

Course Code	IBF 101				
Course Name	Introduction to Economics				
	T	A	L	Cr	ECTS
	3	0		3	5
Economics, Scarcity, Demand, Supply, Market equilibrium, Price rationing, Demand and supply applications, GDP and GNP, Inflation, Unemployment, International trade and tariffs, Economic thoughts, Economics history.					
Course Code	Man 101				
Course Name	Introduction to Business-I				
	T	A	L	Cr	ECTS
	3	0		3	6
Business Environment, Understanding Business System, Managing The Business Enterprise, Organizing The Business Enterprise, Understanding Entrepreneurship and Small Business, Motivating, Satisfying and Leading Employees, Managing Human Resources, Understanding Marketing process, Developing and Pricing Products, Managing production, Understanding Accounting and Information Systems, Conducting Business Ethically and Responsibly.					
Course Code	Man 101				
Course Name	Introduction to Business-II				
	T	A	L	Cr	ECTS
	3	0		3	6
Business Environment, Understanding Business System, Managing The Business Enterprise, Organizing The Business Enterprise, Understanding Entrepreneurship and Small Business, Motivating, Satisfying and Leading Employees, Managing Human Resources, Understanding Marketing process, Developing and Pricing Products, Managing production, Understanding Accounting and Information Systems, Conducting Business Ethically and Responsibly.					
Course Code	MAN 105				
Course Name	Academic Reading and Writing				
	T	A	L	Cr	ECTS
	3	0		3	5
This course focuses on improving students' abilities in reading comprehension, building spelling and vocabulary skills, and writing well-formed simple, compound and complex sentences and well-organized paragraphs. Attention is paid to reading skills such as identifying the main idea and supporting ideas, and using context clues for vocabulary. Emphasis is placed on the writing process, with students doing prewriting, peer-editing, and multiple drafts					
Course Code	IBF 104				
Course Name	Introduction to Sociology				
	T	A	L	Cr	ECTS
	3	0		3	4
Major Concepts & Theoretical Approaches, Historical Change, Everyday Life, The Life Course, Social Classes and Poverty, Global Inequality, Ethnicity and Migration, Religion, The Media, Education, Work and Economic Life, Cities and Urban Life, The Environment.					
Course Code	IBF 106				
Course Name	Introduction to Law				
	T	A	L	Cr	ECTS
	3	0		3	4
The resources of law. Development of law. Basic concept of law. The order of law. LegMANation, law enforcement, judiciary. Law and constitution and freedom.					

Course Code	MAN 101				
Course Name	Accounting- I				
	T	A	L	Cr	ECTS
	3	0		3	6
Functions, Concepts and Generally Accepted Principles of Accounting, Basic Financial Statements, Accounting Equivalency and the Logic Behind Accounting, Book-keeping by firms and their value for internal and external use, Functioning of Accounts and Transactions, Accounting Records, Introducing Problems and Exercises of Financial Accounting, The Use of a Journal for Opening Entries, General Ledger Trial Balance, Post-closing (Adjusted) Trial Balance, Closing Entries, Value Added Tax, Long Lived Assets and Depreciation, Bad Credits and Provision for Bad/Doubtful Credits, Financial Statement Analysis, Accounting Ratios, Problems and Exercises of Financial Accounting.					
Course Code	MAN 102				
Course Name	Accounting- II				
	T	A	L	Cr	ECTS
	3	0		3	6
Uniform Accounting System, Adjusting processes, Adjusting processes and Adjusting Entries, Valuation Methods, Valuation Methods and Adjusting the Accounts, Valuation of Balance Sheet Accounts, Valuation of Tangible Assets, Intangible Assets and related Expenses, Inventory Costing Methods, FIFO,LIFO, Weighted-Average Cost, Prepaid Expenses, Depreciations, Accrued Expenses, Accrued Revenues, Adjusted Trial balance, Completing the Accounting Cycle, Preparing the Financial Statements, To Account the Gross Profit, To Account Tax and Tax Forms.					
Course Code	ENF 101				
Course Name	Use of Information Technology				
	T	A	L	Cr	ECTS
	1	2		0	2
The Components of a Personal Computer & A Proliferation of Computers, Software & Hardware, Databases & Communication Networks & IT Architectures, Windows Operating System, MS Word.					
Course Code	ENF 102				
Course Name	Business Informatics				
	T	A	L	Cr	ECTS
	3	0		3	5
Getting started with EXCEL, Creating Basic Workbooks, Using Ranges, Creating Formulas, Copying &Pasting Formulas, Columns &Rows, Working with Worksheets, Working With Charts, Pivot Tables & Tables, Sorting & Filtering Data, Using What-If-Analysis, Table Related Functions, Making Macros.					
Course Code	AIB 101				
Course Name	Ataturk's Principles and History of Turkish Revolution I				
	T	A	L	Cr	ECTS
	2	0		0	2
The decline of Ottoman Empire and efforts of improvement (reformation period), Wars of Second Constitutional Period, Causes of The First World War, involvement of Ottoman Empire into the First World War and developments, Results of The First World War, National War of Independence, The period of congresses, National Pact, the opening of Grand National Assembly of Turkey and its qualifications, The first and second Inonu wars, their causes and results, Sakarya War, its causes and results, The Great Offensive and evaluation of results of war, Mudanya cease-fire agreement and Lausanne Conference.					

