

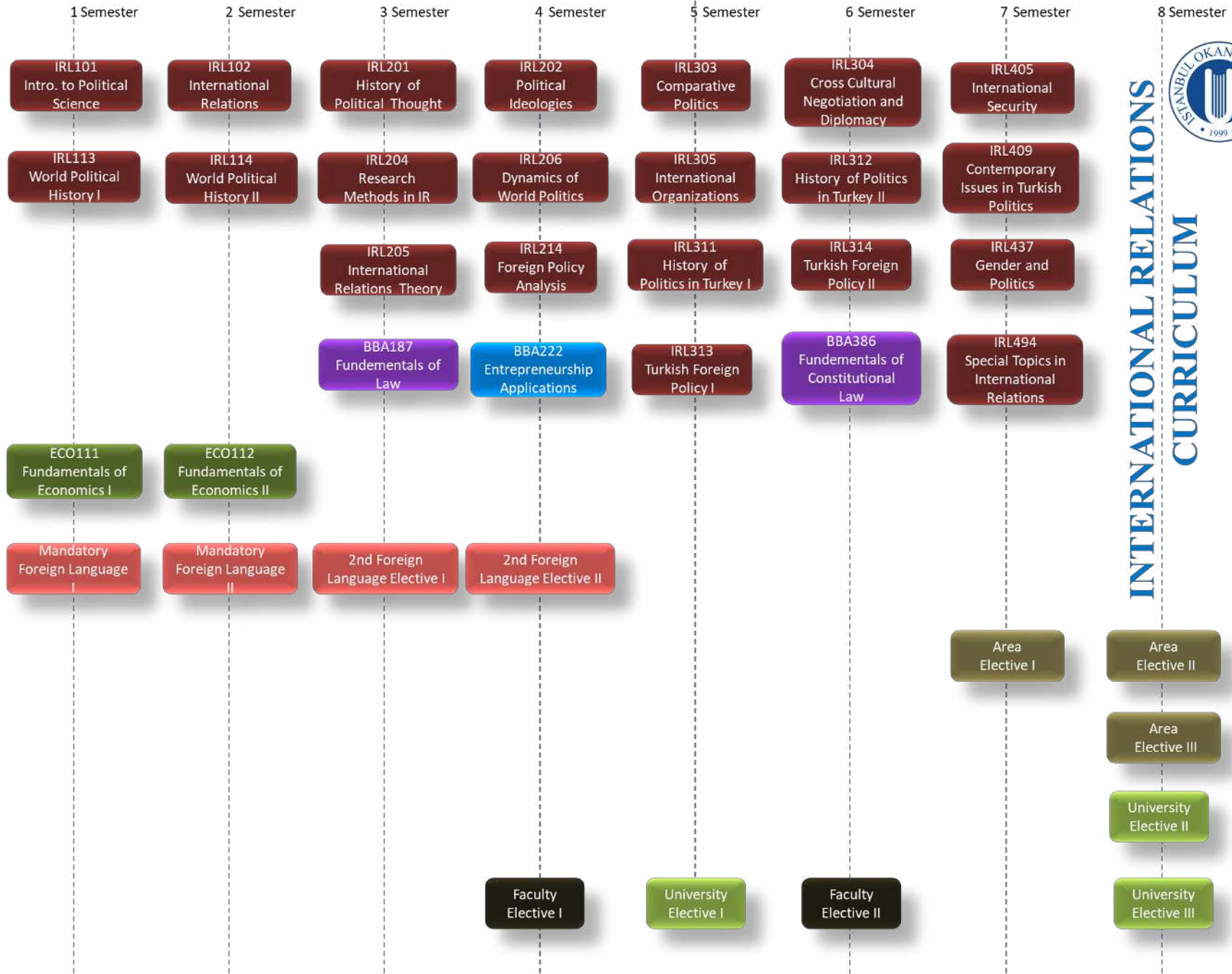
— ISTANBUL —  
**OKAN UNIVERSITY**

FACULTY OF  
BUSINESS AND ADMINISTRATIVE SCIENCES

INTERNATIONAL RELATIONS  
UNDERGRADUATE PROGRAM

CATALOG





**INTERNATIONAL RELATIONS CURRICULUM**

## INTERNATIONAL RELATIONS UNDERGRADUATE PROGRAM CURRICULUM

Code		Course	T	A	L	C	E
<b>1<sup>st</sup> Semester</b>							
		Mandatory Foreign Language I	2	2	0	3	4
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
IRL	101	Introduction to Political Science	3	0	0	3	7
IRL	113	World Political History I	3	0	0	3	7
ECO	111	Fundamentals of Economics I	3	0	0	3	7
CLP	001	Career and Life Planning	0	3	0	1	3
<b>2<sup>nd</sup> Semester</b>							
		Mandatory Foreign Language II	2	2	0	3	4
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
IRL	102	International Relations	3	0	0	3	7
IRL	114	World Political History II	3	0	0	3	7
ECO	112	Fundamentals of Economics II	3	0	0	3	7
<b>3<sup>rd</sup> Semester</b>							
IRL	201	History of Political Thought	3	0	0	3	6
IRL	204	Research Methods in IR	3	0	0	3	6
IRL	205	International Relations Theory	3	0	0	3	7
BBA	187	Fundamentals of Law	3	0	0	3	6
		Second Foreign Language Elective I	2	2	0	3	4
<b>4<sup>th</sup> Semester</b>							
IRL	202	Political Ideologies	3	0	0	3	7
