

TC
OSMANIYE KORKUT ATA UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE CONTENTS

FIRST YEAR - FIRST SEMESTER

ISL103 INTRODUCTION TO BUSINESS ADMINISTRATION 1 (3 - 0) 3

This course is to acquaint the students with the basic concepts of business science, management, leadership, to provide background information on entrepreneurship, establishing and managing a business to provide an infrastructure for the learning of functions. Basic business and economics concepts, types of business and establishment of business, business ethics and social responsibility, international business management, management approaches, organization approaches, human resource management, production and production management.

ISL105 GENERAL ACCOUNTING 1 (3 - 0) 3

The aim of this course is to make use of the basic principles of accounting and assessment methods accounting record system is aimed. At lesson; Definition and subject of accounting, Basic concepts. Account concept, journal, regular and auxiliary accounts, uniform general information about account plan, balance sheet-active accounts, cash and cash equivalents, securities, examination of trade receivables and other receivables, examination of stocks, VAT and its applications, continuous and intermittent inventory method.

ISL107 MATHEMATICS FOR BUSINESS AND ECONOMICS 1 (3 - 0) 3

The aim of this course is to teach how much mathematics is in the background of scientific Studies and to learn to benefit from mathematical relations. Repetition of algebra knowledge, equations, equations and inequalities, functions and graphs, lines and systems of equations, exponential functions, logarithmic functions, limits and Continuity, differential calculus, differential calculus applications are the subjects seen in the course.

ENF 1 BASIC INFORMATION TECHNOLOGIES I (2 - 2) 3

With this course, basic computer hardware and operating system concepts, Windows Basic properties, use of Ms-Dos commands and directory structure, organization of files and folders, Creating tables in Word and using Excel, Internet and Search Machines. It is taught.

MAN 101 INTRODUCTION TO ECONOMICS 1 (2 - 0) 2

The aim of this course is to introduce the method of economic thinking to students The problem outlined as scarce resource-unlimited request has been against people for millions of years and that the world we live in is surrounded by economic problems show that understanding of problems requires various tools and to transfer the infrastructure. In the course; Definition, emergence and development of economics, basic concepts, economic systems, demand, demand function and law, demand curve, demand change and demand shifts in supply curve, demand elasticity, supply, supply function and law, supply curve, supply elasticity, market equilibrium, demand / supply shifts and equilibrium, utility approaches and consumer equilibrium, production factors....

YDİ I FOREIGN LANGUAGE 1 (2 - 1) 3

The aim of this course is to teach the basic grammar rules of English and speaking, writing, listening and reading skills. Manage simple, routine exchanges, “to be” possessive adjectives, questions and negatives, countries, everyday objects, opposite adjectives, prepositions of place, give and receive information about travel and buy tickets, agree and disagree with others, describe events and activities, express likes and dislikes, describe family and living conditions, relate personal experience, simple past tense.

TD I TURKISH LANGUAGE 1 (2 - 0) 2

The aim of the course is to develop basic language skills. Definition and characteristics of language, languages, phonetics, Turkish phonetic features, spelling rules, punctuation, word structure, roots and affixes, affixes, affixes, meaning of words, beautiful naming, proverbs and idioms, nouns, adjectives, adjectives, etc. will be covered in the course.

FIRST YEAR - SECOND SEMESTER

ISL104 INTRODUCTION TO BUSINESS 2 (3 - 0) 3

The aim of this course is to provide a general knowledge about basic business functions Provide. Production management and planning, marketing management (4P) and marketing research, disclosure of accounting function, financial management, money and banking, capital markets, risk management, public relations, information systems, decision making in business management export process.

ISL106 GENERAL ACCOUNTING 2 (3 - 0) 3

The aim of this course is to teach the accounting procedures and financial statements It is formed. Tangible assets, intangible assets, depreciation, foreign resources, shareholders' equity, temporary trial balance, period-end accounting transactions, final trial balance, balance sheet and income statement.

ISL108 MATHEMATICS FOR BUSINESS AND ECONOMICS 2 (3 - 0) 3

In this course, to give the necessary information about mathematics topics, mathematical to introduce concepts and to show the applications of mathematics in business. In this course, integral calculations, integration methods and applications, multivariate calculations, multiple integrals, optimization, lagrange multipliers, homogeneous functions, matrix algebra, determinants, systems of linear equations.

ISL114 INTRODUCTION TO LAW (3 - 0) 3

Definition of law, aims of law, rules of law, sources of law and interpretation of law rules, systematics of law, basic concepts and institutions of law topics are examined.

MAN102 INTRODUCTION TO ECONOMICS 2 (2 - 0) 2

The aim of this course, economic thinking and the world we live in is surrounded by economic problems and to provide the necessary infrastructure for understanding these problems. At lesson; factor demand, factor supply, interest, profit, functional and personal income distribution, measurement of inequality in personal income distribution, GNP, GDP, SMH, national income, personal income, disposable income, national income per capita, nominal and real national income, total demand-total supply and investment- determination according to

saving approaches, multiplier, inflationist and deflationary deficit, state Expenditures, taxes, foreign trade, employment, labor, unemployment will be taught to the students.

FDI II FOREIGN LANGUAGE 2 (2 - 1) 3

The aim of the course is to develop basic language skills. Present continuous, adjectives, adverbs, simple past tense, regular and irregular, comparatives and superlatives, comparatives and superlatives, present perfect tense, present perfect continuous tense, simple future tense topics.