Course Code	AIB 102				
Course Name	Ataturk's Principles and History of Turkish Revolution II				
	T	A	L	Cr	ECTS
	2	0		0	2
<p>Preparations for the Republic : The Abolishment of the Ottoman sovereignty, declaration of Republic ; Threats against the Republic; Nationalism: Atatürk's understanding of history and language, the basis of the Turkish educational system according to Atatürk, Atatürk's understanding of nation and culture; Secularism: Caliphate and abolishment of the caliphate, abolishment of tekkes and zaviyes, Atatürk and religion; Populism: Social revolutions; Statism: Economic revolutions (Izmir Economic Congress and its decisions); Reformism: Revolutions on Turkish law, movements of the constitution; Midterm Examination; Foreign Policy: the basis of the foreign policy of Atatürk, solutions of the problems after Lozan; International Unities: Establishment of the United Nations, Balkan Entente, Sadabat pact; Relations between Turkey and Europe before the World War II; Turkey after the World War II; Cyprus Question and Relations between Turkey and Greece; Threatments against Turkey: Threatments against the Atatürk's revolutions, threatments against uniter state structure.</p>					
Course Code	TDB 101				
Course Name	Turkish Language I				
	T	A	L	Cr	ECTS
	2	0		0	2
<p>Definition and description of the language, Linguistic Works, Classification of languages, The Turkish language uses, The development of the Turkish language and the first works, Spoken language, written language, polish, accent , Grammar outline, Phonology, Vocabulary, Syntax.</p>					
Course Code	TDB 102				
Course Name	Turkish Language II				
	T	A	L	Cr	ECTS
	2	0		0	2
<p>Types of oral expressions: oratory, symposium, conference, debate, panel discussion. Correspondence: Letter, petition; the rules of academic writing; academic writings and works: conference, abstract, report, index, references, workshops.</p>					
Course Code	MAN 201				
Course Name	Microeconomics				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Demand and supply, Elasticity, Indifference curve theories, Consumer behavior, Production and technologies, Competitive market pricing and equilibrium, Monopoly production, Monopoly regulations, Oligopoly production, Oligopoly pricing, Labor market.</p>					
Course Code	MAN 202				
Course Name	Macroeconomics				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Measuring National Income, Unemployment, Inflation, Economic growth, Aggregated demand and supply, Keynesian economics, Classical economics, Money and the banking system, Monetary policy, Investment, Consumption and saving, International trade.</p>					
Course Code	MAN 203				
Course Name	Business Mathematics				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Permutation and combination, Finance Math, Equalities and inequalities, Linear functions and business applications, Non-Linear functions and business applications, Limit and Continuity, Derivatives and Derivative Applications, Multiple Variable Functions, Vectors and matrices, Linear Programming, Applications and Problem Solutions.</p>					

Course Code	MAN 204				
Course Name	Commercial Law				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Practice area of Commercial Law, its history, definition and characteristics of commercial corporation, its transfer and mortgage, commercial transactions, commercial terms, commercial adjudication, acquisition and loosing the statute of being a merchant, commercial registry, commercial title and corporation name, unjust competition, brands, commercial books, current account, merchant assistant (representative of merchant, agent, commission agency, broker)</p> <p>Ordinary partnership, characteristics, establishment, activities and its liquidation. The importance of ordinary partnership in Commercial Law, the similarities and differences from commercial corporations; the general characteristics of commercial corporations, the applicable provisions and their orders, classification of commercial corporate, merger, acquisition and switching to another type, establishment activities of collective, limited partnership, joint stock companies, jointly owned limited partnership, and their legal bodies and their authorities, responsibilities, duties. Dissolution of the aforementioned companies</p>					
Course Code	MAN 205				
Course Name	Management				
	T	A	L	Cr	ECTS
	3	0		3	5
<p>Innovative Management for Turbulent Times. The Evolution of the Management Thought. The Environment and Corporate Culture. Managing in a Global Environment. Ethics and Social Responsibility. Managerial Planning and Goal Setting Strategy Formulation and Implementation. Managerial Decision Making. Design Adaptive Organizations. Managing Change and Innovation. Human Resource Management. Meeting The Challenge of Diversity. Managerial and Quality Control. Information Technology and E-Business. Operations and Value Chain Management. Dynamics of Behavior in Organizations. Leadership and Motivation.</p>					
Course Code	MAN 206				
Course Name	Organizational Behavior				
	T	A	L	Cr	ECTS
	3	0		3	5
<p>Introduction to Organizational Behavior and Diversity in Organizations; Attitudes and Job Satisfaction; Emotions and Moods Personality and Values; Perception and Individual Decision Making; Motivation: Concepts and Applications; Motivation: Applications; Groups; Teams and Communication; Leadership; Power and Politics; Conflict and Negotiation; Organization Structure and Design; Organizational Culture; Organizational Change and New Horizons for Organizational Behavior.</p>					
Course Code	MAN 207				
Course Name	Statistics I				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Importance of describing data and summarizing descriptive relationships. Classification of variables. Graphs to describe categorical variables. Graphs to describe time-series data. Graphs to describe numerical variables. Tables and graphs to describe relationships between variables. Data presentation errors. Measures of central tendency. Measures of variability. Random experiment, outcomes, events. Probability Theory. Statistical independence. Bayes' theorem. Random variables. Probability distributions for discrete random variables. Probability distributions for continuous random variables..</p>					
Course Code	MAN 208				
Course Name	Statistics II				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Distributions of Sample Statistics; Confidence Interval Estimation: One Population; Hypothesis Tests of a Single Population;Two Population Hypothesis Tests; Two Variable Regression Analysis; Multiple Variable Regression Analysis; Introduction to Nonparametric Statistics; Comparison of Subpopulation Means; Forecasting with Time-Series Models.</p>					