IRL	206	Dynamics of World Politics	3	0	0	3	6
IRL	214	Foreign Policy Analysis	3	0	0	3	7
BBA	222	Entrepreneurship Applications	2	0	0	2	3
		Faculty Elective I	3	0	0	3	6
		Second Foreign Language Elective II	2	2	0	3	4
<b>5<sup>th</sup> Semester</b>							
IRL	303	Comparative Politics	3	0	0	3	7
IRL	305	International Organizations	3	0	0	3	6
IRL	311	History of Politics in Turkey I	3	0	0	3	6
IRL	313	Turkish Foreign Policy I	3	0	0	3	7
		University Elective I	3	0	0	3	4
<b>6<sup>th</sup> Semester</b>							
IRL	304	Cross Cultural Negotiation and Diplomacy	3	0	0	3	6
IRL	312	History of Politics in Turkey II	3	0	0	3	6
IRL	314	Turkish Foreign Policy II	3	0	0	3	7
BBA	386	Fundamentals of Constitutional Law	3	0	0	3	6
		Faculty Elective II	3	0	0	3	6
<b>7<sup>th</sup> Semester</b>							
IRL	405	International Security	3	0	0	3	6
IRL	409	Contemporary Issues in Turkish Politics	3	0	0	3	6
IRL	437	Gender and Politics	3	0	0	3	6
IRL	494	Special Topics in International Relations	3	0	0	3	6
		Area Elective I	3	0	0	3	6
<b>8<sup>th</sup> Semester</b>							
INT	004	Internship	0	0	0	0	8
		Area Elective II*	3	0	0	3	6
		Area Elective III*	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,

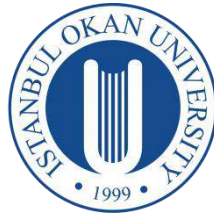
*E: ECTS (European Credit Transfer and Accumulation System)*

