

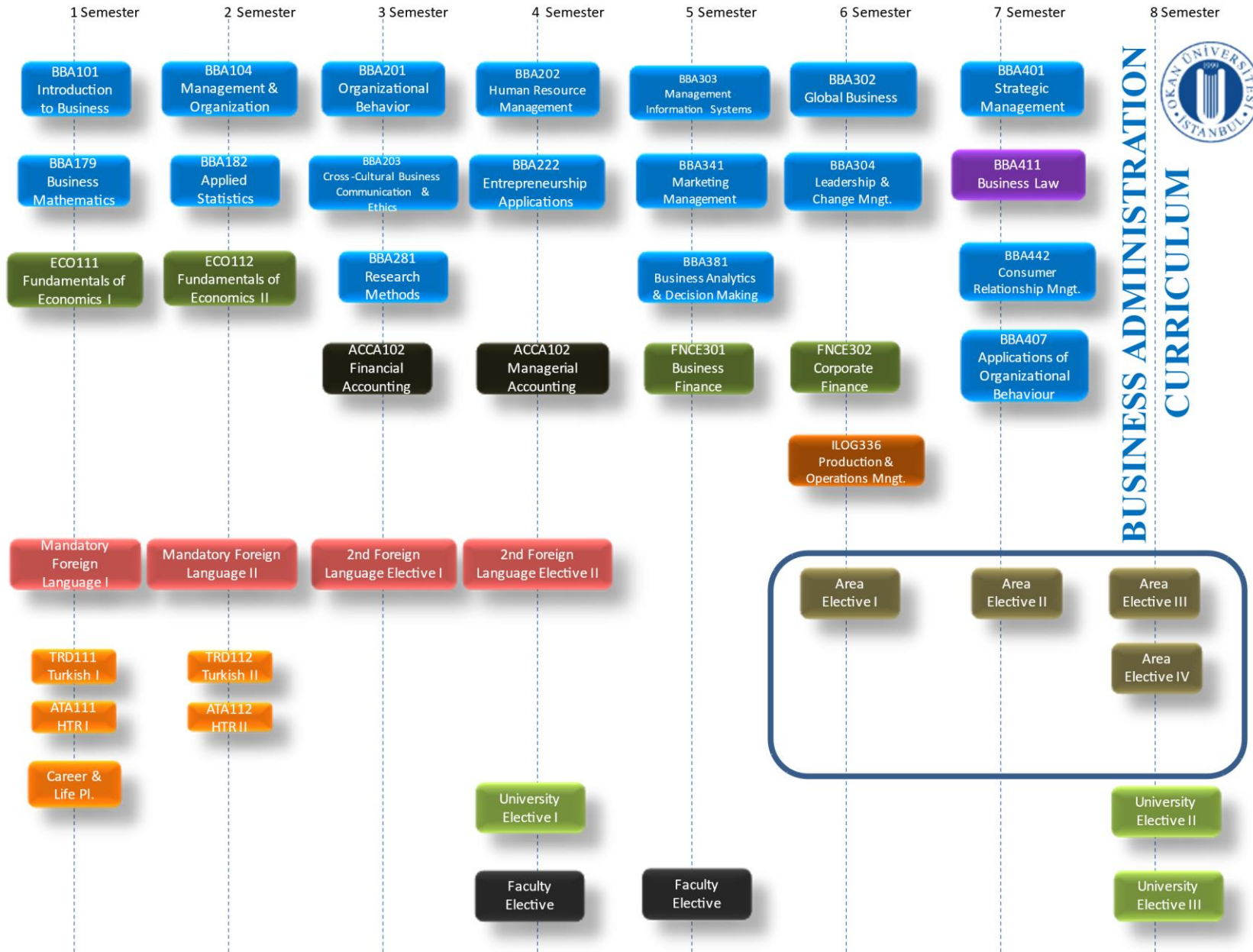


OKAN UNIVERSITY
İSTANBUL

FACULTY OF
BUSINESS AND ADMINISTRATIVE SCIENCES

**BUSINESS ADMINISTRATION
UNDERGRADUATE PROGRAM**

CATALOG



BUSINESS ADMINISTRATION UNDERGRADUATE PROGRAM CURRICULUM

Code	Course	T	A	L	C	E
1st Semester						
	Mandatory Foreign Language I	2	2	0	3	4
BBA	101 Introduction to Business	3	0	0	3	7
ECO	111 Fundamentals of Economics I	3	0	0	3	7
BBA	179 Business Mathematics	4	0	0	4	8
TRD	111 Turkish I	2	0	0	2	2
ATA	111 Atatürk Principles and the History of Turkish Revolution I	2	0	0	2	2
CLP	001 Career and Life Planning	0	3	0	1	3
2nd Semester						
	Mandatory Foreign Language II	2	2	0	3	4
BBA	104 Management and Organization	3	0	0	3	8
ECO	112 Fundamentals of Economics II	3	0	0	3	7
BBA	182 Applied Statistics	3	0	0	3	8
TRD	112 Turkish II	2	0	0	2	2
ATA	112 Atatürk Principles and the History of Turkish Revolution II	2	0	0	2	2
3rd Semester						
BBA	201 Organizational Behavior	3	0	0	3	6
BBA	203 Cross-Cultural Business Communication and Ethics	3	0	0	3	6
BBA	281 Research Methods	3	0	0	3	6
ACCA	102 Financial Accounting	3	0	0	3	7
	Second Foreign Language Elective I	2	2	0	3	4
4th Semester						
BBA	202 Human Resource Management	3	0	0	3	6
BBA	222 Entrepreneurship Applications	2	0	0	2	3
ACCA	202 Managerial Accounting	3	0	0	3	6
	Faculty Elective	3	0	0	3	6
	Second Foreign Language Elective II	2	2	0	3	4
	University Elective I	3	0	0	3	4
5th Semester						
BBA	303 Management Information Systems	3	0	0	3	6
BBA	341 Marketing Management	3	0	0	3	7
BBA	381 Business Analytics and Decision Making	3	0	0	3	6
FNCE	301 Business Finance	3	0	0	3	6
	Faculty Elective	3	0	0	3	6
6th Semester						
BBA	302 Global Business	3	0	0	3	6
BBA	304 Leadership and Change Management	3	0	0	3	6
FNCE	302 Corporate Finance	3	0	0	3	6
ILOG	336 Production and Operations Management	3	0	0	3	6
	Area Elective I	3	0	0	3	6
7th Semester						
BBA	401 Strategic Management	3	0	0	3	7
BBA	407 Applications of Organizational Behaviour	3	0	0	3	6
BBA	411 Business Law	3	0	0	3	6
BBA	442 Consumer Relationship Management	3	0	0	3	6
	Area Elective II	3	0	0	3	6
8th Semester						
INT	004 Internship	0	0	0	0	8
	Area Elective III*	3	0	0	3	6
	Area Elective IV*	3	0	0	3	6
	University Elective II*	3	0	0	3	4
	University Elective III*	3	0	0	3	4