Course Code	MAN 209					
Course Name	Marketing Management					
		T	A	L	Cr	ECTS
		3	0		3	4
Marketing Concept; Marketing Strategies; Marketing Environment / Managing marketing information; Consumer Markets/ Business Markets; Segmentation, Targeting and Positioning; Product Strategies/ New product Development; Pricing / Pricing Strategies; Marketing Channels; Retailing and wholesaling; Promotion; Advertising; Personal Selling; Direct and online marketing / Creating competitive advantage.						
Course Code	MAN 210					
Course Name	Consumer Behavior					
		T	A	L	Cr	ECTS
		3	0		3	4
Consumer Behavior and Marketing Strategy, Cross-Cultural Variations in Consumer Behavior, The Changing Society Families and Households, Group Influences on Consumer Behavior, Perception, Learning, Memory and Product Positioning, Motivation, Personality and Emotion, Attitudes and Influencing Attitude, Self-concept and Lifestyle, Situational Influences.						
Course Code	MAN 211					
Course Name	Inventory Balance Sheet					
		T	A	L	Cr	ECTS
		3	0		3	5
Uniform Accounting System, Adjusting Processes, Adjusting Entries, Valuation Methods, Adjusting the Accounting, Valuation of Balance Sheet Accounts, Valuation of Tangible Assets, Intangible Assets and related Expenses, Inventory Costing Methods, FIFO, LIFO, Weighted Average Cost, Prepaid Expenses, Depreciations, Accrued Expenses, Accrued Revenues, Adjusted Trial Balance, Completing the Accounting Cycle, Preparing Financial Statements, Accounting Gross Profit, Accounting Tax and Tax Forms.						
Course Code	MAN 212					
Course Name	Financial Statement Analysis					
		T	A	L	Cr	ECTS
		3	0		3	5
Financial decisions and accounting information, Users of accounting information and necessary knowledge, The balance sheet and income statement, The source and application of funds statement, information on cash flow statement, The meaning and significance of analysis of the financial statements, Finding correct resources, using the resources in the right assets and using the assets efficiently with profit, Types of financial analysis, Techniques of financial analysis, Interpretation of financial analysis results, Horizontal analysis, Vertical analysis, Trend analysis, Ratio Analysis.						
Course Code	MAN 213					
Course Name	Obligation Law					
		T	A	L	Cr	ECTS
		3	0		3	4
Sources of obligations, obligations deriving from contracts, establishment of contracts, invalidity, collusion, cancellation of contracts, obligations deriving from unjust act, obligations deriving from unjust enrichment, fulfilment of obligations, default, kinds of obligations, transfer of credits, transfer of debts, terminations of obligation.						
Course Code	MAN 214					
Course Name	Corporate Accounting					
		T	A	L	Cr	ECTS
		3	0		3	4
This course aims to develop a knowledge base with respect to characteristics of partnerships and corporations; establishment and liquidation of business entities, admission and withdrawal of partners in proprietorships and partnerships, distribution of profit and liquidation of partnerships. Forming a corporation, distribution of corporate income, ownership rights of stockholder, stock issue considerations and the recording of these transactions are the fundamental topics emphasized in the course.						

Course Code	MAN 215				
Course Name	Production Systems				
	T	A	L	Cr	ECTS
	3	0		3	4
Production techniques and their uses, stock, quality, flexible production management concepts will be reviewed.					
Course Code	MAN 216				
Course Name	Tax Law				
	T	A	L	Cr	ECTS
	3	0		3	4
Basic Issues in Taxation: Definition of Tax, Principles of Taxation, Tax Burden, Taxpayer and Persons Liable for Payment, Taxation Process, Taxpayer's Responsibilities and Calculating Periods, Tax Loss, Tax Evasion and Related Penal Provisions, Tax Authorities and Tax Audit, Tax Disputes and Methods of Resolution, Personal Income Tax, Corporate Income Tax, Value Added Tax, Banking and Insurance Transaction Tax, Private Communication Tax, Motor Vehicle Tax, Inheritance and Gift Tax, Real Estate Tax, Fiscal Stamp Tax.					
Course Code	MAN 217				
Course Name	Services Marketing				
	T	A	L	Cr	ECTS
	3	0		3	4
Service Goals: The use of metaphors, Customer interactions in services, Customer interactions in services, Consumer experiences, Service design, Service employees as operant resources, Service quality and customer satisfaction, Relationship marketing, Service profitability.					
Course Code	MAN 218				
Course Name	Business English				
	T	A	L	Cr	ECTS
	3	0		3	4
Selected business readings, discussions on selected topics and student presentations.					
Course Code	MAN 219				
Course Name	Business Readings				
	T	A	L	Cr	ECTS
	3	0		3	4
Selected business readings and student presentations.					
Course Code	MAN 220				
Course Name	Brand Management				
	T	A	L	Cr	ECTS
	3	0		3	4
What is Strong Brand?; The Saturn Story; The Brand Identity; Organizational Associations; Brand Personality; Identity Implementation; Brand Strategies Over Time; Managing Brand Systems; Leveraging the Brand; Measuring Brand Equity Across Products & Markets; Organizing for Brand Building.					
Course Code	MAN 221				
Course Name	Management Information Systems				
	T	A	L	Cr	ECTS
	3	0		3	4
Management Information Systems is the study of why and how organizations use computerized information systems. This course provides an overview of the concepts and methodologies of information systems in business applications. The course focuses on the idea of information system support for competitive decision-making, thus blending technical with managerial topics.					