*\*For O'CO-OP students BBA490 Practice in Business Environment*

## INTERNATIONAL RELATIONS UNDERGRADUATE PROGRAM ELECTIVE COURSES

Code		Course	T	A	L	C	E
<b>Elective Courses</b>							
<b>BBA</b>	<b>201</b>	Organizational Behavior	3	0	0	3	6
<b>BBA</b>	<b>202</b>	Human Resources Management	3	0	0	3	6
<b>BBA</b>	<b>203</b>	Cross-Cultural Business Communication and Ethics	3	0	0	3	6
<b>BBA</b>	<b>210</b>	Corporate Sustainability Management	3	0	0	3	6
<b>BBA</b>	<b>280</b>	Data Analysis	3	0	0	3	6
<b>BBA</b>	<b>290</b>	Advanced Excel Applications	3	0	0	3	6
<b>BBA</b>	<b>302</b>	Global Business	3	0	0	3	6
<b>BBA</b>	<b>304</b>	Leadership and Change Management	3	0	0	3	6
<b>BBA</b>	<b>320</b>	Idea Generation	3	0	0	3	6
<b>BBA</b>	<b>342</b>	Brand Management	3	0	0	3	6
<b>BBA</b>	<b>421</b>	Advanced Entrepreneurship	3	0	0	3	6
<b>BBA</b>	<b>422</b>	Family Business Management	3	0	0	3	6
<b>BBA</b>	<b>423</b>	Small and Medium Enterprises Management	3	0	0	3	6
<b>BBA</b>	<b>424</b>	Social Entrepreneurship	3	0	0	3	6
<b>BBA</b>	<b>427</b>	Innovation Management	3	0	0	3	6
<b>BBA</b>	<b>441</b>	Consumer Behavior	3	0	0	3	6
<b>BBA</b>	<b>442</b>	Customer Relationship Management	3	0	0	3	6
<b>BBA</b>	<b>443</b>	Digital Marketing	3	0	0	3	6
<b>BBA</b>	<b>446</b>	Sales Management	3	0	0	3	6
<b>BBA</b>	<b>448</b>	International Marketing	3	0	0	3	6
<b>BBA</b>	<b>451</b>	Strategic Marketing	3	0	0	3	6
<b>FNCE</b>	<b>211</b>	Managerial Economics	3	0	0	3	7
<b>FNCE</b>	<b>301</b>	Business Finance	3	0	0	3	6
<b>FNCE</b>	<b>303</b>	Financial Markets and Institutions	3	0	0	3	6
<b>FNCE</b>	<b>305</b>	International Finance	3	0	0	3	6
<b>FNCE</b>	<b>306</b>	Current Issues in Global Economy	3	0	0	3	6
<b>FNCE</b>	<b>421</b>	Turkish Economy	3	0	0	3	6
<b>FNCE</b>	<b>422</b>	Energy Economics	3	0	0	3	6
<b>ILOG</b>	<b>427</b>	Sustainable Logistics	3	0	0	3	6
<b>ILOG</b>	<b>428</b>	Air Cargo Transportation	3	0	0	3	6
<b>ILOG</b>	<b>448</b>	Humanitarian Logistics	3	0	0	3	6
<b>IRL</b>	<b>318</b>	Comparative Party Systems	3	0	0	3	6
<b>IRL</b>	<b>402</b>	Politics and Society in the Middle East	3	0	0	3	6
<b>IRL</b>	<b>404</b>	Diplomatic Correspondence Methods	3	0	0	3	6
<b>IRL</b>	<b>407</b>	International Conflict and Conflict Resolution	3	0	0	3	6
<b>IRL</b>	<b>412</b>	Power and Inequality	3	0	0	3	6
<b>IRL</b>	<b>414</b>	Politics and Film	3	0	0	3	6

<b>IRL</b>	<b>422</b>	Politics and Society in South America	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>426</b>	Political Parties in Turkey	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>428</b>	Globalization and Governance	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>432</b>	American Foreign Policy	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>434</b>	Minority Rights	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>435</b>	Democratization	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>438</b>	Contemporary Issues in Turkish Foreign Policy	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>440</b>	Politics and Society in Eurasia	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>446</b>	Turkey and the European Union	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>458</b>	Turkish Political Culture	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>468</b>	EU Institutions and Politics	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>471</b>	Chinese Foreign Policy and Asian Security	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>472</b>	Politics and Literature	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>474</b>	Nationalism and Identity Politics	3	0	0	<b>3</b>	<b>6</b>
<b>IRL</b>	<b>476</b>	Politics and Society in Europe	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>202</b>	International Trade	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>205</b>	Trade Negotiation	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>304</b>	International Trade Quality Standards	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>308</b>	E-Commerce	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>310</b>	Sustainable Resource Management	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>402</b>	International Trade and Insurance	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>404</b>	Target Market Economies	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>405</b>	Foreign Trade and Corporations	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>407</b>	Foreign Trade and The World Economy	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>408</b>	Current Issues in International Trade	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>410</b>	Cinema and Global Trade	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>411</b>	International Trade Law	3	0	0	<b>3</b>	<b>6</b>
<b>ITRD</b>	<b>413</b>	Business Design in International Trade	3	0	0	<b>3</b>	<b>6</b>



## INTERNATIONAL RELATIONS UNDERGRADUTE PROGRAM COURSE DESCRIPTIONS

### **Mandatory Foreign Language I (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.

### **Mandatory Foreign Language II (2-2-0-3-4)**

Advanced practices to develop reading; listening, writing and oral presentation skills; matching definitions and defining new terms; learning and 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.