TD II TURKISH LANGUAGE 2 (2 - 0) 2

The aim of this course is to provide the students with the ability to use the language to meet the needs of intellectuals is to ensure that they can become. Expression concept and characteristics, ways of developing thought in oral and written expression, objective-subjective, direct-indirect, plain and metaphorical expression, reading, listening, speaking and writing, analysis, story line development in Turkish literature and republican period. Turkish story processing issues will be taught

SECOND YEAR - THIRD SEMESTER

MAN 201 MICROECONOMICS (3 - 0) 3

The aim of this course; rational acting producers and consumers within limited opportunities how to make decisions and how to make maximum profits to inform them about their application. In the course; consumer balance, price consumption curve and demand function, demand elasticity, supply function and supply elasticity, producer behavior, types of production function, production costs and cost function, perfect competition market and firm balance, non-competitive markets, factor markets, general equilibrium and welfare issues. It is processed.

ISL 203 MANAGEMENT AND ORGANIZATION (3 - 0) 3

The general aim of this course; students, the emergence of management science, classical, neo-classical and modern management theories and management functions. At lesson; basic concepts of management, importance of management, development of management science: classic, behavioral, modern management approaches and comparison, management system, management functions: planning, organization, orientation, coordination, control, supervision, organization concept: characteristics, principles, organization process, comparison with planning process, organization, organization new concepts and approaches in design.

ISL 207 STATISTICS 1 (3 - 0) 3

The aim of this course; the statistical data required for inferences about data-based relationships to give theoretically to students. Basic concepts, frequency tables, figures and graphs, central tendency measures and calculation, distribution measures and calculation, discrete and continuous probability distributions, probability theory and types, random variables, expected value, permutations and combinations, probability distributions, sampling theory and methods, confidence estimation of intervals, indexes, relationship measures, scatter diagram, covariance, correlation topics.

MAN 213 PRINCIPLES OF MARKETING (3 - 0) 3

The aim of this course; students will learn about the basic concepts and applications of modern marketing. Provide information and hardware. At lesson; basic concepts and development of marketing, marketing environment, strategic marketing, marketing research, consumer markets

and consumer behavior, industrial markets, market segmentation, target market selection, market positioning, marketing mix; product, price, distribution and promotion.

ISL 215 INVENTORY AND BALANCE SHEET (3 - 0) 3

In this course; concept and types of inventory, end of period of current and fixed assets accounts transactions, equity, short and long term foreign resource transactions and basic procedures for the preparation of financial statements.

AIİT I ATATÜRK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION 1 (2 - 0) 2

The aim of the course is to introduce and update Atatürkist thought in real terms. To contribute. At lesson; Turkish Revolutionary movements, revolutions, foreign policy of Atatürk period, Kemalism and the Turkish revolution based on fundamental, principles of Ataturk, the Republic of Turkey basic principles and invariant qualities, nationalism, populism, statism, secularism, revolutionism, complementary principles, national sovereignty, national independence, national unity, togetherness and country integrity, scientificity and rationality, modernization and westernization.

MAN 211 PROFESSIONAL ENGLISH 1 (3 - 0) 3

The aim of this course is to provide the students with the general contents of the main area courses to transfer and comprehend in English. At lesson; general words in business english, personnel management, on money, international trade, balance of payments, economic growth, unemployment, economic systems.

ISL 217 FINANCIAL INSTITUTIONS AND MARKETS (3 - 0) 3

The aim of this course is to provide students with knowledge of financial markets, financial assets traded in these markets and to introduce financial institutions. At lesson; Financial system theory, introduction to financial institutions, saving-investment relationship, the economic structure of financial markets and their place in the financial system, money and capital markets in Turkey and the world market, currency and bonds, stocks, currency and derivative product markets, definition, location and types of financial institutions, banking and bank types, central banks, sources and uses of funds of banks, risk management and money in Turkey financial institutions.

MAN 219 CONSTITUTIONAL LAW (3 - 0) 3

The aim of the course; the basic structure of states, the general principles of constitutional law the subject and method of constitutional law, the meaning and types of the constitution, state power concepts and formats, the Turkish Constitutional Law in the context of constitutional and legislative developments in Turkey, the basic functioning of the executive and judicial bodies.

ISL 221 BUSINESS ETHICS AND SOCIAL RESPONSIBILITY (3 - 0) 3

The aim of the course; to analyze moral behavior in business environment, moral values, religious values and explain the relationship between business values, social responsibility and social control focus on business ethics and social responsibilities of the enterprise; business strategy of business ethics, evaluation of business functions and competition.

MAN 223 TOTAL QUALITY MANAGEMENT (3 - 0) 3

The aim of this course; students to the concept of quality, historical development of quality and total quality processes and the application of total quality management. At lesson; total definition and basic elements of quality management, historical development, factors affecting quality, quality in industry, application process of total quality management, quality control techniques, quality costs are addressed.

ISL 225 TURKISH MANAGEMENT CULTURE (3 - 0) 3

In this course, the culture of Turkish Management is examined in depth through historical analysis and present The course aims to provide the students with an understanding of the values and gain the ability and ability to discuss on historical grounds. At lesson; culture promotion and classification, pre-Islamic Turkish management, Seljuk period and Byzantine administration understanding, philosophy of the Ottoman Empire Trends: 1923-1946, 1946-1980, 1980 and beyond, cross-cultural comparison: West and East Societies and Turkish management culture are discussed.

