

## Program Records

<b>About the Program</b>	The Business Administration is a very unique department by relating both for-profit and non-profit organizations and all internal units of those organizations. This richness of Business Administration Department relies on its strong relations with business sub-disciplines such as marketing, production systems, management and human resources, finance and accounting, and numerical methods and also with other disciplines like psychology, law, economics and information technologies. In accordance with the increasing global trade and competition, AGU Business Administration Undergraduate Program aims to train future managers as professionally informed and equipped people who are familiar with international working culture and English, aware of global developments and problems. In this way, AGU provides an education opportunity that will enable its students to work in international markets as well as public or private sector organizations operating on a national scale. In addition, Business Administration Department's students will be able to establish their own businesses by including the entrepreneurship concept in many course contents throughout the learning process.
<b>Program Outcomes</b>	<p>To accumulate knowledge in functional areas, such as marketing, human resource management, operations, accounting and finance, and integrate and apply this knowledge to the overall mission and vision of the firm.</p> <p>To apply critical and strategic thinking to analyze/solve business problems by utilizing information technology and research methods, by acquiring, interpreting, synthesizing data, and then use the results in decision making.</p> <p>To understand the impact of globalization on companies, people and national economics given their different legal, political, and economic systems.</p>
<b>Qualification Awarded</b>	Bachelor's Degree / Business Administrator
<b>Length of Program &amp; Credits</b>	4 years (excluding one year of English Preparatory Program) 240 ECTS
<b>Level of Qualification</b>	First Cycle (Bachelor's) Degree; EQF-LLL Level 6, QF-EHEA Level 1
<b>Mode of Study</b>	Full Time
<b>Field of Study</b>	Business Administration
<b>Admission Requirements</b>	High school diploma; Placed by National Higher Education Exam (YKS) scores; Proof of English proficiency (TOEFL or Abdullah Gül University English Proficiency Exam) For foreign students, proof the admission requirements that are announced by the university.
<b>Recognition of Credit Mobility</b>	Courses taken outside of the program could be transferred in accordance with the associated principals of the Abdullah Gul University Undergraduate Education and Examination Regulation rules by the respective management board.
<b>Graduation Requirements &amp; Regulations</b>	Student has to complete all courses in the program curriculum with a minimum GPA of 2.00.
<b>Occupational Profiles of Graduates</b>	There is an increasing need for skilled business administration graduates with the developments of trade and business sectors in all around the world. A qualified BA graduate can easily find an upper level job that pays well. Since every sector needs a manager, career opportunities for BA graduates include all sectors. When you graduate from BA you can work in any private sector such as chemistry, automotive, textile, logistics, food, electronics, banking, advertising, service and information sectors or you can start working in public sector. In addition, as a well-educated entrepreneur, you can start your dream business and manage it.

---

**Access to Further Studies** Graduates may apply to second cycle (Level 7 or Level 8) degree programs.

---

**Assessment & Grading Policy** Based on Abdullah Gul University Undergraduate Education and Examination Regulation rules;

<u>Letter Grade</u>	<u>Coefficient</u>	<u>Score</u>	<u>Status</u>	<u>Letter Grade</u>	<u>Status</u>
A	4,00	90-100	Pass	NA	Not Attended
A-	3,67	87-89	Pass	W	Withdrawn
B+	3,33	83-86	Pass	I	Incomplete
B	3,00	80-82	Pass	T	Transferred
B-	2,67	77-79	Pass	S	Satisfactory
C+	2,33	73-76	Pass	U	Unsatisfactory
C	2,00	70-72	Pass	P	In Progress
C-	1,67	64-69	Conditional Pass	EX	Exempt
D+	1,33	56-63	Conditional Pass		
D	1,00	50-55	Conditional Pass		
F	0,00	0-49	Failed		

