

1st SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|--------------------------------------|-----|---------|----------|---------|------|
| ATA101 | Atatürk İlkeleri ve İnkılap Tarihi I | Yes | Yes | 2+0 | 2 | 2 |
| TRD101 | Türk Dili I | Yes | Yes | 2+0 | 2 | 2 |
| ISL103 | Temel İşletme | Yes | Yes | 3+0 | 3 | 6 |
| ISL111 | Matematik I | Yes | Yes | 3+0 | 3 | 6 |
| IKT103 | İktisada Giriş I | Yes | Yes | 3+0 | 3 | 7 |
| KYP001 | Kariyer ve Yaşam Programı | Yes | Yes | 0+2 | 1 | 3 |
| | Seçmeli Yabancı Dil Dersi | No | Yes | 2+2 | 3 | 4 |

[+] 1st Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|--------------------------------|-----|---------|----------|---------|------|
| ENG111 | English I | No | Yes | 2+2 | 3 | 4 |
| ENG113 | Academic Reading and Writing I | No | Yes | 2+2 | 3 | 4 |

TOTAL:

17

30

2nd SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|---------------------------------------|-----|---------|----------|---------|------|
| ATA102 | Atatürk İlkeleri ve İnkılap Tarihi II | Yes | Yes | 2+0 | 2 | 2 |
| SAG104 | Sağlık Yönetimine Giriş | Yes | Yes | 3+0 | 3 | 6 |
| IKT104 | İktisada Giriş II | Yes | Yes | 3+0 | 3 | 7 |
| TRD102 | Türk Dili II | Yes | Yes | 2+0 | 2 | 2 |
| ISL104 | Yönetim ve Organizasyona Giriş | Yes | Yes | 3+0 | 3 | 5 |
| | Seçmeli Yabancı Dil Dersi | No | Yes | 2+2 | 3 | 4 |
| STJ001 | Staj | Yes | Yes | 0+0 | 0 | 4 |

[+] 2nd Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|---------------------------------|-----|---------|----------|---------|------|
| ENG112 | English II | No | Yes | 2+2 | 3 | 4 |
| ENG114 | Academic Reading and Writing II | No | Yes | 2+2 | 3 | 4 |

TOTAL:

16

30

3rd SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|------------------------|-----|---------|----------|---------|------|
| ISL211 | İstatistik I | Yes | Yes | 3+0 | 3 | 6 |
| SAG201 | Halk Sağlığı | Yes | Yes | 3+0 | 3 | 6 |
| SAG203 | Sağlık Sosyolojisi | Yes | Yes | 3+0 | 3 | 6 |
| | Seçmeli I (Teknik) | No | Yes | 3+0 | 3 | 6 |
| | Seçmeli I (Üniversite) | No | Yes | 3+0 | 3 | 6 |

[+] 3rd Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|-------------------------------|-----|---------|----------|---------|------|
| ISL213 | İşletmelerde İletişim ve Etik | No | Yes | 3+0 | 3 | 6 |
| FIN251 | Finansal Muhasebe | No | Yes | 3+0 | 3 | 6 |

TOTAL:

15

30

4th SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|-------------------------------------|-----|---------|----------|---------|------|
| ISL212 | İstatistik II | Yes | Yes | 3+0 | 3 | 6 |
| ISL220 | Girişimcilik | Yes | Yes | 3+0 | 3 | 6 |
| SAG204 | Sağlık Bilgisi ve Tıbbi Terminoloji | Yes | Yes | 3+0 | 3 | 6 |
| SAG206 | Sağlık Hukuku ve Mevzuatı | Yes | Yes | 3+0 | 3 | 6 |
| | Seçmeli II (Teknik) | No | Yes | 3+0 | 3 | 6 |