MAN 227 SOCIOLOGY OF ORGANIZATION (3 - 0) 3

The aim of the course is to teach the stages of organizations in the historical development process dimensions, the definition of sociology of the organization, employees and relations with the external environment sociologically is to analyze.

SECOND YEAR - FOURTH SEMESTER

MAN 202 MACRO ECONOMICS (3 - 0) 3

The aim of this course; basic concepts and theoretical approaches to the topics of macroeconomics and how to achieve the equilibrium condition in the economy in the long run and to analyze the effects of policies and to interpret current data about macro variables ability to gain. Basic concepts, classical macro analysis, keynesian macro analysis, factor markets, money supply and demand, monetary policy, public debts and public deficits, goods equilibrium model in money market, equilibrium model in money market, open economy, total supply and aggregate demand model, unemployment and inflation, economic growth are discussed.

MAN 208 STATISTICS 2 (3 - 0) 3

The aim of the course is to provide the students with the necessary knowledge for the inferences to give theoretically to students. At lesson; hypothesis tests Z and t statistics, Comparison of data of two groups using Z and t statistics, Chi-square tests, Variance Analysis (F test, one way analysis of variance, multiple comparisons), two way analysis of variance Scheffe test, nonparametric tests, Mann-Whitney-Wilcoxon test, Mood test, Kruskal- Wallis test), simple regression analysis, multiple regression analysis, time series analysis, trend analysis, half averages, moving averages, calculation of trend value, cyclical and seasonal fluctuations.

MAN 210 COMMERCIAL LAW (3 - 0) 3

The general aim of this course; commercial business law, corporate law and negotiable instruments law and evaluation. At lesson; commercial business, commercial business, commercial jurisdiction, merchant, trade registry, trade name, unfair competition and trade books, general provisions for trading companies, collective companies, limited liability companies, limited liability companies, joint stock companies, joint stock companies, cooperatives, precious concept of documents, general provisions of law of negotiable instruments, bills of exchange, bills, policies, check topics are taught.

MAN 214 MARKETING MANAGEMENT (3 - 0) 3

The aim of the course is to teach the development and application of marketing programs. At lesson; stages of decision making and marketing management process in marketing, product, product life cycle, new product development, packaging, brand, price and pricing methods, pricing strategies and pricing flexibility, promotion and marketing communication, personal sales and sales management process, body language in personal sales, personal sales process and sales development, advertising and public relations, direct marketing and direct marketing tools e-commerce and online marketing, distribution channels and physical distribution, organization of marketing department, marketing control issues.

MAN 216 HUMAN RESOURCES MANAGEMENT (3 - 0) 3

With the course, an organization needs to effectively achieve its future goals. to determine the number and qualifications of the people what activities are in place to determine the level of intended for gripping.

AİT II ATATÜRK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION 2 (2 - 0) 2

The aim of the course is to introduce and update Atatürkist thought in real terms. to contribute. At lesson; Turkish Revolutionary movements, revolutions, foreign policy of Atatürk period, Kemalism and the Turkish revolution based on fundamental, principles of Ataturk, the Republic of Turkey basic principles and invariant qualities, nationalism, populism, statism, secularism, revolutionism, complementary principles, national sovereignty, national independence, national unity, togetherness and country integrity, scientificity and rationality, modernization and westernization.

MAN 212 PROFESSIONAL ENGLISH 2 (3 - 0) 3

The aim of the course is to teach the general contents of the main area courses taught under the department of business administration in general to transfer and comprehend in English. General words in business english, personnel management, on money, international trade, balance of payments, economic growth, unemployment, insurance, economic systems it is taken.

ISL 220 CORPORATE ACCOUNTING (3 - 0) 3

In this course; basic concepts of companies, ordinary, limited partnership, collective and limited companies establishment procedures, profit distribution and liquidation procedures, general information about companies, anonymous companies in; establishment transactions, capital changes and bond issuance transactions, profit distribution and liquidation transactions in holding companies; establishment operations, objectives of holding, foreign Exchange kiosks and factoring companies; establishment transactions and special transactions, the establishment of cooperatives, dealing with the distribution of income-expense difference and liquidation procedures it is taken.

ISL 222 MANAGEMENT INFORMATION SYSTEMS (3 - 0) 3

The aim of this course is to provide future management candidate students with sound decisions for businesses computer-based systems that can provide the necessary information to provide necessary hardware, information and infrastructure. At lesson; data-information-information process examination, information types and information sharing, the place of information and information in the management process, information management model, strategic information management and information management strategies, computer based information systems information system and security, information-based decision-making strategies in management, management decision-making and techniques.

ISL 224 CONTEMPORARY MANAGEMENT TECHNIQUES (3 - 0) 3

In this course, modern management techniques used in almost every field, total quality organizations that learn from modern management techniques, especially management organizations, balanced scorecard, benchmarking, change engineering. It is described.

THIRD YEAR-FIFTH SEMESTER

MAN 303 COST ACCOUNTING (3 - 0) 3

Performing planning, control and decision making functions of managers in organizations how cost information, which is an important information will be explained.

MAN 305 BUSINESS FINANCE (3 -0) 3

To introduce financial statements in enterprises by creating financial structure and financial analysis performing. Introducing the basic principles and initial issues of financial management a financial manager's view of the process of making initial financial decisions angle. At lesson; finance, financial purpose and financial system, interest concept, time value of money, financial analysis, rate analysis, financial planning, budget, profit planning, working capital management, the concept of capital cost, the cost of capital the calculation is discussed.