---

### Program Outcomes

- PO1. To accumulate knowledge in functional areas, such as marketing, human resource management, operations, accounting and finance, and integrate and apply this knowledge to the overall mission and vision of the firm.
  - PO2. To apply critical and strategic thinking to analyze/solve business problems by utilizing information technology and research methods, by acquiring, interpreting, synthesizing data, and then use the results in decision making.
  - PO3. To understand the impact of globalization on companies, people and national economics given their different legal, political, and economic systems.
  - PO4. To understand the role of innovation in creating better products, services, or processes.
  - PO5. Ability to demonstrate competency in professional written communications and formal oral presentations.
  - PO6. To have leadership skills and use team building and collaborative skills to accomplish group tasks.
  - PO7. To recognize legal and ethical problems in business, be aware of their potential consequences, and propose and defend alternate resolutions
  - PO8. To understand sustainability and corporate social responsibility within organizational contexts, decisions and business practices.
  - PO9. To consistently act in a professional, respectful, honest, fair and reasonable manner and to apply ethical principles and logical reasoning to make and justify business decisions.
  - PO10. To develop the ability to use economics effectively in the decision-making process.
-

TQF-HE & Program Outcomes Coverage	Knowledge	Skills	Competences			
	Theoretical Conceptual	Cognitive Practical	Work Independently and Take Responsibility	Learning	Communication and Social	Field Specific
P01	X	X		X	X	X
P02	X	X	X	X	X	X
P03		X	X	X	X	X
P04			X	X		X
P05		X	X	X	X	
P06	X	X	X	X	X	
P07	X	X	X	X	X	X
P08	X		X	X		
P09		X	X	X	X	X
P010	X	X	X	X		X

  

Institutional & Program Outcomes Coverage	IO1	IO2	IO3	IO4	IO5	IO6	IO7
	P01	X	X	X	X		X
P02	X	X	X			X	
P03	X	X	X	X			
P04	X	X					X
P05		X			X	X	
P06	X	X		X	X	X	X
P07	X		X		X		X
P08	X		X	X	X		X
P09			X			X	X
P010	X	X		X	X		X

**Curriculum**
**Curriculum Summary**

%		Courses	Credit	ECTS
<b>8,3</b>	<b>AGU Signature Courses</b> GLB101, GLB104, GLB 203, GLB 205, GLB 206, GLB 207, GLB 209, GLB 210, GLB 270, GLB300	5	15	20
<b>7,1</b>	<b>YÖK/HEC Courses</b> ENG101, ENG102, CP100, TURK101, TURK102, HIST201, HIST202	7	17	17
<b>56,7</b>	<b>Compulsory</b> BA125, BA225, BA120, BA224, BA203, BA205, BA207, BA223, BA202, BA206, BA208, BA222, BA320, BA301, BA303, BA311, BA313, BA321, BA326, BA328, BA401, BA403, BA411, BA420, MATH111, COMP101, MATH112, SOC101	28	87	136
	<b>Non-Dept. Electives</b> XXX	4	-	15
<b>25</b>	<b>Departmental Electives</b> BA323, BA329, BA331, BA344, BA346, BA348, BA350, BA352, BA407, BA409, BA412, BA414, BA415, BA426, BA428, BA429, BA430, BA431, BA432, BA433, BA434, BA435, BA436, BA437, BA438, BA439, BA440, BA441, BA442, BA443, BA444, BA445, BA446, BA447, BA448, BA449, BA450, BA452, BA453, BA454, BA455, BA456, BA457, BA458, BA459, BA460, BA461, BA463, BA465, BA467, BA469	9	27	45
<b>2,9</b>	<b>Summer Internship</b> BA499	1	1	7
<b>100,0</b>	<b>TOTAL</b>			

**Program Course Code Descriptions**

Compulsory			Elective		
CODE	Year		CODE	Year	
MATH 111	1	Business Mathematics	GLB 104	1	AGU Ways II
COMP 101	1	Art of Computing	GLB 203	2	Good Health & Wellbeing
GLB 101	1	AGU Ways	GLB 205	2	Sustainable Cities & Communities
ENG 101	1	English I	GLB 206	2	Clean Water & Sanitation
BA 125	1	Business Communications	GLB 207	2	Responsible Consumption & Production
BA 225	1	Microeconomics	GLB 209	2	Innovation and Entrepreneurship
MATH 112	1	Business Mathematics	GLB 210	2	Reduced Inequalities
SOC 101	1	Introduction to Social Sciences	GLB 270	2	Affordable & Clean Energy
ENG 102	1	English II	GLB 300	3	Societal Impact
BA 120	1	Exploring Business Administration	BA 323	3	Risk Management
CP 100	1	Career Planning	BA 329	3	Brand Value Creation and Maximization
BA 224	1	Macroeconomics	BA 331	3	Essentials of Digital Marketing
BA 203	2	Marketing Management	BA 344	3	Consumer Behavior
BA 205	2	Financial Accounting	BA 346	3	Basic Principles of Patent Practice
BA 207	2	Principles of Finance	BA 348	3	Service Marketing
BA 223	2	Business Statistics I	BA 350	3	Retail Management
TURK 101	2	Turkish I	BA 352	3	Sustainable Tourism
BA 202	2	Organizational Theory and Design	BA 407	4	Financial Derivatives
BA 206	2	Managerial Accounting	BA 409	4	Tax Law and Turkish Tax System
BA 208	2	Management Science	BA 412	4	Human Resource Management