T: Theory, A: Application, L: Laboratory, C: Credit,
E: ECTS (European Credit Transfer and Accumulation System)
*For O'CO-OP students BBA490 Practice in Business Environment

BUSINESS ADMINISTRATION UNDERGRADUATE PROGRAM ELECTIVE COURSES

Code		Course	T	A	L	C	E
Elective Courses							
ACCA	304	Internal Auditing	3	0	0	3	6
ACCA	306	Cost Accounting	3	0	0	3	6
ACCA	311	Introduction to Auditing	3	0	0	3	6
ACCA	313	Accounting Packaged Software I	3	0	0	3	6
ACCA	411	Business Budgeting	3	0	0	3	6
BBA	210	Corporate Sustainability Management	3	0	0	3	6
BBA	280	Data Analysis	3	0	0	3	6
BBA	290	Advanced Excel Applications	3	0	0	3	6
BBA	292	Fundamentals of Commercial Law	3	0	0	3	6
BBA	305	Coaching and Leadership Skills	3	0	0	3	6
BBA	320	Idea Generation	3	0	0	3	6
BBA	342	Brand Management	3	0	0	3	6
BBA	389	Fundamentals of Tax Law	3	0	0	3	6
BBA	402	Strategy Applications	3	0	0	3	7
BBA	421	Advanced Entrepreneurship	3	0	0	3	6
BBA	422	Family Business Management	3	0	0	3	6
BBA	423	Small and Medium Enterprises Management	3	0	0	3	6
BBA	424	Social Entrepreneurship	3	0	0	3	6
BBA	426	Quality Management	3	0	0	3	6
BBA	427	Innovation Management	3	0	0	3	6
BBA	441	Consumer Behavior	3	0	0	3	6
BBA	443	Digital Marketing	3	0	0	3	6
BBA	444	New Product Development	3	0	0	3	6
BBA	446	Sales Management	3	0	0	3	6
BBA	447	Retail Management	3	0	0	3	6
BBA	448	International Marketing	3	0	0	3	6
BBA	450	Marketing Research	3	0	0	3	6
BBA	451	Strategic Marketing	3	0	0	3	6
BBA	470	Corporate Governance	3	0	0	3	6
FNCE	211	Managerial Economics	3	0	0	3	7
FNCE	303	Financial Markets and Institutions	3	0	0	3	6
FNCE	304	Investment and Portfolio Management	3	0	0	3	6
FNCE	305	International Finance	3	0	0	3	6
FNCE	306	Current Issues in Global Economy	3	0	0	3	6
FNCE	401	Global Banking Operations	3	0	0	3	6
FNCE	403	Derivatives and Risk Management	3	0	0	3	6
FNCE	404	Behavioral Finance	3	0	0	3	6
FNCE	406	Entrepreneurial Finance	3	0	0	3	6
FNCE	421	Turkish Economy	3	0	0	3	6
FNCE	422	Energy Economics	3	0	0	3	6
ILOG	213	Logistics Management	3	0	0	3	6
ILOG	214	Intermodal Transportation	3	0	0	3	6
ILOG	223	Transportation Management	3	0	0	3	6
ILOG	315	Procurement	3	0	0	3	6
ILOG	316	Inventory and Warehouse Management	3	0	0	3	6
ILOG	417	Supply Chain Management	3	0	0	3	6
ILOG	418	Courier Transportation	3	0	0	3	6
ILOG	427	Sustainable Logistics	3	0	0	3	6
ILOG	428	Air Cargo Transportation	3	0	0	3	6
ILOG	448	Humanitarian Logistics	3	0	0	3	7
IRL	102	International Relations	3	0	0	3	6
ITRD	201	Fundamentals of International Trade	3	0	0	3	6
ITRD	202	International Trade	3	0	0	3	6
ITRD	205	Trade Negotiation	3	0	0	3	6
ITRD	303	Import and Export Management	3	0	0	3	6
ITRD	304	International Trade Quality Standards	3	0	0	3	6
ITRD	306	International Trade Strategies and Organizations	3	0	0	3	6
ITRD	308	E-Commerce	3	0	0	3	6
ITRD	310	Sustainable Resource Management	3	0	0	3	6
ITRD	402	International Trade and Insurance	3	0	0	3	6
ITRD	403	Customs Operations	3	0	0	3	6
ITRD	404	Target Market Economies	3	0	0	3	6
ITRD	405	Foreign Trade and Corporations	3	0	0	3	6

ITRD	407	Foreign Trade and The World Economy	3	0	0	3	6
ITRD	408	Current Issues in International Trade	3	0	0	3	6
ITRD	410	Cinema and Global Trade	3	0	0	3	6



BUSINESS ADMINISTRATION UNDERGRADUATE PROGRAM COURSE DESCRIPTIONS

CORE301 Intermediate Academic Written English (2-2-0-3-4)

Introduction to the course; tenses - advanced level; gerund, infinitive and participle constructions; adjectives and adverbs; relative and other clauses; modal verbs and concepts; passive constructions; reported speech; conditional constructions; variations of conditional constructions; developing a paragraph; making an outline; writing a descriptive paragraph; using synonyms; transitions to compare and contrast; phrasal verbs.

CORE302 Intermediate Academic Spoken English (2-2-0-3-4)

Advanced practices to develop reading; listening, writing and oral presentation skills; matching definitions and defining new terms; learning an using noun collocations to expand vocabulary; using noun collocations; sentence fragments; writing an opinion essay with a counterargument; using prefixes to guess meaning of new vocabulary; writing a cause & effect essay; complex sentences with "because, since, when"; writing a problem, solution essay and writing thesis statements; passive voice.

TRD111 Turkish I (2-0-0-2-2)

Orthographic rules; phonetics; semantics; wording; language; general information about Turkish; history of Turkish language; instructor to verify completion; Turkish alphabet; vowels in Turkish alphabet; Turkish pronunciation; vowel harmony; plural suffix in Turkish; personal pronoun in Turkish; question suffixes in Turkish; questions sentences in Turkish; ordinal numbers in Turkish; Turkish adjectives and it's opposites; basic verbs in Turkish; present continuous tense in Turkish; present continuous tense suffix in Turkish; emotions in Turkish; reactions in Turkish.