MAN 345 OPERATIONS RESEARCH (3 - 0) 3

The aim of this course is to enable students to use decision making techniques and resources effectively. to teach and make analysis about these issues. In the course; digital definition of methods, objectives and characteristics, decision theory, definition and decision process, linear development of programming and its application areas, linear programming solution methods, duality, sensitivity analysis and shadow prices, transportation model, pert-cpm basic concepts, pert cost method, decision tree concept, stages and applications, waiting model concept, varieties, multi-channel and single-channel notations and formulas, addressing simulation models it is taken.

ISL 359 COMPUTERIZED ACCOUNTING (2 - 1) 3

In this course, the general accounting information obtained in the previous periods theoretically computerized it is aimed to give a practical method. At lesson; preparation of financial statements and evaluation and interpretation, accounting package programs; business book of the department, operations and sample applications, general accounting in the program introduction of the department, company opening operations, the introduction of parameters, capital commitment registration and opening operations are taught.

MAN 317 ORGANIZATIONAL THEORIES (3 - 0) 3

The aim of this course; social, cultural and economic transformations in the last century the changes in business management depending on it is open. At lesson; Classical (traditional) organization theory, scientific management current – management process approach - bureaucracy approach, neo- classical theory, system approach – contingency approach, project management and matrix organization structures, adaptation approaches, total quality management and understanding of corporate governance, corporate governance in Turkey and the world, foreign use of resources, process renewal, benchmarking, staff empowerment, strategic creating partnerships, downsizing, learning organizations are taught.

MAN 327 SIMULATION PRACTICE (3 - 0) 3

The aim of this course is to teach students the simulation model theoretically and practically targets. Simulation concept, simulation modeling, laboratory environment arena, own building arena model, simulation input-output analysis, data collection and simulation model topics.

MAN 333 NEGOTIABLE INSTRUMENTS LAW (3 - 0) 3

The aim of this course; general principles, theories and practice of negotiable instruments law examines the problems in detail. At lesson; concept of negotiable instruments, negotiable general principles of the law of documents, properties of the precious documents, classification of the precious documents, registration, orders and pregnant written bills, changing the type of securities (bonds), loss of precious documents and cancellation, bills of exchange-policy, bills of exchange-bills, bills of exchange-check issues it is taken.

MAN 347 PROFESSIONAL ENGLISH 3 (3 - 0) 3

The aim of the course is to teach the general contents of the main area courses taught under the department of business administration in general to transfer and comprehend in English. General words in business english, personnel management, on money, international trade, balance of payments, economic growth, unemployment, insurance, economic systems it is taken.

MAN 349 ORGANIZATIONAL COMMUNICATION (3 - 0) 3

The aim of this course is to provide the necessary information for the transmission and sharing of information produced or existing in organizations. To introduce students to the organizational communication models, the necessary organizational culture formations and the

relationship between variables affecting organizational communication by introducing communication processes be able to explain. At lesson; basic concepts, sources of communication, importance of organizational communication and effects, growth and complexity in organizations, excessive conflicts in organizations and technological development, organizational communication and management processes, difficulties in organizational communication, group dynamics and communication, organizational communication and change, organizational communication and leadership, organizational communication and motivation, innovation and organizational communication.

ISL 351 COMPUTER AIDED STATISTICS (3 - 0) 3

The aim of this course is to teach the basic statistical calculations with the help of computer programs. At lesson; problem analysis content and organization analysis: teaching determination of educational objectives and writing instructional objectives: objectives and priorities, teaching theories and strategies: general evaluation and comments on teaching strategies: media selection or development of materials appropriate to the target, content and environment: material development instructional design and instructional design theories: formative and achievement evaluation project development and evaluation.

ISL 353 MARKETING RESEARCH (3 - 0) 3

The course aims to provide the necessary skills for a marketing research. Marketing research process, qualitative research techniques, secondary data, survey data collection, research design and potential sources of error, observation / experiment, measurement and scaling, survey design, sampling process, hypothesis testing I (z test), hypothesis testing II (t test), goodness of fit tests, chi-square test.

MAN 355 MANAGEMENT OF BANKS (3 - 0) 3

Identification and emergence of banks and similar financial institutions in the financial sector, besides its development, structure, economic function; non-bank financial institutions and functions, services and economic functions of all these institutions to give. In the course; financial system, financial institutions and Money markets and capital markets, asymmetric information, central banking, central banking historical development, functions of central banks, duties and powers of central banks and discussion of independence, central banking in Turkey, the central banks of the financial sector and the reflections of their relations with the real sector on their balance sheets, banking; emergence, types and functions, banks

'fund creation process, banks' fund resources, banks' fund lending operations, financial development, financial innovations. It will be taken.

MAN 357 PUBLIC ADMINISTRATION (3 - 0) 3

Public Administration and Private Management Distinction Bureaucratic Organization of Public Administration at Central and Local Levels Understanding and Applications, Public Benefit and Public Service Approaches, Public Servants, Public Public Service, Effects of Globalization on Public Administration; Postmodernism Relationship between Public Administration and Public Administration, New Developments in Public Administration and New Techniques and Their applicability, the concept of governance, the basic principles of public bureaucracy Problems, Ethical Problems in Public Administration and Managerial Corruption, Civil Society and Public Sphere Interaction, New Public Management and New Public Management Movement, Modern Nation State and Public Administration in the Process of Globalization, Concept of Public Choice, E- State Practices and Their Effects on Public Administration, Constitutional Turkish Public Administration Principles and Today's Structural and Functional Status will be covered.