Course Code	MAN 222					
Course Name	Public Relations					
		T	A	L	Cr	ECTS
		3	0		3	4
<p>A new force in contemporary business and public relations functions as a place of importance and development. Objectives and basic principles of public relations. Organization of public relations: public relations unit within the organization in general, the public relations unit of the organizational structure, public relations professionals must have the features. In terms of public relations in the workplace must have features. Public relations management. Public relations and politics in business audience.Used in public relations and communications tools.</p>						
Course Code	MAN 223					
Course Name	Foreign Language					
		T	A	L	Cr	ECTS
		3	0		3	4
Course Code	MAN 224					
Course Name	Foreign Language					
		T	A	L	Cr	ECTS
		3	0		3	4
Course Code	MAN 302					
Course Name	Financial Management II					
		T	A	L	Cr	ECTS
		3	0		3	5
<p>***Financial analysis and planning ,working capital management cash, receivables, inventory management, fixed assets management, sources of long term financing including dividend policy, capital structure and firm valuation, cost of capital,Short–Term Finance and Planning, Cash and Liquidity Management, Credit and Inventory Management.</p>						
Course Code	MAN 303					
Course Name	Production Management					
		T	A	L	Cr	ECTS
		3	0		3	5
<p>Forecasting Sales/Production Requirements, Location Planning, Capacity Planning, Facilities Layout,Aggregate Planning, Inventory Control, Inventory Control continued, Materials Requirements Planning, Scheduling, Project Control with PERT/CPM, Behavioral issues in Operations Management, International Issues in Operations Management, Service Operations Management, Quality Management.</p>						
Course Code	MAN 305					
Course Name	Financial Management I					
		T	A	L	Cr	ECTS
		3	0		3	6
<p>Introduction to Corporate Finance, Financial Markets and the Corporation, Financial Statements and Cash Flow, Working with Financial Statements, Long–Term Financial Planning and Growth, Introduction to Valuation: The Time Value of Money,Discounted Cash Flow Valuation, Interest Rates and Bond Valuation & Stock Valuation, Net Present Value And Other Investment Criteria, Project Analysis And Evaluation, Cost of Capital, Short–Term Finance and Planning, Cash and Liquidity Management, Credit and Inventory Management.</p>						
Course Code	MAN 306					
Course Name	Human Resources Management					
		T	A	L	Cr	ECTS
		3	0		3	6
<p>The Nature of Human Resource Management, Strategic Human Resource Management, Planning Jobs and People, Recruitment Selection Method and Decision, Ending the Contract, Individual Performance Management, Managing Absence and Attendance, Learning and Development, Career Development, Recognition and Consultation, Health, Safety and Welfare, Strategic aspects of Payment.</p>						

Course Code	MAN 307				
Course Name	Cost Accounting				
	T	A	L	Cr	ECTS
	3	0		3	6
<p>Cost and Expenditure Definitions, Cost Classifications, Cost Objects, Cost Centers and Cost Allocation Methods ,Materials, Labor and Overhead Costs, Preparation of Statement of Cost of Goods Manufactured, Statement of Cost of Finished Goods Sold, Production Cost Report, Manufacturing and Service Costing, Cost Allocation, Job Order Costing, Hybrid costing and new costing systems, Absorption Costing, Job and Batch Costing, Process Costing.</p>					
Course Code	MAN 308				
Course Name	Cost Accounting-II				
	T	A	L	Cr	ECTS
	3	0		3	6
<p>Cost-Volume-Profit Analysis, Operating Budgets, Flexible Budgets, Variances, and Management Control, Inventory Analysis, Decision Making and Relevant Costs, Pricing Products & Services.</p>					
Course Code	MAN 309				
Course Name	Research Methodology				
	T	A	L	Cr	ECTS
	3	0		3	5
<p>Research Definition, Types and Scope, The Scientific Method, Decision Making, Types of Research, Business Research Problems, Principles of Effective Writing, Surveys, Making Research on Search Engines, Using the Statistical Software WinQSB, Observation, Experimental Research, Experimental Design, Designing a Questionnaire, General Guide for Academic Writing and Presentation of Written Assignments.</p>					
Course Code	MAN 311				
Course Name	Organization Theory				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Basic concepts and introduction to organization theory, causes of the need for the organization theory and the development of organizational theory in the historical process, fundamentals of classical organization theory, emergence and development dynamics, fundamentals of neo-classical organization theory, emergence and development dynamics, modern management and organizational theory, contingency approach, organizational strategy approach, organizational economy, organizational economy, resource dependency theory, organizational ecology theory, institutional theory, alternative approaches in organization theory and chaos theory, and comparative analysis of post modern organization theory.</p>					
Course Code	MAN 312				
Course Name	European Union				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Historical development, political institutions, and philosophical underpinnings of the European Union. Topics will include federalism, different notions of sovereignty, studies of contemporary decision-making in the EU, and assessments of democratic institutions in Europe.</p>					
Course Code	MAN 313				
Course Name	New Product Development				
	T	A	L	Cr	ECTS
	3	0		3	4
<p>Design for manufacturability; Assessing the market; Imposing discipline on the new product development process; Selecting the appropriate portfolio of new product development projects; Disruptive technology; Product development at internet speed; Uncertainty in product development; Role of experimentation in new product development; Creating an effective development organization; Developing products to hit cost targets.</p>					