[+] 4th Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|---------|---------------------------------|-----|---------|----------|---------|------|
| SAG202 | İş Sağlığı ve Güvenliği | No | Yes | 3+0 | 3 | 6 |
| FIN252 | Yönetim Muhasebesi | No | Yes | 3+0 | 3 | 6 |
| LOJ 208 | Lojistikte Yöneylem Araştırması | No | Yes | 3+0 | 3 | 6 |

| | | | | | | |
|--------|--|--|--|--|----|----|
| TOTAL: | | | | | 15 | 30 |
|--------|--|--|--|--|----|----|

5th SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|----------------------------------|-----|---------|----------|---------|------|
| SAG301 | Sağlık Yönetimi | Yes | Yes | 3+0 | 3 | 7 |
| SAG303 | Hastalıklar Bilgisi | Yes | Yes | 3+0 | 3 | 7 |
| | Seçmeli İkinci Yabancı Dil Dersi | No | Yes | 2+2 | 3 | 4 |
| | Seçmeli II (Üniversite) | No | Yes | 3+0 | 3 | 6 |
| | Seçmeli III (Teknik) | No | Yes | 3+0 | 3 | 6 |

[+] 5th Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|------------------------|-----|---------|----------|---------|------|
| RUS111 | Basic Russian I | No | Yes | 2+2 | 3 | 4 |
| ALM111 | Basic German I | No | Yes | 2+2 | 3 | 4 |
| CHN111 | Basic Chinese I | No | Yes | 2+2 | 3 | 4 |
| ARP111 | Basic Arabic I | No | Yes | 2+2 | 2 | 4 |
| FIN301 | Finansın Temelleri | No | Yes | 3+0 | 3 | 6 |
| ISL301 | Pazarlamanın Temelleri | No | Yes | 3+0 | 3 | 6 |
| IKT303 | Yönetim Ekonomisi | No | Yes | 3+0 | 3 | 6 |

| | | |
|--------|----|----|
| TOTAL: | 15 | 30 |
|--------|----|----|

6th SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|----------------------------------|-----|---------|----------|---------|------|
| ISL206 | İnsan Kaynakları Yönetimi | Yes | Yes | 3+0 | 3 | 7 |
| SAG302 | Sağlık Bilişimi | Yes | Yes | 3+0 | 3 | 7 |
| | Seçmeli İkinci Yabancı Dil Dersi | No | Yes | 2+2 | 3 | 4 |
| | Seçmeli III (Üniversite) | No | Yes | 3+0 | 3 | 6 |
| | Seçmeli IV (Teknik) | No | Yes | 3+0 | 3 | 6 |

[+] 6th Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|-----------------------------|-----|---------|----------|---------|------|
| RUS112 | Basic Russian II | No | Yes | 2+2 | 3 | 4 |
| GER112 | Basic German II | No | Yes | 2+2 | 3 | 4 |
| CHN112 | Basic Chinese II | No | Yes | 2+2 | 3 | 4 |
| ARB112 | Basic Arabic II | No | Yes | 2+2 | 3 | 4 |
| SAG312 | Sağlıkta Maliyet Muhasebesi | No | Yes | 3+0 | 3 | 6 |
| ISL304 | Pazarlama Yönetimi | No | Yes | 3+0 | 3 | 6 |

TOTAL:

15

30

7th SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|---|-----|---------|----------|---------|------|
| SAG401 | Karşılaştırmalı Sağlık Sistemleri ve Politikaları | Yes | Yes | 3+0 | 3 | 6 |
| SAG403 | Epidemiyoloji | Yes | Yes | 3+0 | 3 | 6 |
| SAG415 | Sağlık Ekonomisi | Yes | Yes | 3+0 | 3 | 6 |
| | Seçmeli I (Yabancı Diller/ Teknik) | No | Yes | 3+0 | 3 | 6 |
| | Seçmeli V (Teknik) | No | Yes | 3+0 | 3 | 6 |

[+] 7th Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|--------------------------------------|-----|---------|----------|---------|------|
| ENG313 | TOEFL IBT Course I | No | Yes | 3+0 | 3 | 6 |
| RUS211 | Reading and Speaking in Russian I | No | Yes | 2+2 | 3 | 4 |
| GER211 | Reading and Speaking in German I | No | Yes | 2+2 | 3 | 4 |
| CHN211 | Reading and Speaking in Chinese I | No | Yes | 2+2 | 3 | 4 |
| ARB211 | Reading and Speaking in Arabic I | No | Yes | 2+2 | 3 | 4 |
| SAG407 | Sağlık Hizmetlerinde Kalite Yönetimi | No | Yes | 3+0 | 3 | 6 |
| SAG413 | Sağlık Sigortacılığı | No | Yes | 3+0 | 3 | 6 |
| IKT401 | Türkiye Ekonomisi | No | Yes | 3+0 | 3 | 6 |