CODE	Year		CODE	Year	
BA 222	2	Business Statistics II	BA 414	4	Auditing
BA 320	2	Management Information Systems	BA 415	4	Cost Accounting
TURK 102	2	Turkish II	BA 426	4	Project Management
BA 301	3	Organizational Behavior	BA 428	4	Financial Statement Analysis
BA 303	3	Operations Management	BA 429	4	Technology Management
BA 311	3	Globalization and International Business	BA 430	4	Tourism Management
BA 313	3	Business Model Planning I	BA 431	4	Financial Modelling
HIST 201	3	History of Modern Turkey I	BA 432	4	Modern Banking
BA 321	3	Business Research Methods	BA 433	4	Supply Chain Management
BA 326	3	Law for Managers	BA 434	4	Decision Making
BA 328	3	Business Model Planning II	BA 435	4	Small and Medium Enterprises (SME) Finance
HIST 202	3	History of Modern Turkey II	BA 436	4	Non-Market Strategy
BA 401	4	Strategic Management	BA 437	4	Business Analytics
BA 403	4	Business Ethics and Corporate Social Responsibility	BA 438	4	Modern Manufacturing System
BA 411	4	Business Model Planning III	BA 439	4	Global Marketing
BA 499	4	Summer Internship	BA 440	4	Managerial Communication
BA 420	4	Capstone Project	BA 441	4	Quality Management
			BA 442	4	Data Models and Decisions
			BA 443	4	Cross Cultural Management
			BA 444	4	Revenue Management
			BA 445	4	Negotiation and Organizational Conflict Resolution
			BA 446	4	Introduction to Python Programming
			BA 447	4	New Product Development
			BA 448	4	Strategic Brand Management
			BA 449	4	Corporate Communication
			BA 450	4	Industry 4.0 Technologies
			BA 452	4	Interpersonal Skills in Organizations
			BA 453	4	Corporate Law
			BA 454	4	New Media
			BA 456	4	Leadership and Management
			BA 457	4	Applied Entrepreneurship
			BA 458	4	Use of Business Intelligence
			BA 459	4	Alternative Dispute Resolution
			BA 460	4	Entrepreneurship for Engineer and Scientists
			BA 461	4	SME Marketing
			BA 463	4	Volunteerism
			BA 465	4	Corporate Finance
			BA 467	4	Financial Markets and Institutions
			BA 469	4	Valuation Models and Applications



<b>Elective Courses</b>	<i>Exchange/Transfer Courses</i>
3 ECTS	BAX 131 Digital Learning Platform Transfer Elective 1 BAX 132 Digital Learning Platform Transfer Elective 2 BAG 491 General Transfer Elective 1
4 ECTS	BAX 141 Digital Learning Platform Basic Transfer Elective 1 BAX 142 Digital Learning Platform Basic Transfer Elective 2 BAG 492 General Transfer Elective 2 BAG 493 General Transfer Elective 3 BAG 494 General Transfer Elective 4
5 ECTS	BAX 151 Digital Learning Platform Advanced Transfer Elective 1 BAX 152 Digital Learning Platform Advanced Transfer Elective 2 BA 491 Exchange Transfer Elective 1 BA 492 Exchange Transfer Elective 2 BA 493 Exchange Transfer Elective 3