Course Code	MAN 314				
Course Name	Investment Project Analysis				
	T	A	L	Cr	ECTS
	3	0		3	4
Basic principles of investment, related legal order concerning investment, the preparation of investment projects, operation and evaluation from an economic perspective, the effects of subsidies on the investment projects, the preparation of investment projects, operation and evaluation from a technical perspective, monitoring investment projects.					
Course Code	MAN 315				
Course Name	Leadership				
	T	A	L	Cr	ECTS
	3	0		3	4
Theories of Leadership: Historical Progress, Trait Approach, Behavior Approaches, Individualized Leadership and Leadership Roles, Contingency Theories of Leadership, Influence Theories of Leadership, Overview of Leadership Theories/Followership, Emotional Intelligence and Leadership, Ethical Issues and Challenges to Leadership.					
Course Code	MAN 316				
Course Name	Supply Chain Management				
	T	A	L	Cr	ECTS
	3	0		3	4
The supply chain: strategies, network design, demand forecasting, inventory management and risk pooling, logistics management, coordination. Transportation models; decision-support models.					
Course Code	MAN 317				
Course Name	Marketing Communication				
	T	A	L	Cr	ECTS
	3	0		3	4
Integrated Marketing Communications (IMC) and IMC plan The communication process IMC Situation Analysis, Persuasion in marketing communications , Market segmentation and brand positioning, Advertising management, strategy and implementation, Evaluating advertising effectiveness, Broadcast media, and print and support media, Technology-based marketing communications, Media planning and analysis, Direct marketing, Sales promotion, Marketing public relations and sponsorship marketing, Personal selling.					
Course Code	MAN 318				
Course Name	Financial Mathematics				
	T	A	L	Cr	ECTS
	3	0		3	4
Simple and compound interest, simple and compound discount, investment, amortisation and sinking funds, annuities, current account.					
Course Code	MAN 319				
Course Name	International Financial Reporting Standard				
	T	A	L	Cr	ECTS
	3	0		3	4
Overview of the issues involving implementation of the International Financial Reporting Standards (IFRS). Recognition and measurement issues, practical issues in adopting IFRS, on-going issues post-adoption, and disclosure issues under IFRS. The implementation of some of the more complex issues that accountants encounter when adopting IFRS, such as financial instruments, leases, employee benefits, business combinations, share-based transactions, and accounting for deferred taxes.					

Course Code	MAN 320				
Course Name	Labor Law				
	T	A	L	Cr	ECTS
	3	0		3	4
Individual labour law (employment contracts) and collective labour law: trade unions, the collective bargaining process, collective agreements, collective labour disputes and their peaceful settlement, labour conciliation, mediation and arbitration of industrial conflicts, strikes and lockouts as well as labour courts.					
Course Code	MAN 321				
Course Name	Supply Chain Management				
	T	A	L	Cr	ECTS
	3	0		3	4
The supply chain: strategies, network design, demand forecasting, inventory management and risk pooling, logistics management, coordination. Transportation models; decision-support models.					
Course Code	MAN 322				
Course Name	Turkish Business History				
	T	A	L	Cr	ECTS
	3	0		3	4
The history of turkish business institutions. Comparative study of businesses.					
Course Code	MAN 323				
Course Name	Family Business Management				
	T	A	L	Cr	ECTS
	3	0		3	4
Family businesses life cycle, the research found in the problem instances; Princess syndrome; institutionalization and institutionalization process of institutional recovery criteria, professionalism, family constitution, family constitution to exist in the items required; family council and meetings arrangement; family of companies board of directors of the operating principles, internal controls and benefits; Basel 2 criteria and the effects of family businesses, family companies and education of future generations; leading candidate for the mentoring, enterprise management, strategic management of the family business.					
Course Code	MAN 324				
Course Name	Turkish and World Economy				
	T	A	L	Cr	ECTS
	3	0		3	4
Tools for international trade models; Classical model of the international trade; Hecksher-Ohlin theory; Leontief paradox; Tariffs; Nontariff barriers and protection; International trade and economic growth; Balance of payments; Foreign exchange market; Purchasing power parity; Interest rate and parities; International investment and risk; International banking. A comparison of the learned concepts between Turkish Economy and World Economy					
Course Code	MAN 325				
Course Name	Quantitative Methods				
	T	A	L	Cr	ECTS
	3	0		3	4
Decision Making and Decision tree analysis, Integer Programming with binary variables; branch &bound technique, Solving Mixed Integer Linear Programs, Project Management, Quantitative Statistical Quality Control Applications, Network Models, Dynamic Programming, Simulation, Waiting Line Models, Markov Processes, Calculus based optimization.					