MANAGEMENT SCIENCE (GS) (2 - 0) 2

Definition of management science, characteristics, development, relationship between management science and other sciences, management processes, planning, organization, management, coordination, supervision, new management approaches, system approach, management according to objectives, operations research, cybernetics, contingency approach, strategic management and planning, crisis management, total quality management, new public administration approach and bureaucracy are the content of the course.

ARTIFICIAL NEURAL NETWORKS AND APPLICATIONS (GS) (2 - 0) 2

Basic concepts related to artificial neural networks, biological nerve cell, artificial nerve cell, artificial structure of neural networks, classification of artificial neural networks according to learning strategies, single stratified sensor neural networks, multilayer sensor artificial neural networks, forward calculation, backward calculation, artificial neural networks applications ANN models, artificial neural networks algorithms, reversible networks, MATLAB applications and presentations.

THIRD YEAR - SIXTH SEMESTER

MAN 304 MANAGERIAL ACCOUNTING (3 - 0) 3

Quality of management accounting, place in management, cost concept and division, cost volume relations, total and unit cost functions, cost-volume relations, determination methods, cost volume-profit analysis, implementation of management decisions. It will be described.

MAN 306 FINANCIAL MANAGEMENT (3 - 0) 3

Learn financial statements, analyze financial statements, make financial planning, fixed assets perform investment analysis.

MAN 346 PRODUCTION MANAGEMENT (3 - 0) 3

The aim of this course is to provide students with knowledge on decision making processes and marketing elements of production management the meaning and importance of the concepts and strategies in making decisions. Objectives and classification of production management function, continuous, order and project type production systems and their properties, just in time production systems, flexible production systems, decisions in the field of production management, production / operations strategy; strategy, determination, growth, issues such as development of production strategy.

MAN 326 STATISTICAL QUALITY CONTROL (3 - 0) 3

The aim of the course is to apply the statistical principles and techniques to the data obtained in the production and ability to control and use these principles and techniques in process development to gain. At lesson; the importance of quality improvement, process quality modeling statistics and sampling distributions, methodology of statistical quality control, system capacity analysis process and measurement of quality costs univariate statistical process monitoring, multivariate process control charts for monitoring and control qualitative measures moving averages, control graphs, process capability analysis units control graphs topics are discussed.

MAN 348 MONEY AND BANKING (3 - 0) 3

The aim of the course is to inform the banking case, to explain the money and interest systems, students to conceptualize money and capital market instruments to help with the work. At

lesson; money concept and money systems, money demand and the amount of money, banking and financial markets, general framework of monetary policy and monetary policy in open economies, monetary theory and main theoretical issues in monetary policy approaches, major theoretical approaches to monetary theory and monetary policy, public deficits financing and monetary instability, inflation problem, alternative monetary policy strategies, inflation and monetary policy are discussed in Turkey in Turkey.

MAN 350 PROFESSIONAL ENGLISH 4 (3 - 0) 3

The aim of the course is to teach the general contents of the main area courses taught under the department of business administration in general to transfer and comprehend in English. General words in business english, personnel management, on money, international trade, balance of payments, economic growth, unemployment, insurance, economic systems. It is taken.

MAN 352 ORGANIZATIONAL BEHAVIOR (3 - 0) 3

The aim of the course; about organizational behavior issues frequently encountered in all areas of business life complexity that arises with the process of industrialization to convey the importance of human and human relations in organizations and human factor in organizations and to teach. At lesson; historical development of organizational behavior, the method of organizational behavior science, basic methods used in the science of organizational behavior, cultural structure of the organization, classical-neo- classical organizational theory, organizational behavior and system approach, motivation process and theories, tools in motivation, group behaviors, leadership issues.

MAN 354 LAW OF OBLIGATIONS (3 - 0) 3

The aim of this course; the subject of law of obligations, the sources of the debt relationship, the relationship of debt and the termination of the debt relationship. At lesson; debt, liability, legal transactions, contracts, representation, tort, tort conditions and provisions of enrichment, performance of debt, conditions and results of default, conditional debts, termination of the debt relationship, statute of limitations, provisions of statute of limitations, statute of limitations definite and stopping reasons, the transfer of receivables and assumption of debt, the transfer of property and the purpose of the contract is to address the issues.

MAN 356 SALES MANAGEMENT (3 - 0) 3

In this course; to gain knowledge and equipment about the effectiveness of sales force it intended. At lesson; description of sales management function and activities, sales organization, coordination and supervision of sales activities, sales force selection and training of sales representatives, compensation of sales force, personal characteristics of salespersons and its duties, objections of the buyer and meeting them, monitoring and control of sales, sales management ethical and legal dimensions, ethical issues in sales management.

MAN 358 CONSUMER BEHAVIOR (3 - 0) 3

The aim of this course; Consumer behavior which is of great importance in marketing activities of enterprises to provide the necessary information about the students. At lesson; consumer behavior importance of marketing, consumer behavior concept and characteristics, consumer behavior and marketing strategy relationship, psychological effects, learning and memory, personality and self, values and life format, social-cultural effects, group dynamics and counseling group, family, social class, culture topics are taught.