### **TRD I I I 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.

### **TRD I I 2 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.

### **ATA I I I 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.

### **ATA I I 2 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.

### **IRL101 Introduction to Political Science (3-0-0-3-7)**

Politics vs. political science; state and nation; state and society; power, authority and sovereignty; democracy and legitimacy; political ideologies; democratic systems; authoritarian and totalitarian systems; executive, legislature and judiciary; bureaucracy, military, interest groups and non-state actors; social movements; regional and international organizations; globalization and the future of the nation state.

### **IRL102 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.

### **IRL113 World Political History I (3-0-0-3-7)**

Renaissance and Reformation in Europe; Westphalia Agreement; European Explorations and Their Repercussions; Centralized State Formation in Europe; The Enlightenment; The American Revolution and the French Revolution.

### **IRL114 World Political History II (3-0-0-3-7)**

Industrial Revolution; The “long” 19th century; The Global Context of International Relations at the Beginning of the Twentieth Century; the First World War and the Western World in the Twenties;

Great Depression, The Second World War; The Cold War between the Superpowers; From Cold War to New World Disorder.

**IRL201 History of Political Thought (3-0-0-3-6)**

Thucydides, Socrates, Plato and Aristotle; Renaissance and Reform; Machiavelli; Enlightenment; Montesquieu; Social Contract; Hobbes, Locke, Rousseau; Wollstonecraft; Marx and Engels; John Stuart Mill.

**IRL202 Political Ideologies (3-0-0-3-7)**

Ideology; Liberalism; Conservatism; Socialism and Social Democracy; Feminism; Nationalism; Fascism; Anarchism; The end of ideologies?

**IRL204 Research Methods in International Relations (3-0-0-3-6)**

Doing Social Research; Science, Social Sciences, Different Paradigms; Theory and Research; Ethics in Social Research; Reviewing the Scholarly Literature and Planning a Study; Conducting Quantitative Research; Conducting Qualitative Research; Writing a Research Report.

**IRL205 International Relations Theory (3-0-0-3-7)**

International Relations in Daily Life, Approaches to International Relations Discipline; Major Theoretical Concepts; Realism and Neorealism; Liberalism and Neoliberal Institutionalism; Critical and Post-Structural Approaches to International Relations; Marxism; Constructivism; Post Modern Theories; Feminism.

**IRL206 Dynamics of World Politics (3-0-0-3-6)**

Development of the European state system; Key actors in International Relations; Transnational communities, supranational identities; Contemporary Inter-state Conflicts; Construction and the sources of international law.

**IRL214 Foreign Policy Analysis (3-0-0-3-7)**

Generational Change in Foreign Policy Analysis; The Evolution of the Study of Foreign Policy; The Changing International Context for Foreign Policy; Foreign Policies of Middle Eastern States; Foreign Policies of European States and the EU; Cases in Turkish Foreign Policy.

**IRL303 Comparative Politics (3-0-0-3-7)**

Political Systems and Types of Government; Democracy and Political Parties; Election Systems; British Political System; French Political System; German Political System; American Political System; Russian Political System; Chinese Political System.

**IRL304 Cross Cultural Negotiation and Diplomacy (3-0-0-3-6)**

Negotiation; Culture; How to Negotiate with Different Cultures; Negotiating Types and Styles;; Multilateral and Coalition Negotiations; Mediation; Role of Culture in Mediation; Commercial Negotiations; Special Issues in Negotiation and Cases of Negotiation.

### **IRL305 International Organizations (3-0-0-3-6)**

Global Commons; Why do States Cooperate; Differing Views on International Cooperation; International Organizations and How They Work; Main International Organizations in the World Today; United Nations; World Bank.