TRD112 Turkish II (2-0-0-2-2)

Language families; accents and dialects; verbal and written expressions; instructor to verify completion; general information about Turkish; history of Turkish language; possessive pronouns in Turkish; Turkish vowel harmony; possessive suffixes in Turkish; consonant voicing in Turkish; present continuous tense in Turkish; imperative mood in Turkish; temporal adverbs in Turkish; talking about life history; compare the conjunctions.

ATA111 Atatürk Principles and the History of Turkish Revolution I (2-0-0-2-2)

The aim of the revolution and related topics; the decline and fall of Ottoman Empire; the First World War; Mondros and Sevres Agreements; Mustafa Kemal and the organization of the national struggle; the last Ottoman Parliament and the proclamation of Misak-ı Milli; the establishment of Turkish grand national assembly.

ATA112 Atatürk Principles and the History of Turkish Revolution II (2-0-0-2-2)

The National War of Independence; eastern and western fronts; Mudanya Agreement and the end of sultanate; Lausanne Peace Conference and the establishment of the republic; the new republic; the opposition and Progressive Republican Party; the renovations in education and culture; the Mousul question; the experiment of multiparty system-Liberal Republican Party.

ECO111 Fundamentals of Economics I (3-0-0-3-7)

Role of consumers, firms, and workers as economic actors; nature of economic interaction and dealings; economic choice and constraints; consumer theory and demand; theory of the firm: production, costs and supply; general equilibrium; market structures; market failures; imperfect information; welfare; examples from the World and Turkey.

ECO112 Fundamentals of Economics II (3-0-0-3-7)

Concepts of accounting and determination of national income; classical and Keynesian theories of output and employment; determination of national savings, investment and consumption; theories of economic growth and development; balance of payments, exchange rate systems, trade and financial flows; monetary and fiscal policy; inflation and anti-inflationary policies; examples from the Global and Turkish economy and macroeconomic indicators.

CLP001 Career and Life Planning (0-3-0-1-3)

Professional and personal development; seminars; social, sportive, and cultural activities; the dynamics of university life; actions to be taken for getting ready to business world before graduation; setting goals; skills and competencies to be improved for getting ready to business world; creating personal vision; taking initiative to accomplish an objective; personal image as a university student; communication; stress management.

BBA101 Introduction to Business (3-0-0-3-7)

Definition of business; business administration functions; formation of a business unit; business in global markets; general management in business; human resource management in business; accounting and financial activities in business; operations management in business; marketing management in business; business and economics; social responsibility, ethics and law in business; new developments in business.

BBA104 Management and Organization (3-0-0-3-8)

Basic concepts; models; and theories of management and organization; evolution of management thought; four functions of management: planning, organizing, leading, and controlling; organizational structure; design; organization's internal systems; organization and its environment; organizational fit; organizational culture; organizational performance; social responsibility and ethics; managerial decision making; early and contemporary leadership theories and applications.

BBA179 Business Mathematics (4-0-0-4-8)

First and second order equations and inequalities; graphs in rectangular coordinates; concept of function; applications of functions; exponential and logarithmic functions and their applications; limits and continuity; differentiation; derivatives of logarithmic and exponential functions; Lagrange multiplier; partial derivatives; integration; definite integral.

BBA182 Applied Statistics (3-0-0-3-8)

Measures of central tendency (mean, median, mode, range); measures of dispersion (variance, standard deviation); histogram; diagrams, charts and plots, distinguishing between sample and the population; probability; permutation; combination; probability rules; bivariate probability, joint probability; conditional probability; Bayes' theorem, discrete and continuous variables and probability distributions (binomial, Poisson, exponential distributions); expected value; sampling and sampling distribution (sampling distribution of the sample mean and sample proportion); point estimation; confidence interval; hypothesis testing (z, student's t, F and Chi-square distributions); linear correlation; population and sample correlation coefficient.

BBA201 Organizational Behavior (3-0-0-3-6)

Definition of organizational behavior; diversity and cultural values; ethics; personality and attitudes; attitudes and job satisfaction; emotions and moods; perception and individual decision-making; motivation concepts; motivation; from concepts to applications; foundations of group behavior;

understanding work teams; communication; leadership; power and politics; conflict and negotiation; foundations of organization structure; organizational culture; human resource policies and practices; organizational change and stress management.

BBA202 Human Resource Management (3-0-0-3-6)

Definition of human resource management; its basic concepts; strategic role of human resource function in an organization; key functions of human resource management such as workforce planning; recruitment, selection, development, performance appraisal; succession planning, career management and retention, job evaluation, compensation; ethical issues; principles and problems of labor relations; employee-employer relations; organizational culture; diversity management; international human resource management.

BBA203 Cross-Cultural Business Communication and Ethics (3-0-0-3-6)

Cross-cultural communications management; assessing the business and marketing environment; understanding the role of culture; the meanings and dimensions of culture; cross-cultural models; communicating across cultures; verbal and non-verbal communication; issues in cross-cultural communications management; application of cross-cultural communications management to business situations: cross-cultural negotiation and decision-making, formulating strategy in cross-cultural environment; definition of ethic; trust and truth; unfair competition; ethical issues in business practices; social responsibility and the role of ethical issues in management.

BBA210 Corporate Sustainability Management (3-0-0-3-6)

The course focuses on the examination of basic concepts related with corporate sustainability and examines how businesses develop and implement strategies to promote sustainability. This course contains; Introduction to the Course, Introduction to Sustainability Concepts, Theories of Sustainability: Shareholder vs Stakeholder Theories, Theories of Sustainability: Porter's Creating Shared Value Approach, Linking strategy with sustainability, Strategy-Sustainability Entegration, Sustainability at Production, Operations, R&D and Logistics Processes, Integrating Human Resources, Marketing and IT with Sustainability, Risk Management and Sustainability, Sustainability Communication, Mechanisms for Sustainability, Sustainability and Innovation, Social Entrepreneurship.

BBA222 Entrepreneurship Applications (2-0-0-2-3)

Examples from entrepreneurial successes; role models; development of an entrepreneurial culture and awareness; entrepreneurial eco-system; entrepreneurial finance.

BBA280 Data Analysis (3-0-0-3-6)

Data structures, types and organization, determining the suitability of data with parametric and non-parametric methods and models, methods of reaching complete information about the population with the usage. To perform statistical analysis and interpretation of data with the help of various package programs (Excel, SPSS, MATLAB and Python) by teaching the basic concepts and methods of data analysis.