**COURSE RECORD**

Code	<b>CP100.BA</b>
Name	<b>Career Planning</b>
Hour per week	1 (1 + 0)
Credit	1
ECTS	1
Level/Year	Undergraduate / 1
Semester	Spring
Type	Compulsory
Prerequisites	-
Description	This course aims to make it possible for students to be employed in suitable fields based on their education and skills while creating the creation of career awareness in the early period of higher education. Furthermore, it aims to raise awareness about the expectations and dynamics of business life and to enable help students to develop personal and professional skills. Career Planning provides information about different sectors, to develop students' skills, as well as to get to know the tools they can use.
Objectives	Increasing awareness about the importance of career planning in the preparation process for the professional world. Discovering their competencies and to understand the expectations of the professional world correctly; Developing their knowledge and skills in line with the requirements of the relevant sectors.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain career centre activities LO2. Identify options for career development LO3. Apply the necessary skills for effective communication LO4. Argue the importance of professional relationship networks LO5. Recognize the support units at the university LO6. Identify the effective use of necessary resources for their career

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01		4	1		4			1	2	
L02	1	4	2		4				2	
L03		5	2		4				2	
L04		4	2		4				2	
L05	1	4	3		5			1	3	1
L06	1	5	3		5	3			2	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
What is the Career?	L01, L02
What are the concepts of intelligence, personality, knowledge, skill, talent, and competence?	L03, L02
Basic Communication Skills, Diction and Body Language	L02
Soft Skills	L02
Effective Interview Techniques	L01, L04, L06
Resume and Cover Letter Preparation	L01, L04, L06

**DERS BİLGİLERİ**

Kodu	<b>CP100.BA</b>
İsmi	<b>Kariyer Planlama</b>
Haftalık Saati	1 (1 + 0)
Kredi	1
AKTS	1
Seviye/Yıl	Lisans / 1
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	Yok
İçerik	Bu ders, öğrencilerin yükseköğretimin erken döneminde kariyer bilincinin oluşturulmasını sağlarken, eğitim ve becerilerine göre uygun alanlarda istihdam edilmelerini sağlamayı amaçlamaktadır. Ayrıca, iş hayatının beklenti ve dinamikleri hakkında farkındalık yaratmayı, öğrencilerin kişisel ve mesleki becerilerini geliştirmelerine yardımcı olmayı amaçlamaktadır. Kariyer Planlama, öğrencilerin becerilerini geliştirmek ve kullanabilecekleri araçları tanımak için farklı sektörler hakkında bilgi sağlar.



Code	<b>BA 120</b>
Name	<b>Exploring Business Administration</b>
Hour per week	4 (3+1)
Credit	3
ECTS	5
Level/Year	Undergraduate / 1
Semester	Spring
Type	Compulsory
Prerequisites	
Description	This course is designed to explore many functions of modern businesses and shows the students how these functions exist in a changing society. The role of business in a society both in theoretical and practical perspective is covered. Topics such as business environment, organization, marketing, management, finance, entrepreneurship and accounting will be discussed in an introductory level. The importance of business in the modern society will also be stressed throughout the course. The course is also designed to expose the student to the possibility of career filed in the areas of business.
Objectives	Introducing the relationship between business and society in a free market economy. Introducing the fundamentals of business management. Establishing the concepts of the human resources, motivation and productivity. Providing comprehensive knowledge about the marketing, accounting, finance, operations management and other business functions.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify the effects of businesses in the local and global economy. LO2. Explain the importance of accounting, finance, marketing, operational management and other business functions in business success. LO3. Discover the relationship among human resources, motivation and productivity. LO4. Interpret the relationship between business and society in a free market economy.

## COURSE RECORD

### CONTRIBUTION TO PROGRAMME OUTCOMES\*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	5	0	0	0	4	3	3	4
LO2	5	3	0	5	0	0	0	0	2	0
LO3	5	3	0	1	0	0	0	0	2	0
LO4	5	4	2	4	3	3	0	0	3	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

### COURSE CONTENT DETAILS

Topics	Outcomes
Today's Business Environment	LO1, LO2, LO3, LO4
Starting & Growing a Successful Business	LO1, LO4
Management and Leadership	LO2, LO3, LO4
Globalization: Rising to the Challenge of World Competition	LO1, LO4
Operations Management	LO1, LO2, LO3
Marketing: Creating Successful Customer Relationships with Desirable Products	LO2, LO3, LO4