### **IRL311 History of Politics in Turkey I (3-0-0-3-6)**

Ottoman social and political structure in the premodern era; Reforms in the Ottoman Empire in the 18th and 19th century; Political modernization in the Ottoman Empire (1839-1908); Young Turks and the transition from empire to republic (1908-1923); Kemalism and socio-political change in the early republican period (1923-1938); İnönü Era and the transition to democracy (1938-1950); Democrat Party and “populist” democracy (1950-1960); May 27 military coup and political movements in the 1960s; center-periphery debate in Turkish politics.

### **IRL312 History of Politics in Turkey II (3-0-0-3-6)**

March 12 military intervention and economic; political crisis in the 1970s; September 12 coup, the Özal era and after (1980-2002); Turkish politics since the JDP's rise to power (2002- ), Nationalism and ethnic identity in Turkey; the Kurdish issue in Turkey, political Islam and secularism, civil society and social movements; space politics in Turkey, popular culture and its relation to politics.

### **IRL313 Turkish Foreign Policy I (3-0-0-3-7)**

Turkish Foreign Policy During the Interwar Period; Cold War Period and Turkey's Place in the West; Turkish Foreign Policy in the Post-Cold War Period; Turkey & Its Neighbours; Turkey's Relations with the NATO, Turkey-European Economic Community Relations.

### **IRL314 Turkish Foreign Policy II (3-0-0-3-7)**

Turkey's Place within the European Security and Foreign Policy; Turkey's Relations with its 'Strategic Partner' United States in the post-9/11 Period; Turkish Foreign Policy Toward the Middle East; Turkey's Relations with Greece; Turkish Foreign Policy Toward Central Asia & Caucasus; Turkey-Russia Relations; New Horizons in Turkish Foreign Policy.

### **IRL318 Comparative Party Systems (3-0-0-3-6)**

Development of the Mass Party; Origin of Political Parties; Stabilization of Party Systems; Cleavage Structures; Transformation of Party Systems; Typologies of Party Systems.

### **IRL402 Politics and Society in the Middle East (3-0-0-3-6)**

Mapping the Middle East; From Imperialism to Modernization; Civil Society: Fact or Fiction; Security; Eastern Arab States; Western Arab States; Israel, Turkey and Iran; Gulf States.

### **IRL404 Diplomatic Correspondence Methods (3-0-0-3-6)**

The Concept of Diplomacy; Diplomacy Theories; Institutions and Goals of Modern Diplomacy; Bilateral Diplomacy; Multilateral Diplomacy; Diplomatic Privileges and Immunities; Diplomatic Protocol; Diplomacy Implementation; Diplomatic Correspondence; Diplomacy of Turkish Republic and Ministry of Foreign Affairs.

### **IRL405 International Security (3-0-0-3-6)**

Defining international security; theoretical approaches to international security; nation state and inter-state wars; weapons of mass destruction, conventional weapons and non-proliferation; intrastate wars,

civil wars and national security; security organizations, collective defense and collective security organizations; international intervention; human security; asymmetrical threats; migration as a security issue, environment as a security issue.

#### **IRL407 International Conflict and Conflict Resolution (3-0-0-3-6)**

Basic Concepts of International Conflict and Conflict Resolution; Classical Theories of Conflict; Modern Theories of Conflict; UN's Definition of Conflict and International Law; Conflicts in the 21<sup>st</sup> Century and New Conflict Resolution Models.

#### **IRL409 Contemporary Issues in Turkish Politics (3-0-0-3-6)**

Contemporary issues in Turkish politics: Turkish constitutions, separation of powers, independence of the judiciary, political parties, civil society, religion and politics, ethnicity, women and politics, media and social media, human rights in Turkey.

#### **IRL412 - Power and Inequality (3-0-0-3-6)**

Defining power; faces of power; sources of power; defining equality; dimensions of inequality; political inequality; economic inequality; theories of social class; gender inequality; feminist theories; ethnic and racial inequality; multiple faces of inequality; creating an equal society.