BBA281 Research Methods (3-0-0-3-6)

Introduction to the process of conducting research; steps in the process of research; identifying a hypothesis and research problem; creating research questions; reviewing literature; ethics of research; qualitative research: essence of qualitative data, sampling, collection techniques; interpreting qualitative data: qualitative data analysis procedures, coding, thematic development; quantitative research: essence of quantitative data, collection and analysis techniques, sampling, data collection instruments; applied statistics: identifying the dependent and independent variables, confidence levels; descriptive statistics; inferential statistics: drawing inference from data, modeling assumptions, identifying patterns, data analysis; regression analysis; SPSS application; APA writing styles, taxonomy of research, research project presentation.

BBA290 Advanced Excel Applications (3-0-0-3-6)

Basic Excel use; working with worksheets and books; working with data lists; conditional and unconditional formatting; working with graphics; logical and mathematical functions; statistical functions; financial functions; subtotals, preparing tables and summary table analysis; pivot tables; macros; data analysis.

BBA292 Fundamentals of Commercial Law (3-0-0-3-6)

Concept of law, coerciveness of law, damages and sanctions, comparison of law with similar concepts, importance and function of law, definition of commercial law and its properties, Commercial Code, concept of commercial enterprise, structure, headquarters-branch distinction, concept of business transaction, presumption of business transaction, commercial provisions, commercial jurisdiction, merchants, consequences of being a merchant, dependent commercial assistants, independent commercial assistants, trade registry, registration, effects of registration, commercial name, company name, open account, commercial books, concept of person, real persons, legal persons, acquisition of personality, capacity to have rights in real persons and legal persons, loss of personality, trademark, unfair competition bills of exchange, promissory notes, cheques, commodity bills.

BBA302 Global Business (3-0-0-3-6)

Introduction to global business; globalization of market and the internalization of the firm; cultural environment of global business; ethics and international business; theories of international trade and investment; PESTEL analysis, government intervention in global business; emerging markets and developing economies; advanced economies; import and export intermediaries; supplier and distributor contracts; competitive strategies; alternate methods of market entry; foreign direct investment and collaborative ventures; global sourcing; marketing in the global firm; HRM in the global firm; financial management and accounting in the global firm; global operations management.

BBA303 Management Information Systems (3-0-0-3-6)

Organizational foundations of information systems; hardware; software, wireless communication; internet; management information systems; ERP systems; planning; implementation and the stages of MIS systems; application areas; decision-making methods and the effects of these systems on the functions of management.

BBA304 Leadership and Change Management (3-0-0-3-6)

Definition of leadership; trait and behavioral theories of leadership; situational contingency leadership; implicit leadership; inspirational leadership perspectives; moral leadership; shared leadership; leadership across cultures; strategic leadership; phases of organizational change; planned change strategies; forces for and resistance to organizational change; organization-level resistance to change; evolutionary and revolutionary change in organizations; managing and leading organizational change; leaders as change agents.

BBA305 Coaching and Leadership Skills (3-0-0-3-6)

In this course, it is aimed to develop basic coaching knowledge and skills so that students can lead themselves and others. This course aims to explain the basic principles of coaching, which is a management and individual/corporate development tool, and to develop basic coaching skills.

BBA320 Idea Generation (3-0-0-3-6)

Early stage entrepreneurial activities; creativity; design thinking; innovation management; stand-up phase; value creation; defining the business idea; business idea generation process; presentation of the business idea; customer appreciation and willingness to pay; technical and procedural feasibility.

BBA341 Marketing Management (3-0-0-3-7)

Developing marketing strategies and plans; connecting with customers: creating long-term loyalty relationships, building strong brands: identifying market segments and targets, creating brand equity; product and service strategies; pricing strategies; managing marketing channels; elements of integrated

marketing communications, digital communications; advertising, sales promotions, events and experiences, and public relations; direct marketing; word of mouth; and personal selling.

BBA342 Brand Management (3-0-0-3-6)

Basic concepts; brand management; brand equity; brand positioning; designing marketing programs to build brand equity; integrating marketing communications to build brand equity; brand equity measurement and evaluation; branding strategies; brand extensions; sustainability in brand management; global brands; organizational, managerial and ethical issues.

BBA381 Business Analytics and Decision Making (3-0-0-3-6)

Probability concepts and applications; decision analysis; forecasting; inventory control models; linear programming; transportation, assignment, and network models; integer programming and goal programming; project management; waiting lines and queuing theory models; Monte Carlo simulation modelling; Markov chain; statistical quality control.

BBA389 Fundamentals of Tax Law (3-0-0-3-6)

Concept of law, concept of financial law, meaning of tax law; the place of tax law and its independence within the law system; correlation of tax law with the private law and public law branches, branches of tax law; sources of law; sources of tax law; enforcement of tax rules in terms of place; time and meaning; basic concepts and institutions of tax law; tax immunity; exceptions and deductions; basis; tax table; assessment; notification; accrual; payment and tax collection; Code on Collection Procedure of Assets; prescription; cancellation; types of cancellation; tax amnesty; concept, types, extension; calculation of time in tax law; tax administration and review; tax crimes and punishment; tax jurisdiction.

BBA401 Strategic Management (3-0-0-3-7)

Basic concepts of strategic management; the strategic management process; developing strategic vision, mission, and objectives; crafting strategy; industry analysis; competitive analysis; evaluating company resources; evaluating competitive capabilities; corporate and business strategies; the five generic competitive strategies; strategies for international markets; implementing strategy: resources and structure; implementing strategy: budgets, policies, incentives; implementing strategy: culture and leadership; strategic evaluation and control; ethics in strategic management; business strategy simulation game.

BBA402 Strategy Applications (3-0-0-3-6)

Learning strategic management applications through simulation, evaluation of management understanding through case studies, event analysis and technical applications.

BBA407 Applications of Organizational Behavior (3-0-0-3-6)

In this course, the students find the opportunity to discuss all issues through case studies and they will examine the personality, job satisfaction, motivation, learning, etc. of the employee in the organization in line with the basic objectives of the discipline of organizational behavior. Students who are aware of organizational dynamics make sense of the connections between various work behaviors and organizational outputs. Analyzes the relativity of work behavior from the individual, group and organizational levels. In the light of all the evaluations, students who make behavioral analyzes with case studies gain various tips in order to determine their career paths after graduation.

BBA411 Business Law (3-0-0-3-6)

Legal transactions; classification and formation of contracts; scope of commercial law; commercial transactions; assignment; commercial papers; partnerships; the rights of minors in the business entity; illegal aspects of bankruptcy; mergers; acquisitions and intellectual property; laws of patents; copyrights and trademarks; consumer laws; product warranties; rental relationships.