ISL 360 RESEARCH METHODS (3 - 0) 3

The aim of this course; Students' research methodology, science and philosophy of science information, scientific work (articles, papers, reports, books) design, conduct and report the basic logic of qualitative and quantitative research methods. and to provide a questioning, investigative way of thinking. At lesson; definition of research, characteristics and stages, determination of research problems and strategy, hypothesis creation, research universe, sampling and sampling methods, qualitative and quantitative research methods, compilation of primary and secondary data, measurement and scales, basic data analysis methods, scientific research writing rules, scientific research ethics issues are taught.

MAN 364 MODERN FINANCIAL TECHNIQUES (3 - 0) 3

This course, Learning financial concepts, to define financial techniques and tools, financial to have knowledge about the functioning of the techniques, to learn alternative finance techniques It aims to have knowledge about capital structure and profit distribution.

FOURTH YEAR-SEVEN SEMESTER

MAN 403 CAPITAL MARKETS ANALYSIS (3 - 0) 3

The course aims to introduce the financial markets and financial assets traded in these markets and valuation methods. In the course; Basic concepts, valuation of bonds, government bonds, treasury bills and financing bills valuation, shares valuation, technical analysis, effective market hypothesis and random gait theory, behavioral finance and market anomalies.

MAN 451 FINANCIAL STATEMENTS ANALYSIS (3 - 0) 3

In this course, the financial situation of businesses with various financial statements in a realistic way and take the necessary measures in this context. In the course; basic financial statements (balance sheet), basic financial statements (income statement), additional financial statements statements (fund flow statement), additional financial statements (cash flow statement), working capital and net working capital change table and financial analysis techniques.

MAN 453 FOREIGN TRADE OPERATIONS AND ACCOUNTING (3 - 0) 3

Understand transport, financing and insurance documents prepared during foreign trade transactions, and to be able to comprehend the payment methods and parties used in foreign trade.

MAN 455 ACCOUNTING STANDARDS (3 - 0) 3

The purpose of international accounting standards, international accounting standards board, development of international accounting standards, elements of international accounting standards, accounting for transactions in accordance with international accounting standards.

MAN 457 RISK MANAGEMENT (3 - 0) 3

The aim of this course is to provide the necessary tools and conceptual infrastructure for risk management as well as observing changes in the current and future sequence of values. developing analytical thinking and commenting skills. At lesson; risks and insurance, risk concept, classification, risk management, definition of insurance, terms and purpose, history, paving the market, function, types of insurance in the World and Turkey, funding capacity,

mortgage, private pension and social security companies, insurance and marketing systems, risk management and legal aspects.

MAN 459 CAPITAL BUDGETING (3 - 0) 3

The aim of this course is to provide an overview of the elements of capital budgeting project stages and project valuation methods to teach. Long-term capital investment decisions and long-term financing, general valuation principles, capital budgeting methods, sequencing of projects, cost of capital, capital structure, investment and financing examines the relationship between decisions.

MAN 461 COMPANY VALUATION (3 - 0) 3

Today, due to increasing mergers, acquisitions and privatization company valuation has become an important issue. Graduates of Business Administration It is aimed that the students have the basic knowledge infrastructure on these issues which are of increasing importance.

MAN 409 INTERNATIONAL MARKETING (3 - 0) 3

Macro-environmental factors affecting marketing strategies, marketing research, market basic marketing concepts such as segmentation, target marketing and positioning. International marketing perspective. International market entry strategies learn how to make marketing mix decisions in international marketing learning.

MAN 425 LOGISTICS MANAGEMENT (3 - 0) 3

This course focuses on planning and managing logistics services and supply chain activities. Investigates. Introduction to physical distribution and logistics, logistics systems, logistics and supply chain management, order management and customer service, inventory management principles, distribution centers and warehousing, logistics cost analysis and tradeoff, information technology and electronics logistics.

ISL 441 SERVICE MARKETING (3 - 0) 3

The main objective of this course is to provide students with the knowledge of educational institutions, hospitals, hotels, insurance companies, transportation companies, consulting companies a separate marketing strategy approach in the implementation and development of to explain what it needs. The second objective is the basis of competitive advantage in

manufacturing companies to explain the necessity of positioning the as a service to focus on its role in companies.

MAN 475 RETAIL STORE MANAGEMENT (3 - 0) 3

According to student, sector, market and customer characteristics of retail businesses classify, determine the types of place, obtain information about the layout of the store creation of category management, product diversification planning process, pricing methods, communication methods and budget determination of the communication program will contribute to the planning.

MAN 479 ELECTRONIC MARKETING (3 - 0) 3

Marketing philosophy and classical marketing applications, transformation in electronic markets, electronic market structures, b2b, b2c, c2c market applications, electronic business design, product, application of price, distribution and promotion mixes on the internet, electronic global impact of marketing.

MAN 481 ADVERTISING (3 - 0) 3

Defining advertising and learning the basic elements that should be included in the world development of advertising in Turkey, yesterday, today and tomorrow of understanding can advertising application principles and advertising environments to comprehend the methods.

MAN 473 MODERN PRODUCTION SYSTEMS (3 - 0) 3

The aim of modern production systems course is to introduce modern production systems and to explain related analysis methods.

MAN 463 MANAGEMENT SKILLS (3 - 0) 3

To prepare a managerial position in business life, healthy relationships in business and private lives to provide them. In the course; management and leadership, negotiation skills, coping with difficult people, building healthy relationships, effective communication, time management and body language writing techniques, presentation techniques and presentation skills will be covered.