| | | |
|--------|----|----|
| TOTAL: | 15 | 30 |
|--------|----|----|

8th SEMESTER COURSE PLAN

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|------|--|-----|---------|----------|---------|------|
| | Seçmeli VI (Teknik) | No | Yes | 3+0 | 3 | 7 |
| | Seçmeli VII (Teknik) | No | Yes | 3+0 | 3 | 8 |
| | Seçmeli II (Foreign Languages/Technical) | No | Yes | 3+0 | 3 | 7 |
| | Seçmeli VIII (Teknik) | No | Yes | 3+0 | 3 | 8 |

[+] 8th Semester Elective Course List

| Code | Course Title | C/E | Average | L+U Hour | Credits | ECTS |
|--------|------------------------------------|-----|---------|----------|---------|------|
| ENG314 | TOEFL IBT Course II | Yes | Yes | 3+0 | 3 | 6 |
| RUS212 | Reading and Speaking in Russian II | No | Yes | 2+0 | 2 | 4 |
| GER212 | Reading and Speaking in German II | Yes | Yes | 3+0 | 3 | 6 |
| CHN212 | Reading and Speaking in Chinese II | Yes | Yes | 2+0 | 2 | 4 |
| ARB212 | Reading and Speaking in Arabic II | Yes | Yes | 3+0 | 3 | 6 |
| HIR352 | Halkla İlişkiler | No | Yes | 0+4 | 2 | 4 |
| ISL413 | Stratejik Yönetim | No | Yes | 3+0 | 3 | 6 |
| ISL404 | Müşteri İlişkileri Yönetimi | No | Yes | 3+0 | 3 | 6 |
| SAG310 | Sağlık Hizmetlerinde Pazarlama | No | Yes | 3+0 | 3 | 6 |

| | | | | | | |
|--------|-----------------------------|----|-----|-----|----|----|
| SAG408 | Tıbbi Etik ve Hasta Hakları | No | Yes | 3+0 | 3 | 6 |
| SAG412 | Tıbbi Dökümantasyon | No | Yes | 3+0 | 3 | 6 |
| TOTAL: | | | | | 15 | 30 |

TRD101 - Turkish I (2+0):

ATA101 – History of Turkish Revolution I (2+0):

ISL111 - Calculus I (3+0):The purpose of course is to define these contents: Real Numbers, Natural, Rational and Complex Numbers, Linear Equations, Inequalities, Graphs Functions and Inverse Functions, Functions Problem, Solving Exponential and Logarithmic Functions, Limits and Continuity, Limits Problem Solving, Differentiation and Techniques of Differentiation. *This course is given in Turkish.*

ISL103 – Basic Management (3+0): The purpose of course is to define these contents:Basic Concepts of Economics, Consumer Theory: Budget Constraint, Preferences, Utility, Choice; Demand and Changes in Demand, Consumer's Surplus, Individual and Market Demand , Intertemporal Choice, Uncertainty and Information, Theory of the Firm: Technology, Producer's Problem: Profit Maximization- Cost Minimization, Cost Curves, Firm Supply, Industry Supply, Imperfect Competition: Monopoly, Monopolistic Competition, Oligopoly, Factor Pricing and Distribution. *This course is given in Turkish.*

ENG113 – Academic Reading and Writing (2+2):

IKT103 - Introduction to Economy I (3+0): This course is designed to help students develop a basic understanding of economic principles and issues prior to enrolling in a principles of microeconomics or macroeconomics course. It develops their economic literacy and teaches them how economics relates to the everyday life of individuals, businesses and society in general. It will also introduce students to the role different levels of governments play in influencing the economy. After taking this course, students should have a better understanding of everyday economic issues that are reported in the media. *This course is given in Turkish.*

KYP001 - Career and Life Program (0+2): The purpose of course is to teach using critical thinking skills, group interaction and assignments to explore and analyze values, skills, interests, and goals. Examine job trends and best fit careers. Includes interest and personality inventories to guide research and analysis. *This course is given in Turkish.*