Course Code	MAN 326				
Course Name	International Business				
	T	A	L	Cr	ECTS
	3	0		3	4
International sense of job in today's, different cultures and business world, political and legal problems of organization, ethics of global business environment, economic systems and development of countries, international trade theory, government effect, direct foreign investment, regional economic unities, international finance system, international business system, to plan and organize of international operations, improvement of product and marketing, to start of product and management.					
Course Code	MAN 327				
Course Name	Quality Control				
	T	A	L	Cr	ECTS
	3	0		3	4
What is the quality?, cost of quality, historical development of quality control, total quality management, Kaizen, classification standards, statistical process control, process efficiency analysis, acceptance sampling, tolerance, product and process design.					
Course Code	MAN 328				
Course Name	Quality Management Systems				
	T	A	L	Cr	ECTS
	3	0		3	4
Definition of Quality, Dimensions of Quality, Quality Planning, Quality Statements, Strategic Planning, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Quality costs, Deming Philosophy, Customer satisfaction, Employee Involvement, Continuous Process Improvement, Supplier Partnership, Performance Measures, Statistical Quality Control, Need for ISO 9000 and Other Quality Systems.					
Course Code	MAN 329				
Course Name	Foreign Language				
	T	A	L	Cr	ECTS
	3	0		3	4
Course Code	MAN 330				
Course Name	Foreign Language				
	T	A	L	Cr	ECTS
	3	0		3	4
Course Code	MAN 401				
Course Name	Strategic Management				
	T	A	L	Cr	ECTS
	3	0		3	7
Strategy, policy, long term planning, tactics, strategic management, operational management, strategic analysis (external environment analysis, internal analysis, SWOT analysis), definition of goals and objectives (strategic goals, vision, mission), analysis of strategic alternatives (strategic business units, production life curve analysis, PIMS analysis) definition of business policies and designing organizational structure.					
Course Code	MAN 402				
Course Name	Business Skills and Career Management				
	T	A	L	Cr	ECTS
	3	0		3	7
The content of the school counseling curriculum, individual student planning, group work, individual counseling, consultations and collaboration. Acquiring skills for improving learning and achieving school success, identifying educational goals and developing a plan to achieve them, and relating school to life experiences. The career content area focuses on developing career awareness and employment readiness, acquiring knowledge to identify career goals, and on the acquisition and application of information and skills to achieve career goals. The personal/social area addresses the issues of acquiring self-knowledge, interpersonal and personal safety skills, and the application of self-knowledge to career and educational planning, and life roles and events.					

Course Code	MAN 403				
Course Name	Business Ethics				
	T	A	L	Cr	ECTS
	3	0		3	7
Ethical Issues in Business, Applying Moral Philosophies to Business Ethics, Social Responsibility, Stakeholders and Corporate Social Responsibility, An Ethical Decision-Making Framework, How the Organization Influences Ethical Decision Making, The Influence of Significant Others in the Organization, The Role of Opportunity and Conflict, Controlling Organizational Ethics, Evaluating Corporate Ethics, International Business Ethics.					
Course Code	MAN 404				
Course Name	Graduation Project				
	T	A	L	Cr	ECTS
	3	0		3	7
Students will prepare a project on a particular topic.					
Course Code	MAN 442				
Course Name	Auditing				
	T	A	L	Cr	ECTS
	3	0		3	7
Auditors Responsibilities and Reports, Professional Ethics, Auditors Legal Liability, Auditing Planning, Overview of the Financial Statement Audit, Audit Evidence, Audit Risk, Understanding the Internal Control, Auditing Procedures in Response to Assessed Risks: Test of Controls & Substantive Test, Auditing Sampling, Auditing the Transaction Cycles, Completing the Audit, Attest and Assurance Services and Related Reports, Internal, Operational, and Governmental Auditing.					
Course Code	MAN 411				
Course Name	International Human Resources Management				
	T	A	L	Cr	ECTS
	3	0		3	4
International Human Resource Management Definition, an affiliate that will work on managers' selection, international human resource management function, supply and selection, training and development, performance appraisal, wage, International Human Resource Management and the competitive advantage.					
Course Code	MAN 412				
Course Name	Human Resources Practices				
	T	A	L	Cr	ECTS
	3	0		3	4
What is the role of the human resource professional as a partner in today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined. Implications of legal and global environments are appraised and current issues such as diversity training, policies, and rising benefit costs are analyzed. Best practices of employers of choice are considered.					
Course Code	MAN 413				
Course Name	Work Health and Safety				
	T	A	L	Cr	ECTS
	3	0		3	4
This course is designed to be an introduction to workplace safety and health requirements for businesses. Starting to build their safety culture. Topics covered will include planning for emergencies, inspections, incident investigations, record keeping and training.					
Course Code	MAN 414				
Course Name	Job Analyses and Design				
	T	A	L	Cr	ECTS
	3	0		3	4
In many organizations a variety of tasks are often assigned to an individual on a somewhat arbitrary basis and that becomes a "job". This often random assignment of task can create much inefficiency which results in low employee morale and low productivity. There is however a systematic and rational method of creating jobs so that the desired efficiencies are created. This process involves job analysis and job design. This course therefore seeks to emphasize the importance of analyzing the processes which forms a single task as well as ways and means to design tasks and jobs which will motivate the employee.					