BBA421 Advanced Entrepreneurship (3-0-0-3-6)

Expansion of the entrepreneurial capacity; entrepreneurial canvas; scale-up phase; strategic decisions; sustainable growth model; fund-related organization and alternatives such as KOSGEB and TUBITAK; business plan creation and Osterwalder's business model canvas; advanced critical thinking; presentation of business plan.

BBA422 Family Business Management (3-0-0-3-6)

Definition of family business; investing in family business; the succession conspiracy; management succession in the family business; strategies for family firms; the special role of strategic planning for family businesses; equity compensation for key employees; shareholder relationships in family businesses; planning around the problems of transactions involving family members; professionalizing the family firm; the transition to professional management; culture and continuity in family firms; boards of directors in the family firm; management practices that support entrepreneurship and continued growth; adaptation; survival; and growth of the family business.

BBA423 Small and Medium Enterprises Management (3-0-0-3-6)

Start-up phase, entrepreneurial intentions, realization, managerial functions; organization and strategy; marketing; HR; finance; and production related aspects; business life cycle; Mintzberg's strategic apex; technical and business staff and infrastructural aspects; small and medium size enterprise creations; problems in the management of SMEs; management problems in family businesses; sustainable growth.

BBA424 Social Entrepreneurship (3-0-0-3-6)

Principles and practices in social entrepreneurship; establishment and management of successful social mission-driven ventures, established pedagogy of entrepreneurship; cutting edge nonprofit and public management tools, Not-for Profits, NGOs, Hybrid Organizations; Cooperation; Foundations, Associations, Corporate Social Responsibility, Social Businesses and Social entrepreneurship.

BBA426 Quality Management (3-0-0-3-6)

Introduction and basics of quality management; focusing quality on getting business results; quality management systems (Six Sigma; EFQM; Malcolm Baldrige and ISO 9001); Quality evolution; quality experts (Deming, Juran, Crosby), QM goals and core values/principles; developing quality strategies and implementing them; managing a quality culture; quality management in service.

BBA427 Innovation Management (3-0-0-3-6)

Definition of innovation; characteristic of innovation; sources of innovation; creativity; creativity processes, factors and conditions that prevent creativity; the differences between creativity and innovation; types of innovation; process of innovation; innovation models; diffusion of innovation; Intellectual property rights; innovation based strategies as a source of competitive advantage; implementation of innovation strategies; management of innovation; innovation clusters and national innovation systems; crowdsourcing of innovation; developing innovative user communities; the challenges and opportunities of co-creation.

BBA441 Consumer Behavior (3-0-0-3-6)

Consumer behavior: meeting changes and challenges; the consumer research process; market segmentation and strategic targeting; consumer decision making: buying, using, and disposing; consumer motivation; personality, lifestyles and values and consumer behavior; consumer perception; consumer learning; consumer attitude formation and change; communication and consumer behavior; the family and its social class standing; influence of culture on consumer behavior; subcultures and consumer behavior; cross cultural and global consumer behavior; diffusion of innovations; consumer decision making and beyond; consumers social responsibility and green marketing.

BBA442 Customer Relationship Management (3-0-0-3-6)

Maximizing profitability; customer selection metrics; managing customer profitability; maximizing customer profitability; managing loyalty and profitability simultaneously; optimal allocation of resources

across marketing and communication strategies; choosing the right product to the right customer at the right time; preventing attrition of customers; managing multichannel shoppers; linking investments in branding to customer profitability; acquiring profitable customers; managing customer referral behavior; organizational and implementation challenges; the future of customer management.

BBA443 Digital Marketing (3-0-0-3-6)

Channel planning; e-mail marketing; digital display; social media; organic search (SEO); paid search (SEM); content marketing; digital marketing analytics and return on investment (ROI); digital campaigns; lead generation; web presence; landing pages; mobile marketing; creating strategies in digital platforms.

BBA444 New Product Development (3-0-0-3-6)

Introduction to new product development; new product strategies; proactive new product development process; market definition and entry strategy; idea generation; perceptual mapping; identification of strategic benefits; customer needs and perceptual mapping; methods and procedures; strategic product positioning and customer preferences; benefit segmentation and product positioning; estimating sales potential; designing for quality; advertising and product testing; pretest market forecasting; test marketing; launching the product; managing through life cycle; organizing for innovation; customizing the new-product development process.

BBA446 Sales Management (3-0-0-3-6)

Sales perspective; development and role of selling in marketing; sales strategies; sales environment; consumer and organizational buyer behavior; sales settings; international selling; law and issues; sales techniques; sales responsibilities and preparation; personal selling skills; key account management; relationship selling; direct marketing; internet and its applications in selling and sales management; sales management: recruitment and selection; motivation and training; organization and compensation; sales control; sales forecasting and budgeting; salesforce evaluation.

BBA447 Retail Management (3-0-0-3-6)

An introduction to retailing; building and sustaining relationships in retailing; strategic planning in retailing; situation analysis, retail institutions by ownership; retail institutions by store-based strategy; web, nonstore-based, and other forms of nontraditional retailing; targeting customers and gathering information; identifying and understanding consumers; information gathering and processing in retailing; choosing a store location; retail organization and human resource management; operations management: financial and operational dimensions; merchandise management and pricing; establishing and maintaining a retail image; promotional strategy; integrating and controlling the retail strategy.

BBA448 International Marketing (3-0-0-3-6)

Introduction to global marketing; global marketing environment; global information systems and market research; segmentation, targeting, and positioning; importing, exporting, and sourcing; global market entry strategies: licensing, investment, and strategic alliances; brand and product decisions in global marketing; pricing decisions; global marketing channels and physical distribution; global marketing communications decisions.

BBA450 Marketing Research (3-0-0-3-6)

The role of marketing research in management decision making; identifying target markets and researching marketing mix; marketing research suppliers and users; the growing role of strategic partnering and global research; the marketing research process; managing the research process; published secondary data, databases, the internet, and decision support systems; qualitative research; primary data collection: survey research, observation, experimentation; understanding measurement; using measurement scales; examples of marketing research.

BBA451 Strategic Marketing (3-0-0-3-6)

Foundations of strategic marketing management; financial aspects of marketing management; marketing decision making and case analysis; opportunity analysis, market segmentation, and market targeting;

product and service strategy and brand management; integrated marketing communication strategy and management; marketing channel and supply chain strategy and management; pricing strategy and management; marketing strategy reformulation: the control process; global marketing strategy and management.