ENG111 - English I (2+2):

ENG113 - Academic Reading and Writing I (2+2):

ENG112 – English II (2+2):

ENG114 - Academic Reading and Writing II (2+2):

ATA102 - History of Turkish Revolution II (2+0):

SAG104 - Introduction to Health Administration (3+0): This course focuses on the administrator's relationship to the medical and nursing professions and assesses the attributes of the various types of health service organizations. *This course is given in Turkish.*

IKT104 - Introduction to Economy II (3+0): The purpose of this course is to define the analytical tools of microeconomics used to examine the behavior of consumers and producers and how they interact in various types of market structures to determine prices and outputs. Students are also introduced to market failures and to alternative policies that may be implemented to deal with them. The analyses of some topics, however, are conducted at a more advanced level in this course due to its honors level status. *This course is given in Turkish.*

TRD102 - Turkish II(2+0):

ISL104 - Introduction to Management Organization (3+0): The purpose of this course is to define these contents: Changing paradigms of management, External Environment, Internal Environments, Global Environments, Managerial ethics, Corporate Responsibility, Goal Setting, Organizational Planning and Decision making. *This course is given in Turkish.*

ISL211 - Statistics I (3+0): The purpose of course is to define these contents: Sets and Functions, Probability, Random Variables, Special Probability Distributions, Joint Probability Distributions, Sampling Distributions Estimation, Hypothesis Testing. *This course is given in Turkish.*

SAG201 - Public Health (3+0): The purpose of this course is to define these contents: Basic concepts and approaches of public health, evaluation of important health issues, Basic Health Services, Health indicators, Demography, Epidemiology (Child health in Turkey, health of old age, chronic diseases, mental health, sexually infected diseases, infectious diseases), Environment health, Nutrition, Improving health. *This course is given in Turkish.*

SAG203 - Health Sociology (3+0): The purpose of this course is to define these contents: Basic concepts of health sociology, Behavioral sciences, health attitudes, The conception of health. *This course is given in Turkish.*

ISL213 - Communication and Ethic in Management (3+0): This course deals with the ethical decision-making process in the business context. It helps students understand various ethical systems and norms of behaviour and to draw conclusions as to the right, proper, and just decisions and actions in the face of moral dilemmas. *This course is given in Turkish.*

FIN251 - Financial Accounting (3+0): The purpose of this course is to define these contents: Accounting in Action, The reporting Process, Adjusting the Accounts, Completion of the Accounting Cycle, Accounting for Merchandising Operations, Inventories, Accounting Principles, Internal Control and Cash, Receivables, Plant assets, Natural Resources and Intangibles, The statement of Cash Flows. *This course is given in Turkish.*

ISL212 - Statistics II (3+0): The purpose of this course is to define these contents: Simple linear regression, Method of least squares, Estimating variance, Matrix algebra, Variance-covariance matrix, Simple linear regression, Regression coefficients, ANOVA, Scheffe's and Dunn's Methods, ANOVA and GLM, Two-way ANOVA, Multiple regression models, Classification and regression trees. *This course is given in Turkish.*

ISL220 – Entrepreneurship (3+0): This course is an introduction to the creative and innovative managerial practices of successful entrepreneurship. This course reviews the significant economic and social contributions entrepreneurs provide to society, the intense lifestyle commitment, and the skills necessary for entrepreneurial success. Provides an overview of the entrepreneurial process. *This course is given in Turkish.*

SAG204 - Health Information and Medical Terminology (3+0): The purpose of this course is to define these contents: Origins, Use, Presentation and Turkish Synonyms of The Health Terms, Human Anatomy and Physiology, Microbiology, Hospital Infections, Pharmacology, Terminology for Diseases. *This course is given in Turkish.*

SAG206 - Health Law and Legislation (3+0): The course focuses on the four major pillars of health law: access, financing, quality, and personhood. In the area of access, topics include statutory and common law obligations of health care providers to render care and civil rights issues within the health care arena. *This course is given in Turkish.*

SAG202 - Occupation Health and Safety (3+0): The purpose of this course is to define these contents: The Concept of Occupational Health and Its Development, Work and Health Relationship, Principles of the Application of Occupational Health, Occupational Illnesses and Prevention Methods, Ergonomics, Accidents at Work, Legislations in the Health Sector. *This course is given in Turkish.*