Course Code	MAN 415					
Course Name	Reward Management					
		T	A	L	Cr	ECTS
		3	0		3	4
Quality Manual Relationships, Record Retention Requirement, Customer Focus/Satisfaction, Planning of Product Realization, Configuration Management, Work Transfer, Recognition of Supplier Quality Data, Approval status for suppliers, Sampling Inspection.						
Course Code	MAN 416					
Course Name	Performance Evaluation					
		T	A	L	Cr	ECTS
		3	0		3	4
Organization's performance management proces. Assess employee strengths and development opportunities. Apply the SMART goal-setting formula. follow-up techniques to ensure commitments, goals, and standards. tructured approach to conducting the performance review						
Course Code	MAN 417					
Course Name	Recruitment and Selection					
		T	A	L	Cr	ECTS
		3	0		3	4
The Process of Human Resource Planning Forecasting Demand: Nature, factors, techniques and approaches Forecasting Supply: Nature, techniques Determining Manpower Gaps Example of a job description Job description pro forma Person specification pro forma Sample application form Self assessment						
Course Code	MAN 418					
Course Name	New Concepts in Human Resources Management					
		T	A	L	Cr	ECTS
		3	0		3	4
The course will focus primarily on seven major areas: new concepts in strategic human resource management, planning human resources, attracting and selecting human resources, placing, developing and evaluating human resources, rewarding human resources, maintaining high performance and evaluating human resources strategies.						
Course Code	MAN 419					
Course Name	Industrial Relations					
		T	A	L	Cr	ECTS
		3	0		3	4
theories of industrial relations; union organization and structure; labour legislation negotiating and administering the collective agreement; among other topics. The aim is to introduce the student to the complexities of the labour management relationship and to explore various techniques for successfully managing this critical area of business.						
Course Code	MAN 420					
Course Name	Training and Development					
		T	A	L	Cr	ECTS
		3	0		3	4
This course provides students with knowledge of the nature of the training and development function within organization Topics to be covered: managing the training and development department, systematic approaches to develop training programmes, employee development and the future of human resource development and ethical issues.						

Course Code	MAN 421				
Course Name	Marketing Research				
	T	A	L	Cr	ECTS
	3	0		3	4
The definition and contents of marketing research, the relationship between marketing research and the marketing system, the available topics for a marketing research, types of marketing research according to their relevance to the decision making process, the steps of a marketing research process, ethical topics related to marketing research.					
Course Code	MAN 422				
Course Name	Digital Marketing				
	T	A	L	Cr	ECTS
	3	0		3	4
The process of marketing strategy of the strategic role of marketing management, marketing, and marketing plan, marketing objectives, marketing audit, internal and external market analysis, identification of marketing strategies, grouping strategies and markets, target market, product positioning, marketing plans, implementation, implementation of marketing plan.					
Course Code	MAN 423				
Course Name	International Marketing				
	T	A	L	Cr	ECTS
	3	0		3	4
The Scope of IM & Environment; Cultural Environment; Political & Legal Environment; Marketing Research & Emerging Markets; Multinational Market Regions; Int. Marketing Channels; Pricing for International Markets.					
Course Code	MAN 424				
Course Name	Retail Marketing				
	T	A	L	Cr	ECTS
	3	0		3	4
Retail marketing mix, branding in the retail industry, product placing and development, pricing alternatives, location options, and the promotion of goods and/or services. The application of technology to retail marketing management, e-commerce, international retailing, and customer relationship management.					
Course Code	MAN 425				
Course Name	Advertising				
	T	A	L	Cr	ECTS
	3	0		3	4
Integrated Marketing Communications / The Role of IMC in the Marketing Process; Organizing for Advertising and Promotion / Perspectives on Consumer Behavior; The Communication Process / Source, Message, and Channel Factors; Establishing Objectives and Budgeting for the Promotional Program / Creative Strategy: Planning and Development; Creative Strategy: Implementation and Evaluation / Media Planning and Strategy; Evaluation of Broadcast Media / Evaluation of Print Media; Support Media / Direct Marketing and Marketing on the Internet; Sales Promotion; Public Relations, Publicity, and Corporate Advertising; Measuring the Effectiveness of the Promotional Program; International Advertising and Promotion; Regulation of Advertising and Promotion; Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion.					
Course Code	MAN 426				
Course Name	Customer Relationship Management				
	T	A	L	Cr	ECTS
	3	0		3	4
The aim of the subject is to acquaint students with the CRM philosophy and its approaches. Stress is placed on Customer Relationships from management point of view, identification of the key customers, relationship value evaluation, adaptation of firm processes to customers and definition of strategic firm behaviour based on CRM principles. Part of the lecture is to determinate CRM in relation to marketing.					

Course Code	MAN 427				
Course Name	Sales Management				
	T	A	L	Cr	ECTS
	3	0		3	4
Basic concepts of sales management, phases of sales process, planning of sales management, improving sales techniques, choosing and training sales personnel, sales strategies to protect and increase market share, creating sales areas, and case studies.					
Course Code	MAN 428				
Course Name	New Concepts in Marketing				
	T	A	L	Cr	ECTS
	3	0		3	4
This course relates both traditional and new marketing concepts to today's fast-paced, competitive and segmented business environment, with the emphasis on relating marketing theory to practical and effective real-world solutions. Both industrial and consumer situations will be considered with a strong focus on new product/service introduction, and product/service life cycle extension.					
Course Code	MAN 429				
Course Name	Enterprise Resource Planning				
	T	A	L	Cr	ECTS
	3	0		3	4
ERP systems, business process reengineering, process mapping, the ERP life cycle, ERP functionality, ERP boltons and auditing and risk issues.					
Course Code	MAN 430				
Course Name	Database Management				
	T	A	L	Cr	ECTS
	3	0		3	4
Emphasis is on data dictionaries, normalization, data integrity, data modeling, and creation of simple tables, queries, reports, and forms.					
Course Code	MAN 431				
Course Name	System Analyses and Design				
	T	A	L	Cr	ECTS
	3	0		3	4
Systems planning, Determining requirements, . Analyzing requirements, Evaluating alternatives, Systems design, . Systems implementation.					
Course Code	MAN 432				
Course Name	Data Mining and Business Intelligence				
	T	A	L	Cr	ECTS
	3	0		3	4
Basic data mining technologies and their use for business intelligence.					
Course Code	MAN 433				
Course Name	E-Business and E-commerce				
	T	A	L	Cr	ECTS
	3	0		3	4
Electronic Business Models and Systems, e-Business Experience and Practice, Programming for Web Applications and Services, Introduction to Mobile Programming, Data Modelling and Database Systems, Application Modelling and Design, Storage Technology Telecommunications for Electronic Business.					