MAN 465 TECHNOLOGY AND INNOVATION MANAGEMENT (3 - 0) 3

Increasing students' interest in new technologies and innovation concept and continuity to win. New and advanced technologies in the world and in our country research and sharing of developments. Students are innovative, systematic and creative to make them think in logic. Producing and benefiting from new technology to increase the number of organizations, the responsibility of the individual and the organization of the student years. Starting to gain young people. Planning to produce invention and technology, creation of projects and systems, commercialization of innovation with examples and to make students aware of this issue. Students' innovation and technology information to enable them to think-oriented and implement their new ideas within the project logic. Raising awareness levels.

MAN 467 CAREER MANAGEMENT (3 - 0) 3

It is a course for individual application. A strategic in career planning and business research approach. What is career planning? Awareness of career planning and development create Career stages Professional trends and examples of career Career trends in the World expectations of new graduates of the business world Resume, cover letter and letter of thanks how to prepare an effective job interview? Interview techniques information about the internet channel and job applications on the company web pages forms of performance management and its impact on employee development. What is time management? How to use effectively? Professional ethics Principles of oral and written communication. Professional view from the world.

MAN 477 ENTREPRENEURSHIP 1 (3 - 0) 3

Explaining the basic concepts of entrepreneurship to provide students with skills.

MAN 447 TAX LAW (3 - 0) 3

In addition to being the most important source of financing for public services, social legal aspects. The aim of the course; the emergence of taxes legally, identifying the addressees, the legal practices in the taxation process disputes arising in the face of taxation and the administrative or is to explain the solution by legal means with application examples.

ISL 407 ECONOMY OF TURKEY (3 - 0) 3

The purpose of this course, Turkey's economy, with its structural integrity of an item is intended to examine. Turkey's economic history, with the transformation of economic policy on the basis

of determined periods; social development, national income, distribution, general balance, World relations with Turkish economy are analyzed with socio-economic macro indicators.

MAN 433 EXECUTION AND BANKRUPTCY LAW (3 - 0) 3

In this course, some basic concepts of enforcement law, types of forced enforcement, basic stages of enforcement related information will be given.

MAN 449 PROFESSIONAL ENGLISH 5 (3 - 0) 3

Understanding, summarizing, interpreting and presenting the English articles that students read improve their ability to present a group of listeners and gain experience in English presentation provide.

MAN 469 PUBLIC FINANCE (3 - 0) 3

In this course, various public revenues will be examined. Economy of taxes and public debts effects on Tax types, public debts and international financial problems will be examined in detail.

MAN 471 ECONOMETRICS (3 - 0) 3

Formal analysis of econometric theory, including the ability to construct econometric evidence give Regression with sufficient competence for research at academic level to gain the ability to apply the techniques. In academic settings and popular related jobs gain the ability of critical evaluation of empirical study.

FOURTH YEAR-EIGHTH SEMESTER

MAN 438 CURRENT ISSUES IN ACCOUNTING (3 - 0) 3

The aim of the course is to introduce the principles and concepts that form the basis of modern accounting applications and the approaches to measurement and valuation which are the basis of accounting the adoption of students. Traditional and current issues in accounting, as well as national and reference framework in international standard setting is examined. Topics historical development of accounting theory, historical and current cost accounting, positive accounting theory, fair value accounting, different income concepts and uniform accounting system is located.

MAN 452 AUDITING (3 - 0) 3

To investigate the accuracy of the financial statements and records during the period identifying and correcting possible errors, tricks and deficiencies that would impair the reliability of it is provided. At lesson; audit concepts, types of auditors and auditors, auditing standards, auditor standards, audit evidence and working papers, internal control system, reporting standards, cash and bank audit, trade receivables control, inventory control, financial and the control of intangible assets, the control of debts, sales and other income auditing issues.

MAN 456 SPECIALIZED ACCOUNTING (3 - 0) 3

The aim of this course is to make students aware of corporate accounting, bank accounting and construction accounting. information about these problems in practical life. and how to solve these problems.

MAN 458 TAX ACCOUNTING (3 - 0) 3

Giving information about basic tax accounting concepts and principles, a guide to analyzing taxation issues and understanding tax issues to offer. At lesson; basic concepts of taxation, taxation of commercial gains and accounting, taxation and accounting of wages and self-employment gains, taxation of real estate and securities capital income, temporary tax and accounting corporate tax and accounting, profit distribution in corporations, economic assets valuation, value added tax and accounting, special consumption tax and accounting, stamp tax and accounting issues.

MAN 444 ASSET MANAGEMENT (3 - 0) 3

Have knowledge about stock selection, portfolio management and investment evaluation targeted to be; Investing and portfolio students with various problem solutions development skills of the students. Elements and functioning of financial system, money market instruments, capital market instruments (stocks), capital market instruments, futures market, derivative financial instruments financial institutions, valuation of financial instruments and portfolio analysis.

ISL 460 INTERNATIONAL FINANCE (3 - 0) 3

The aim of this course is to provide students with an understanding of international business to understand the basic principles and importance of finance. In the course, international finance and its general framework, exchange rate systems, international capital movements, payments balance, basic parity conditions, foreign exchange market, foreign currency futures, foreign currency options, international bond markets, international equity markets, cash in multinational enterprises and receivable management.

MAN 448 EXPORT MANAGEMENT (3 - 0) 3

To examine the applications of imports and exports, which constitute the basis of international trade, examining how the system works at every stage and how to solve problems encountered to give information about. After a brief description of international trade theory, import and examining, interpreting the applications of exports, how the system works at every stage and to give information about the solutions of the problems encountered. Course managers and in the field of import and export, foreign trade legislation, foreign trade transactions and foreign trade finance. Expert guests, case studies, visits to places such as banks, selected enterprises and Customs Area. The aim is to bring real solutions to real problems with a focus on practice.