FIN252 - Management Accounting (3+0): The purpose of this course is to define these contents: Cost behavior and cost-volume-profit analysis, Budgeting, Performance evaluation using variances from standard costs, Performance evaluation for decentralized operations,

Differential analysis and product pricing, Capital investment analysis, Statement of cash flows, Financial statement analysis, Financial statement analysis. *This course is given in Turkish.*

LOJ208 - Operations Research in Logistics (3+0): The purpose of this course is to define these contents: General introduction to healthcare logistics, Mathematical models often used in healthcare logistics(e.g. linear programming, simulation, queueing theory), Applying above mathematical methods in the healthcare sector. *This course is given in Turkish.*

SAG301 - Health Administration (3+0): The purpose of this course is to define these contents: Health, administration, management, health administration, management administration essentials, Health organization in Turkey, workspaces of health administrators. *This course is given in Turkish.*

SAG303 - Disease Information (3+0): The purpose of this course is to define these contents: Respiration, Circulation, Digestion, Blood, Endocrine, Urinary, Genital system diseases, Neurological, Diseases, Eye, Ear, Nose and Throat (ENT), Dermatology, Joint and Connective Tissue Diseases, Emergencies. *This course is given in Turkish.*

RUS111 - Basic Russian I (2+2):

ALM111 - Basic German I (2+2):

CHN111 - Basic Chinese I (2+2):

ARP111 - Basic Arabic I (2+2):

FIN301 - Fundamentals of Finance (2+2): The purpose of this course is to define these contents:Basic Financial Statements, financial environment, risk and return, valuation of bonds and treasury bonds, stock valuation, capital cost, benefit valuation, cash flow analysis. *This course is given in Turkish.*

ISL301 - Fundamentals of Marketing (3+0): The purpose of this course is to define these contents: Understanding Marketing management, Market oriented strategic planning, Consumer and business markets, Identifying market segments and positioning, Market information system Developing New products and managing the product mix, Product and service decisions, Pricing and distribution, IMS - Promotional Strategy. *This course is given in Turkish.*

IKT303 - Management Economy (3+0): This course focuses on microeconomics, with some topics from macroeconomics and international trade. It emphasizes the integration of theory,

data, and judgment in the analysis of corporate decisions and public policy and international business environments. *This course is given in Turkish.*

ISL206 - Human Resources Management (3+0): The purpose of this course is to define these contents: General principles of human resources management (HRM), Development over time, Functions and principles of HRM, HR planning in the organizations, employee need estimation for the companies, Recruiting employee, Employee selection, importance, Methods of employee selection, Personnel orientation, Training and development, Organizational socialization and career management, Job analysis, job design, Job evaluation, involved concepts and methods, Performance appraisal and systems, Base wage and salary systems - Pay structure decisions, wage policies. *This course is given in Turkish.*

SAG302 - Health Informatics (3+0): This course will introduce the foundation of Health Informatics. It will review how information sciences and computer technology can be applied to enhance research and practice in healthcare. The basic principles of informatics that govern communication systems, clinical decisions, information retrieval, telemedicine, bioinformatics and evidence based medicine will be explored. *This course is given in Turkish.*

RUS112 - Basic Russian II (2+2):

GER112 - Basic German II (2+2):

CHN112 - Basic Chinese II (2+2):

ARB112 - Basic Arabic II (2+2):

SAG312 - Cost Accounting in Healthcare (3+0): The course employs primarily a lecture-based approach to the financial management of health care organizations but does incorporate a variety of other methods of instruction, including in-class problem solving and case analyses. Quantitative decision analysis techniques, costing methods, and financial policy analysis skills are emphasized. *This course is given in Turkish.*

ISL304 - Marketing Management (3+0): This course will introduce students to the problems and issues that are unique to marketing a service organization as well as marketing services. Topics include service strategy, listening to customers, complaint management, service guarantees, customer satisfaction, measuring return on quality, managing moment of truth, relationship marketing, and employee empowerment. *This course is given in Turkish.*