BBA470 Corporate Governance (3-0-0-3-6)

Definition of corporation and corporate governance; various models and mechanisms of corporate governance; the shareholder/stakeholder rights and responsibilities; the issues pertaining to the board of directors and management; expound on the audit committees; analyze the corporate scandals along with corporate best practices; the transparency, professionalism and honesty in managing the relationship between governance and ethics; the legislations on corporate governance and responsibility.

BBA490 Practice in Business Environment (0-24-0-12-24)

Job orientation; work experience in the business market; opportunity to work in departments, students choose or are chosen to work; professional career before graduation; business terminology; ethics and confidentiality; business etiquette; research project; presentation of the project; handing in all compulsory documents to the academic coordinator; the opportunity for companies to expand their workforce.

ACCA102 Financial Accounting (3-0-0-3-7)

Definition of accounting; functions and position within the business organization and its importance; basic accounting equation; financial statements; documents used in accounting; the books used in accounting; concepts of accounts; groups of accounts and working principles; accounting plan and uniform chart of accounts; implementation of accounting in our country: transactions of short-term assets, long-term assets, short-term liabilities, long-term liabilities, equity and profit and loss accounts and accounting records; case study.

ACCA202 Managerial Accounting (3-0-0-3-6)

Basics of managerial accounting; cost behavior; planning of profit; managerial decisions; comparative study of full and variable cost method; responsibility accounting; cost center success valuation; decisions on cost and management; decision making applications between alternatives.

ACCA304 Internal Auditing (3-0-0-3-6)

Internal audit operations; profession of internal audit; the role of internal audit in the process of auditing; internal control system; risk management; internal audit programmes and case studies; audit reports; frauds; ethical value and standards (COSO frame of internal control); internal auditing and ethic.

ACCA306 Cost Accounting (3-0-0-3-6)

Basic concepts related to cost accounting; classification of costs; cost accounting system of recording; elements of cost; cost of raw material, labor costs and production overheads; cost systems; order cost method; process costing and standard cost method; inventory valuation methods; cost-volume relationships; waste problem in cost accounting; case studies.

ACCA311 Introduction to Auditing (3-0-0-3-6)

Definition and types of auditing; international and generally accepted auditing standards; risk at auditing process; internal control and its importance; materiality at auditing process; audit planning; audit sampling; audit evidence and techniques; audit work papers; completion of audit and auditing reports; auditing and ethics.

ACCA313 Accounting Packaged Software I (3-0-0-3-6)

Identification of the company in the program; modular accounting principles; general information about the program; description of the system and commercial department; opening of the card module;

performing of new year opening process; accounting of operations performed in the module; expression of authorization process; expression of reporting process; regulation of financial statements and closing transactions; new year transfer transactions; monography applications contains all process and backup operations.

ACCA411 Business Budgeting (3-0-0-3-6)

Budget concept and basic features, basic principles of budget and budget deviations, budgeting system, budgeting process and budget preparation, budget deviation analysis, budget applications in manufacturing sector, budget applications in service sector, budget applications in trade sector, ERP, profit planning, activity as planning techniques based costing.

FNCE211 Managerial Economics (3-0-0-3-7)

Budget concept and basic features, basic principles of budget and budget deviations, budgeting system, budgeting process and budget preparation, budget deviation analysis, budget applications in manufacturing sector, budget applications in service sector, budget applications in trade sector, ERP, profit planning, activity as planning techniques based costing.

FNCE301 Business Finance (3-0-0-3-6)

Specifics of financial statements; statement of cash flows; financial statement analysis; trend analysis; horizontal and vertical analysis; financial ratio analysis; long-term financial planning; sales of percentage approach; internal and sustainable growth rates; time value of money, present and future values of multiple cash streams; annuities; perpetuities; loan amortization.

FNCE302 Corporate Finance (3-0-0-3-6)

Firm theory; role of the corporation; capital structure; debt-equity mix; bond valuation; Gordon growth model and stock valuation; capital budgeting; net present value; internal rate of return; modified internal rate of return; payback rule; discounted payback rule; average accounting return; capital market history; risk and return; risk premium; systematic and unsystematic risk; diversification; security market line; cost of debt capital; cost of equity capital; weighted average cost of capital; financial leverage; dividend policy.

FNCE303 Financial Markets and Institutions (3-0-0-3-6)

Overview of the financial system; specifics of financial institutions; stylized facts about the financial environment; asymmetric information in financial markets, adverse selection and moral hazard; impact of asymmetric information on financial institutions; agency theory and dynamics of financial crisis; measuring interest rates; the money markets; the bond markets; the stock markets and the market efficiency; the mortgage markets; the foreign exchange markets; international financial institutions; financial regulation.

FNCE304 Investment and Portfolio Management (3-0-0-3-6)

Investment environment; overview of financial instruments; security trading; initial public offerings; market orders; buying on margin; short sales; investment companies; open-end funds; closed-end funds; risk and return; risk premium; risk aversion; capital allocation line; portfolios of risky and risk-free assets; the capital market line; optimal risky portfolios; diversification; portfolios of two risky assets; minimum variance portfolio; the Markowitz portfolio selection; capital asset pricing model; arbitrage pricing theory; factor models; market efficiency; simulation application.

FNCE305 International Finance (3-0-0-3-6)

Globalization of the World economy; evolution of the international monetary system; European monetary system; fixed versus flexible exchange rate regimes; Balance-of-payments accounting; balance-of-payments accounts; the foreign exchange market; the spot market and forward market; international parity relationships and forecasting foreign exchange rates; interest rate parity, purchasing power parity, the Fisher effects; international bond market; international equity market.

FNCE306 Current Issues in Global Economy (3-0-0-3-6)

Specifics of macroeconomic indicators and macroeconomic analysis; interpreting macroeconomic indicators; industry analysis; goods market; global markets; risk in international investments; interest parity condition and carry trade; the mutual fund industry; pension funds; investment banks and underwriting; dynamics of financial crisis; subprime mortgage crisis; securitization and collateralized debt obligations; financial contagion; dynamics of cross-border capital flows; global financial imbalances.

FNCE401 Global Banking Operations (3-0-0-3-6)

Banking System and Commercial Banks; Regulators and Organization Structure in Banks; Basic Bank Operation Terms; Bank Accounting Structure; Fields of Activity in Banking; Correspondent Banking; Deposits; Loans; Funds Transfers; Check Processing & Clearing; Funds Management; FX Transactions; Capital Market Transactions; Foreign Trade Operations; Internet & Mobile Banking.

FNC403 Derivatives and Risk Management (3-0-0-3-6)

Specification of derivative instruments; market risk; counterparty risk; mechanics of futures markets; stock index futures, commodity futures; interest rate futures; hedging strategies using derivatives; determination of forward and futures prices; swaps; mechanics of options markets; properties of stock options; trading strategies involving options; binomial trees; Black-Scholes-Merton model.