Course Code	MAN 434				
Course Name	Project Management				
	T	A	L	Cr	ECTS
	3	0		3	4
Introduction to Project Management, Project Life Cycle, Project Management Processes; Organizational Forms, Project Start and Project Requirements, Project Plan, Work Breakdown Tree, Risk Management, Cost Estimation; Calendar Creation, Resource Allocation, Project Enforcement; Team Structure and the Human Dimension; Project control, Change Management, Progress Measurement and control, Earned Value Management, Evaluation, Project Closure, and Computer (MS @ Project) Application.					
Course Code	MAN 435				
Course Name	Introduction to Programming				
	T	A	L	Cr	ECTS
	3	0		3	4
The Parts of a Program Primitive Data Types Arrays Basic and File I/O Decision Structures (ifs and loops) Writing and Using Methods Writing and Using Classes Recursion Basic GUIs					
Course Code	MAN 436				
Course Name	New Concepts in Management Information Systems				
	T	A	L	Cr	ECTS
	3	0		3	4

Course Code	MAN 437				
Course Name	Financial Institutions and Instruments				
	T	A	L	Cr	ECTS
	3	0		3	4
The Role of The Financial System; Money Markets; Bond Markets; Mortgage Markets; Stock Markets; Foreign Exchange Markets; Derivative Securities Market; Commercial Banks; Insurance Companies; Mutual Funds; Pension Funds; Risk Management In Financial Institutions					
Course Code	MAN 438				
Course Name	Accounting for International Trade				
	T	A	L	Cr	ECTS
	3	0		3	4
International trade, consequences of international trade operations, balance sheet. Recording of the international trade operations.					
Course Code	MAN 439				
Course Name	International Finance				
	T	A	L	Cr	ECTS
	3	0		3	4
Financial planning and control. The financial statements and analysis tools. Working capital management. Capital structure and the weighted average cost of capital. Analysis of the financial situation of the company. The relationship between market value and capital structure of the firm. Financial objectives, financial reporting, introduction to risk measuring, financial analyzing tools, Break-Even Point analysis, present value calculation for investment decision, overview of corporate financing, capital budgeting and risk analysis, dividend policy and capital structure, debt financing, cost of capital, calculating the optimum capital structure, contractors' financial statements and financing the construction contractors, financial factors in bid pricing, project financing techniques in large scale projects.					

Course Code	MAN 440					
Course Name	Securities Analysis					
		T	A	L	Cr	ECTS
		3	0		3	4
Stocks And Stock Markets, Bonds And Bond Markets, Cost Of Capital, Raising Capital, Financial Leverage And Capital Structure Policy, Dividends And Dividend Policy, Risk And Returns, Capital Market Efficiency, Portfolios, Risk, Capital Asset Pricing Model, Diversification, Derivative Markets: Forwards, Futures, Derivative Markets: Options And Option Valuation.						
Course Code	MAN 441					
Course Name	Bank Accounting					
		T	A	L	Cr	ECTS
		3	0		3	4
Financial institutions, their activities. Bank as financial institution. Activities of banks. Specifics of bank accounting -- specifics of processing bank accounting; specifics of financial statements of bank. Accounting for the selected transactions of banks. Definition of financial instruments. Comparison of financial instruments with commodity contract. Classification of elements of financial instruments: financial assets, financial liabilities, equity instruments.Measurement of financial assets and liabilities. Classification of financial assets and liabilities for purpose of accounting measurement and reporting. Impairment of financial assets. Spot and derivative contracts. Definition and differences between both kinds of financial instruments. Purchase and sell of financial assets in terms of spot contracts. Definition of derivative. Reporting of derivatives.						
Course Code	MAN 442					
Course Name	Auditing					
		T	A	L	Cr	ECTS
		3	0		3	4
Auditors Responsibilities and Reports, Professional Ethics, Auditors Legal Liability, Auditing Planning, Overview of the Financial Statement Audit, Audit Evidence, Audit Risk, Understanding the Internal Control, Auditing Procedures in Response to Assessed Risks: Test of Controls &Substantive Test, Auditing Sampling, Auditing the Transaction Cycles, Completing the Audit, Attest and Assurance Services and Related Reports, Internal, Operational, and Governmental Auditing						
Course Code	MAN 443					
Course Name	Managerial Accounting					
		T	A	L	Cr	ECTS
		3	0		3	4
Cost-Volume-Profit Analysis, Operating Budgets, Flexible Budgets, Variances, and Management Control, Inventory Analysis, Decision Making and Relevant Costs, Pricing Products & Services.						
Course Code	MAN 444					
Course Name	New Concepts in Accounting and Finance					
		T	A	L	Cr	ECTS
		3	0		3	4
Examination of newly introduced concepts in both Finance and Accounting. Practical applications of these new concepts.						
Course Code	MAN 445					
Course Name	Foreign Language					
		T	A	L	Cr	ECTS
		3	0		3	4
Course Code	MAN 446					
Course Name	Foreign Language					
		T	A	L	Cr	ECTS
		3	0		3	4