SAG401 - Relative Health System and Policies (3+0): The purpose of this course is to define these contents: Comparative Health Policies, History of health Policy, Prescribed Policies. *This course is given in Turkish.*

SAG403 – Epidemiology (3+0): This course introduces the basic principles and methods of epidemiology, with an emphasis on critical thinking, analytic skills, and application to clinical practice and research. Topics include outcome measures, methods of adjustment, surveillance, quantitative study designs, and sources of data. Designed for those with a clinical background, the course will provide tools for critically evaluating the literature and skills to practice evidence-based medicine. *This course is given in Turkish.*

SAG415 - Health Economics (3+0): This course is an introduction to the applications of economics to health care and medical care issues. Discuss the special features of medical care as a commodity and the economic explanations for health care providers, insurance markets and technology diffusion. Students also study policy issues such as universal health insurance and international comparisons. The training helps students form their own vision of the economics of health care. *This course is given in Turkish.*

ENG313 - TOEFL IBT Course I (3+0):

RUS211 - Reading and Speaking in Russian I (2+2):

GER211 - Reading and Speaking in German I (2+2):

CHN211 - Reading and Speaking in Chinese I (2+2):

ARB211 - Reading and Speaking in Arabic I (2+2):

SAG407 - Quality Management in Health Services (3+0): The purpose of this course is to define these contents: Quality Concept, Quality and theories, Applicability of theories in health services, quality and customer, quality and efficiency, quality and cost, Total Quality Management, Quality development in health services, integration of total quality management with health services, establishment of Total Quality Management culture (teamwork, training, organizational culture), analytical methods in total quality management, accreditation. *This course is given in Turkish.*

SAG413 - Health Insurance (3+0): The purpose of this course is to define these contents: Introduction to Social Security (Active, Passive, Dependant, Effects of Health Prolongation, Increase of Health Expenses According the age), Particularities of Social Security System in Turkey, Its being Multiple headed, Equilibrium of Obligations and Rights and Parallelism According to the New Regulation, Law on Pension Fund and Its implementation, Social Security Law, Implementation of Social Security Law, Social Security Organization for Artisans and Self Employed Law and Its Implementation, Branches in Private Insurance

System, Legislation and Statistical Data, Technical Characteristics of Private Health Insurance, General and Special Conditions, Factors effecting the Prime, Medium Institutions and Institutions in Insurance System, Examples of Social Security and Private Insurance Implementations in the World. *This course is given in Turkish.*

IKT401 - Turkish Economy (3+0): The objective of this course is to familiarize the students with the history and current status of the Turkish economy. The students will have exposure to past and current challenges of a developing economy within the global economic system. The course will cover macroeconomic as well as sectoral topics. *This course is given in Turkish.*

ENG314 - TOEFL IBT Course II (3+0):

RUS212 - Reading and Speaking in Russian II (2+2):

GER212 - Reading and Speaking in German II (2+2):

CHN212 - Reading and Speaking in Chinese II (2+2):

ARB212 - Reading and Speaking in Arabic II (2+2):

HIR352 - Public Relations (3+0): The course provides delegates with a clear overview of the key concepts involved in managing and developing organisational communications. *This course is given in Turkish.*

ISL413 - Strategic Management (3+0): This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. *This course is given in Turkish.*

ISL404 - Customer Relationship Management (3+0): The purpose of this course is to define these contents: CRM, CRM in Marketing, CRM and Customer Service, Sales Force Automation, CRM in E-Business, Analytical CRM, Planning a CRM Program, Selecting a CRM Tool, Managing a CRM Project, CRM Future. *This course is given in Turkish.*

SAG310 - Marketing Health Services (3+0): This course focuses an introductory survey of marketing concepts as applied to health services organizations, consumer behavior, market

segmentation, target marketing, marketing research, management, and control of marketing mix variables. *This course is given in Turkish.*

SAG408 - Medical Ethic and Patient Rights (3+0): The purpose of this course is to define these contents: Medical Ethics Concepts, Cases about Medical ethics, patient rights, rights and responsibilities of health employees. *This course is given in Turkish.*

SAG412 - Medical Documentation (3+0): The purpose of this course is to refresh health professionals on the requirements of medical record documentation as well as professional, responsible documentation strategies. *This course is given in Turkish.*