MAN 476 INTEGRATED MARKETING MANAGEMENT (3 - 0) 3

The trend towards integrated marketing communication is one of the most important marketing developments of the 1990s. It is one. This course focuses on how to integrate and communicate creative marketing messages to the marketing communication process. It is designed to show that it contributes. This course provides students with integrated marketing communication provide the necessary information hardware to develop campaigns. Throughout the semester students will conduct a campaign in the field of marketing communication. In this way students will be able to apply and present theoretical knowledge. Course, integrated marketing

communication provide a comprehensive foundation on the principles and components of the points of separation from the method, the elements that make up the marketing communication process and technical, creative, shaping marketing communication. Media, ethics and sociological factors.

MAN 478 BRAND MANAGEMENT (3 - 0) 3

Basic concepts and definitions of brands and brand management; brand value concept; brand positioning; selection of brand components to create brand value; brand value design of marketing programs to create; integrated to create brand value marketing communication; brand value measurement and evaluation systems; brand strategies design and its application; brand extensions; sustainability in brand management: management; global management of brands; organizational and managerial issues in brand management.

ISL 480 CURRENT ISSUES IN MARKETING (3 - 0) 3

The aim of the course is to develop a new structure in today's business environment to inform students about current marketing approaches. Within the scope of the course, various contemporary marketing approaches (postmodern) marketing, value marketing, data-based marketing, event marketing, etc.).

MAN 482 PUBLIC RELATIONS (3 - 0) 3

At the end of the course students will be able to define public relations. The importance of public relations and learn the properties. Distinguish public relations from propaganda, advertising or marketing understand, compare. Learn the theories of public relations.

MAN 414 SUPPLY CHAIN MANAGEMENT (3 - 0) 3

Coordination of all activities carried out to provide goods and services, procurement coordination of all units within the chain from suppliers to customers. To understand its importance. At lesson; buyer supplier relationship, supply chain information technologies, enterprise resource planning, reverse supply chain method, logistics, outsourcing, network design and optimization.

MAN 434 PRODUCTION PLANNING AND INVENTORY CONTROL (3 - 0) 3

This course introduces students to production planning and inventory control systems could look; strategic, tactical and operational planning in production systems to understand the

connections between; resource allocation of operations managers, demand forecasting methods, long-term capacity planning, integrated production planning to teach how to perform by using; independent and dependent demand inventory (MRP). The aim of the course is to give the ability to make quantitative analysis of management.

ISL 432 WORK DESIGN AND MEASUREMENT (3 - 0) 3

Job design decisions, job design elements, level of specialization in job design, job analysis topics.

MAN 474 DECISION THEORY AND MODELS (3 - 0) 3

Learns the basics of decision theory. Formation and use of decision trees and have knowledge about interpretation and apply. Preliminary, posterior and conjugated anterior know and apply distributions. Knows the basic concepts and definitions of decision theory. Precision and makes and applies decisions under uncertainty. Know Bayesian theory and Bayes decision theory applies. Learn and apply the basic concepts and applications of decision theory.

MAN 402 STRATEGIC MANAGEMENT (3 - 0) 3

Terms and concepts related to Strategic Management, Strategic Management Process and Elements, External Environment Analysis, Enterprise Analysis, Measurement of Environmental Factors and Status Determination Matrices, Strategic Guidance, Basic Strategies and Sub-Groups, Top Management Strategies, Competition Strategies, Functional Strategies, used in the implementation of management strategies Techniques, Implementation of Strategies, Strategic Valuation and Control v Corporate Governance and it aims to give information about ethical issues.

MAN 466 LEADERSHIP AND TEAM MANAGEMENT (3 - 0) 3

The aim of this course is to provide leadership and team management skills, using the most advanced management strategies, and to understand the essence of leadership.

MAN 480 ENTREPRENEURSHIP 2 (3 - 0) 3

The main objective of the course is to provide students with scientific and practical knowledge in life, entrepreneur and SME transferring to owner / managers.

MAN 470 CRISIS MANAGEMENT (3 - 0) 3

In this course, students will learn about the crisis and the sources of the crisis, the crisis will be taken to have information about measures, to have information about crisis file preparation, learn about stress management.

MAN 472 INTERNATIONAL BUSINESS MANAGEMENT (3 - 0) 3

To introduce the concepts of international management and international business the student will be able to examine the factors related to business and management. to gain a global perspective. At lesson; basic concepts and definitions, internationalization process, entry methods to international markets, international enterprises management and its problems, forms of organization, management of multinational companies, international planning, international organization, decision making and control in international business, international political risks and negotiations in business, human resources in international management, cultural approaches, motivation and leadership.

MAN 464 TIME SERIES (3 - 0) 3

To teach the basic concepts and models of time series analysis.

MAN 454 PROFESSIONAL ENGLISH 6 (3 - 0) 3

General content of the main courses taught under the department of business administration to transfer and comprehend in English. General words in business english, personnel management, on money, international trade, balance of payments, economic growth, unemployment, insurance, economic systems.

MAN 462 LABOR AND SOCIAL SECURITY LAW (3 - 0) 3

With this course, the student's legal rights and responsibilities related to business life and social security is intended to grasp.