepts and theories necessary to systematic understanding of our social worlds. Topics may include considering sociology as science, the nature of large- and small-scale groups, social stratification, historical eras and social change, and race, ethnic and gender relations.</p>					