#### **IRL414 Politics and Film (3-0-0-3-6)**

The Relationships between Politics and Film; Politics in Movies; Film as a Medium for Illustrating, Defending, and Challenging Political Ideas; Critical Content Analysis; Film and Totalitarianism; Film and Colonialism; Anti-Colonialism; Film and Violence; Film and Gender.

#### **IRL422 Politics and Society in South America (3-0-0-3-6)**

Historical, Political, Economic and Cultural Aspects of the Establishment of the Latin America; Issues of Development and Dependency in the Latin America; Different Races and Ethnic Groups in the Latin America; Argentina; Chile; Brazil; Mexico; The Caribbean; Bolivia; Venezuela; Colombia.

#### **IRL426 Political Parties in Turkey (3-0-0-3-6)**

Political Parties in Turkey since 1908; 1923 Revolution; Single Party Rule; Passage to Multi-Party System; Constitutions and Political Party Laws; Societal Change and Political Parties; Local Politics and Political Parties.

#### **IRL428 Globalization and Governance (3-0-0-3-6)**

Defining globalization; measuring globalization; state and power in a globalizing world; international organizations and international law in a globalizing world; non-state actors in a globalizing world; markets, corporations and free trade in a globalizing world; organized crime and governance; environment and governance; human rights and governance; anti-globalization and alternative globalization movements.

#### **IRL432 American Foreign Policy (3-0-0-3-6)**

The History of the Cold War; International sources of American foreign policy; Domestic sources of American foreign policy; Bureaucratic Politics and Organizational sources of American foreign policy;

Ideological sources of American foreign policy; Individuals and Perceptions as sources of American foreign policy.

#### **IRL434 Minority Rights (3-0-0-3-6)**

The Concept of Minority; The Concept of “Protection of Minorities”; Formation of Nation-State and Minorities in Western Europe; Minority Identity; Minorities and the State; Minority Rights and Human Rights; Minority Awareness; National Minorities; The Concept of Minority in the Ottoman Empire; “Millet” System; Minorities and the Treaty of Lausanne; Kemalist Regime’s Approach on Minorities; Multi-Party System in Turkey and Minorities; Kurdish Minority in Ottoman-Turkish History; Armenian Minority in Ottoman-Turkish History; Greek Minority in Ottoman-Turkish History; Jewish Minority in Ottoman-Turkish History; EU Accession Process Reforms and Minorities in Turkey.

#### **IRL435 Democratization (3-0-0-3-6)**

Democracy and Its Arenas; Completed Consolidations; Southern Europe; Transitions; Latin America; Post-Communist Europe.

#### **IRL437 Gender and Politics (3-0-0-3-6)**

Gender and Politics; Gender and Patriarchy; Feminisms; The Control of Sexuality and Population in Traditional and Modern Societies; Gender and Representation; Gender, Citizenship and Nation-State; Gender and Islam; Women, Work and the Global Market; Gender and Political Participation.

#### **IRL438 Contemporary Issues in Turkish Foreign Policy (3-0-0-3-6)**

Turkish Foreign Policy in the period of Atatürk; Turkish Foreign Policy in the Cold War; Turkish Foreign Policy between 1990 and 2002; Turkish Foreign Policy in the aftermath of 2002; Soft and Hard Power in Turkish Foreign Policy; Relations with East Asia, the Middle East and Arab Countries; Relations with Sub-Saharan Countries.

#### **IRL440 Politics and Society in Eurasia (3-0-0-3-6)**

Mapping Eurasia; From Communism to Western Democracy: Global Balances from the Cold War to European Union; Hard and Soft Security Issues; Civil Society in Eurasia.

#### **IRL446 Turkey and the European Union (3-0-0-3-6)**

Turkish-European relations from 1959 to 1974; Turkey and European Economic Community between 1974 and 1989; Union of Europe, 1991 Maastricht Agreement; Copenhagen Criteria and the Customs Union; Luxembourg Summit; Negotiating with the EU.

#### **IRL458 Turkish Political Culture (3-0-0-3-6)**

Isms in Turkish Political Culture: Ottomanism; Islamism; Turkism; Atatürkism; Corporatism in Turkey; Modernity and Democratization; Political Parties and Nepotism in Turkey; Military Coups and their Effects on Political Life.