FNCE404 Behavioral Finance (3-0-0-3-6)

Efficient market hypothesis; long-term returns; random walk; prospect theory; psychological evidence into financial decisions; rationality concept; mispricing; bubbles; inefficient markets; financial market anomalies and theories; investor psychology; risk aversion; market crashes; agency problem; market overreaction.

FNCE406 Entrepreneurial Finance (3-0-0-3-6)

Business evaluation; capital structure; sources of funding; investment valuation; analysis, prioritization and selection of investment projects; real options; working capital management; cash flow management; venture capital funds; term sheets; due diligence; initial public offerings; mergers and acquisitions; growth management.

FNCE421 Turkish Economy (3-0-0-3-6)

The structure of the Turkish economy during the Republican period; Specifically, industrial evolution of the economy with a focus on migration, manufacturing, expanding trade and multilateral relations; employment of the skilled and unskilled labor force and changing demographics; the evolution of the structure and institutions of Turkish economy; growth, production, trade and distribution patterns; evolution of economic policy and current economic issues; examination and evaluation of the developments in Turkish economy using the basic economic concepts and tools; investigation of the post-1980 Turkish economy with emphasis on current policy issues and future prospects.

FNCE422 Energy Economics (3-0-0-3-6)

Introduction to energy markets; the distinction between primary and secondary energy; the distinction and relationship between domestic and international energy markets, coal markets, oil markets, natural gas markets, electricity markets; structures of the energy markets; price dynamics; market regulation; investment in energy markets; competition in energy markets; trade in energy; energy dependency and energy security issues; energy policies and their effects on the market structure and price dynamics global warming, energy-climate controversies.

ILOG213 Logistics Management (3-0-0-3-6)

Fundamentals of logistics, functions, processes and objectives of the logistics operation, logistics terminology, design of channels for distribution, information flows, facility location, outsourcing, risks and possible disruptions in logistics, KPIs in logistics, laws and regulations related to sustainability in the logistics, systems approach to the management of logistics, activities; Industry 4.0.

ILOG214 Intermodal Transportation (3-0-0-3-6)

Introduction to intermodal transportation management system, global transportation corridors, global logistics and transportation infrastructure, container-related transportation activities, multi-modal freight operations, international road-maritime-air and rail transportation related with intermodal transportation, decision support tools for real-time intermodal transportation systems.

ILOG223 Transportation Management (3-0-0-3-6)

Introduction to transportation and distribution management, understanding of transport, inventory and distribution systems supported with real business case studies, discussing how products and services are delivered to the customers effectively. Information technology concepts related to routing to gain a competitive advantage of the company, comparison of five transport modes, basic systems of five transportation modes.

ILOG315 Procurement (3-0-0-3-6)

Strategic issues in procurement and supply management, purchasing process, procurement cycle, price and availability check, supplier relations management, negotiation and conflict resolution, product planning, cost, price, and value analysis, solicitation management; sourcing, supplier selection and evaluation, e-sourcing, quality standards, purchasing price, total cost of ownership, contract preparation and management; delivery and inspection; contract termination; discrepancy resolution; payment models.

ILOG316 Inventory & Warehouse Management (3-0-0-3-6)

Introduction to inventory analysis, demand management, cost concepts, inventory valuation, inventory profit relationship, activity-based decisions, demand forecasting, safety stock calculation, material requirements planning, master production scheduling, distribution management, distribution resource planning, purchasing management, and inventory management organization, high-tech automated warehousing and order delivery, describing the usage of the inventory models, the factors that affect the calculation of order quantity and levels, optimum stock levels and inventory classification methods; Industry 4.0.

ILOG336 Production and Operations Management (3-0-0-3-6)

Product design and analysis; capacity planning and investment decisions; production forecasting models; facility location; plant layout and materials handling; material management and inventory control; aggregate planning and master production scheduling; material requirements planning; production planning and control; single machine scheduling; flow shop scheduling and job shop scheduling; and quality control; Six Sigma and Lean Manufacturing; supply chain management; maintenance management; Industry 4.0.

ILOG417 Supply Chain Management (3-0-0-3-6)

SCM's role in the overall business strategy, identifying the SCM-related business processes including sourcing, procurement, sales and operations planning, distribution and demand management, problems encountered in practice and the new challenges facing SCM practitioners, managing supply chain relationships, managing risk in the supply chain, matching supply and demand, creating a sustainable supply chain, risks and facing possible disruptions in supply chains, KPIs in SCM, laws and regulations related to sustainability in the supply chain; coordination and cooperation; Industry 4.0.

ILOG418 Courier Transportation (3-0-0-3-6)

Technical, operational and regulatory issues of cargoes; cargo handling, distribution planning of cargo, cargo operations, tariffs and pricing cargo, fleet management, regulations of cargo operator, cargo acceptance and documentation, facility and handling equipment

ILOG427 Sustainable Logistics (3-0-0-3-6)

Strategic and operational perspective of green logistics and green supply chain management, green logistics areas; especially green transportation and green packaging, indicators of environmental

sustainability, best practices of green logistics in various business fields, environmental management systems (ISO 14001), environmental reporting and LCA, carbon footprint, supply chain audit, emissions trading and its business implications, laws and regulations related to sustainability in the supply chain risk management in supply chain, social factors of sustainability.

ILOG428 Air Cargo Transportation (3-0-0-3-6)

Cargo trends and forecasts, Industry challenges, cargo e-business and quality management, cargo operations in airways, cargo marketing and revenue management, strategies for cargo carriers; plan, design, develop and manage air cargo terminals and air related logistics systems.

ILOG448 Humanitarian Logistics (3-0-0-3-6)

Disaster relief operations, Impact on aid effectiveness, Public-private (and civil-military) partnerships in the supply chain, Economic importance of the aid industry, Integration in the relief supply chain, Public-private partnerships in humanitarian logistics, Food security from disaster relief to development and recovery, Health care humanitarian supply chains, Security in humanitarian logistics, Challenges in humanitarian logistics.

IRLI02 International Relations (3-0-0-3-7)

Basic Concepts of International Relations; Power; Sovereignty; Nation-states; National Security, Geopolitics and Diplomacy; Level of Analysis in IR; Historical Development of the Modern States; Realism and Neo-Realism; Liberalism and Democratic Peace Theory; Structuralism and Dependency Theory; Armament and Disarmament; International Migration; The concepts of “Weak State” and “Failed State”; Environmental Issues.