#### **IRL468 EU Institutions and Politics (3-0-0-3-6)**

The European Union, What is it? A Political System?; The European Union Integration Theories; Institutions and Actors; The Council; Commission and the Parliament; Courts; Interest groups and Domestic Actors’ Involvement; Policies and Issues: Regional Policy; Social Policy; Justice and Home Affairs; Enlargement.

### **IRL471 Chinese Foreign Policy and Asian Security (3-0-0-3-6)**

History of China; Identity of China; Sino-American Relations; Sino-Russian Relations; China's Energy Policy and Security Problems in Asia; Chinese Policy towards Central Asia; Chinese Policy towards Africa; Chinese Foreign Policy and North East Asian Security; China, ASEAN and South East Asia; Chinese Soft Power; Multilateralism and International Institutions; China's Peaceful Foreign Policy Discourse against US Hegemony.

### **IRL472 Politics and Literature (3-0-0-3-6)**

The Relationships between Politics and Literature; Politics in Literature; Critical Content Analysis; Literature and Authoritarianism; Literature and Totalitarianism; Literature and Anarchism; Literature and Capitalism; Literature and Militarism; Literature and Racism.

### **IRL474 Nationalism and Identity Politics (3-0-0-3-6)**

Historical Overview of Nationalism; Primordial Studies in Nationalism Literature; Modernist Approaches to Nationalism: Economic and Political and Social Transformations; Ernest Gellner's Approaches; Benedict Anderson and Nationalism; Miroslav Hroch and Nationalism; Ethnosymbolist Approaches to Nationalism; Ethno-nationalism and its Critiques; New Approaches to Nationalism; A Critique of Nationalism Studies.

### **IRL476 Politics and Society in Europe (3-0-0-3-6)**

Europe as a Region; Historical Overview of Europe; Europe and European Culture; European Political Integration; Europe and Religion; Europe and Modernity; Europe and Democracy; Europe and the Nation-State.

### **IRL494 Special Topics in International Relations (3-0-0-3-6)**

Intervention and State-Building, Concepts, Case: Afghanistan; Concepts: Failed States, Case: Somalia; Terrorism; Social Movements and Civil Society- Concepts; Social Movements Case: the Arab Awakening; International Development and Poverty; Transnational Movement of People; Human Rights, Generations of Human Rights; Sovereignty and Security and Law within the "State of Exception".

### **BBA187 Fundamentals of Law (3-0-0-3-6)**

Rules of social order, legal rules and differences between rules, basic theories of law, legal sanctions, legal systems and sources of law, Turkish legal system and judicial remedies, written sources of law, enforcement of legal rules in terms of place, time and meaning, legal relations, legal transactions and their invalidity, concept of right, national legal systems.

### **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.

### **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.

### **BBA302 Global Business (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.

#### **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.

#### **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.

#### **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.

#### **BBA386 Fundamentals of Constitutional Law (3-0-0-3-6)**

Legal/Constitutional meanings of some commonly known terms, State and its institutions, separation of powers, parliamentary system, presidential system, semi-presidential system, Turkish system, law making, electoral systems, constitutional justice.

#### **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

### **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.

**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.

**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.

**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.

**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.

**FNCE211 Managerial Economics (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.

**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.

**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.

### **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.

### **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.

### **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.

#### **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.

#### **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.

#### **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.

#### **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

**ITRD411 International Trade Law (3-0-0-3-6)**

Contracts, mergers (joint ventures, consortia), conflict, dispute resolution, arbitration and mediation, international organizations (WTO, UNCITRAL) and international agreements.

**ITRD413 Business Design in International Trade (3-0-0-3-6)**

Entrepreneurship in international trade; current and historical issues development in international trade; trends in international trade; business design partnership (domestic and foreign-joinventur to-consortium); workplace selection-location (in Turkey and abroad); risks -opportunities; creation of a new business and its processes and / or create a new model in international trade. Designing the value creation process; developing a business model for commercializing the designed value package; initiation of foreign trade initiative and preparation of fully developed formal business plan; issues to be considered in capital, financing, organization, (production-supply) processes; development of budget, marketing, sales strategy, governance strategy.

**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.