ITRD201 Fundamentals of International Trade (3-0-0-3-6)

Export-import definitions; customs area; who can make foreign trade; foreign trade commitments; HS code; customs declaration; cash- currency separation; foreign trade terms of delivery; foreign trade pricing; terms of payment; international trade documents; international trade permits.

ITRD202 International Trade (3-0-0-3-6)

Megatrends in international trade; organizations responsible from foreign trade in Turkey; important databases used in foreign trade; import and export legislation in Turkey; T-types of export; export workflow; import legislation; import workflow; protection measures; ICC 600; ICC 522.

ITRD205 Trade Negotiations (3-0-0-3-6)

International trade environment; Turkish economy and business culture; international institutions which support international trade; role of HR in international trade; sales organization; business communication; definition of negotiation; management of sales, negotiation and communication; understanding role of marketing; learning sales strategies; understanding sales environment; understanding consumer and corporate purchase process; targeting sales strategies; understanding responsibilities of sales and preparing.

ITRD303 Import and Export Management (3-0-0-3-6)

The characteristics of being an exporter an importer in Turkey from the economic point of view; import and export based management strategy development; strategy types; value chain analysis; export marketing planning and strategy development; export marketing planning process; evaluating export readiness of Turkish SMEs; B2B and B2C market segmentation; selecting export destinations by using market selection techniques; pricing issues; deciding on market entry strategy and channels; developing sales and distributor contracts; developing new products and; or adaptation for new export markets; developing marketing communication tools; using delivery and payment terms; using state aids for foreign trade operations.

ITRD304 International Trade Quality Standards (3-0-0-3-6)

Importance and obligation of quality in foreign trade; international quality institutions; fundamentals; standards; accreditation; market controlling; TSE Certificates; ISO 9000, 14000, 22000 and others; E-CE signs; Codes 29000; Eko-teks green point evaluation; EU quality orders; auditing import; product safety, EU Rules and harmonization 4703 and 339 EU rules; market supply conditions.

ITRD306 International Trade Strategies and Organizations (3-0-0-3-6)

Perspectives on international trade organizations; review of basic international economic relations, trade policy, instruments of trade policy, tariffs, nontariff barriers; world and international trade organizations after the World War II; Bretton-Woods System; IMF; GATT; European Economic Community; the crisis in 1970s; globalization and international trade organizations; collapse of Bretton-Woods System; globalization; growth of multinational corporations; World Trade Organization (WTO); principles of the WTO; degrees of economic integration; European Union (EU); institutions of the EU, EU product rules, regional integrations.

ITRD308 E- Commerce (3-0-0-3-6)

Marketing management; definition of communication with market and e-commerce; segmenting and positioning and understanding buyers characteristics; understanding different media types; corporate identity; sales literature; brand; web site; sales staff; international fairs; product and packaging; parts of digital marketing; online market and customer research; B2B markets; digital marketing; use of social media; developing and managing B2C sales web site; success stories of some B2B and B2C sites; payment methods and rules; producing a business modal book and making a web site.

ITRD310 Sustainable Resource Management (3-0-0-3-6)

The aim of this course is to analyse how countries could optimize their resources in order to reach/maintain their sustainable economic growth. For this purpose; in accordance with the changing trends in the countries' natural resources, energy, agriculture, and so on; and the impact of the resources on climate change; effects of the resources that need to be changed due to climate change on the import and export balances of the countries and how a foreign trade policy should be followed in this process; and the situation of Turkey will examine in this process.

ITRD402 International Trade and Insurance (3-0-0-3-6)

Definition of risk; definition of insurance; understanding risks in business; why is insurance is so important; insurance types in business; insurance types in international trade; analyzing risks; developing effective business types; picking proper insurances in business; obligated insurances; state support in international trade insurances.

ITRD403 Customs Operations (3-0-0-3-6)

Customs taxes; general rules; commercial preventions; tariffs; HS codes; origin of goods; value of goods; certificate of movement; summary declaration; customs declaration; custom regimes; free movement of goods; warehouse regime; the hinterland; temporary import regime; inward processing regime.

ITRD404 Target Market Economies (3-0-0-3-6)

Market characteristics; population; national income; economic growth; income distribution; consumption patterns; inflation; debt; infrastructure; classification of countries; geographic classification; economic classification (UN, World Bank); developed; developing; transition countries; G-7; G-8; G-20; OECD; OPEC; Developing Countries: main developing country groupings (NICs, Emerging Countries, BRIC, African countries); EU; NAFTA and other integrations; emerging markets; Market Potential Index (MPI); BRIC countries; economic environment in emerging markets and developing countries.

ITRD405 Foreign Trade and Corporations (3-0-0-3-6)

Economic view; Today and future of world economy; expectations from industry and trade life; developed and emerging country trades; foreign trade indicators of turkey; managing institutions in foreign trade and functions; markets in foreign trade and effects of agreements to the companies management; power of international competition to the management of companies in international trade; structural relations of companies; HR in foreign trade companies; behaviors of employee and managers in foreign trade companies; developing understanding levels of employees according to international norms; application of starting a business to international trade.

ITRD407 Foreign Trade and the World Economy (3-0-0-3-6)

Classification of economy; classification of manufactured goods; horizontal specialization; vertical classification; technological classification of exports economic development; meaning and indicators of economic development; characteristics of the developing world; the origins of foreign trade; feudal society; geographical explorations; Mercantilism; Industrial Revolution; Colonialism; international trade and development strategy; current key issues in international trade; the terms of trade and the Prebisch-Singer Hypothesis; import substitution industrialization (ISI); export promotion; globalization and international trade; drivers of globalization; globalization of developing countries in trade; outsourcing and offshoring; the fragmentation of production and emergence of production networks; global value chains; governance of value chains; globalization and development strategy; Turkey and value chains; industrial upgrading; sectoral examples.

ITRD408 Current Issues in International Trade (3-0-0-3-6)

magnifier effects; competitiveness effects; market distortion effects; agriculture in foreign trade; trade rules; liberalization in trade; agreements; reducing tariffs; developing countries; investment policies; environmental goods and services; labelling.

ITRD410 Cinema and Global Trade (3-0-0-3-6)

Exchange of global trade by periods; Liberal politics; Keynesian politics; The impact of the film industry on trade; The impact of the film industry on consumer habits; Hollywood's power and US dominance in global trade

Second Foreign Language Elective I/II

English / Russian / Chinese / Arabic

Elementary level Russian; Chinese; Arabic; application of basic language and grammar; Students studying in the Turkish program may take English course as a second foreign language elective course.

INT004 Internship (0-0-0-0-8)

Internship within business organizations for gaining hands-on experience.