**DERS BİLGİLERİ**

Kodu	<b>BA 120</b>
İsmi	<b>İşletme Yönetimini Keşfetmek</b>
Haftalık Saati	4 (3 + 1)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/1
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Dersin ana amacı bir işletmenin işleyişini ve işletmelerin toplumdaki rolünü kuramsal ve pratik açıdan öğrencilere tanıtmaktır. Öğrenciler, önemli işletme terimleri, globalleşme gibi işletmeyi etkileyen trendler, stratejik yönetim ve liderlik, ve girişimcilik gibi işletmenin temel alanları hakkında bilgi kazanacaklardır. İş ortamı, organizasyon, pazarlama, yönetim, finans, girişimcilik ve muhasebe gibi konular giriş düzeyinde tartışılacaktır. Modern toplumda işletmenin önemi kurs boyunca da vurgulanacaktır. Ayrıca öğrenciye kariyer olanakları hakkında da bilgi verilecektir.

**COURSE RECORD**

Code	<b>BA 125</b>
Name	<b>Business Communication</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course introduces students to basic concepts and principles of effective business communication as integral to management strategy. The course will include developing a foundation for designing effective messages, from concept to delivery. Students will use strategic communication models to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Further, because effective group communication is a necessity in today's workplace, the students will learn and practice skills in presentations, interviews, dealing with conflict, and leveraging the power of diversity, at both the individual and cultural level.
Objectives	Developing their skills in professional and interpersonal communication Discovering the challenges in the global job market Introduce how to create business messages, reports, proposals, presentations, and resumes.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Demonstrate knowledge about professional and interpersonal communication skills. LO2: Demonstrate knowledge about ethical, legal, cultural, and global challenges affecting business communication. LO3: Compose and revise accurate business reports, proposals, and messages. LO4: Be able to implement course material to real-life examples with effective oral business presentations.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	1	0	0	5	2	1	0	1	0
LO2	5	1	0	0	5	2	1	0	1	0
LO3	5	1	0	0	5	2	1	0	1	0
LO4	5	1	0	0	5	2	1	0	1	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

W	Topic	Outcomes
1	Introduction: Course introduction	LO1, LO2, LO3
2	Professional Communication in a Digital, Social, Mobile World	LO1, LO2, LO3,
3	Collaboration, Interpersonal Communication, and Business Etiquette	LO1, LO2, LO3,
4	Communication Challenges in a Diverse, Global Marketplace	LO1, LO4,
5	Planning and Writing Business Messages	LO1, LO4
6	<b>Midterm exam</b>	
7	Messages for Digital Channels	LO1, LO4
8	<b>LFW</b>	

8	Presentations	L01, L04,
9	Writing Routine and Positive, Negative and Persuasive Messages	L01, L02, L04,
10	Reports and Proposals	L01, L04
11	Developing and Delivering Business Presentations	L01, L02, L04
12	Writing Résumés	L01
13	Interviewing	L01
14	<b>Final Exam</b>	

### DERS BİLGİLERİ

Kodu	<b>BA 125</b>
İsmi	<b>İş İletişimi</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	Yok
İçerik	Bu ders öğrencilere, yönetim stratejisinin ayrılmaz bir parçası olan etkili iş iletişimin temel kavramlarını ve ilkelerini tanıtmaktadır. Öğrenciler kavramdan sunuma kadar hem yazılı hem sözlü etkili mesajlar tasarlamak için bir temele sahip olacaklardır. Hedefleri belirlemek, izleyicileri analiz etmek, bilgi seçmek ve mesaj için en etkili düzenleme ve kanalı oluşturmak için stratejik iletişim modellerini kullanacaklardır. Ayrıca, etkili grup iletişimi günümüz işyerinde zorunlu olduğundan, öğrenciler bireysel ve kültürel düzeyde hem sunum becerileri, hem de toplantılar, röportajlar, çatışma ile uğraşan ve çeşitlilik gücünden yararlanarak öğrenecek ve uygulayacaklardır.

**COURSE RECORD**

Code	<b>BA 202</b>
Name	<b>Organizational Theory and Design</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Compulsory
Prerequisites	-
Description	This course focuses primarily on the structural aspects of organizations. In this course, students will learn about the ways in which managers seek to promote organizational effectiveness through internal structures and processes. Students will analyze how organizations are structured within the context of the larger social, political, and economic environment, why systems of control and coordination vary across organizations and change over time, and how organizational theory may contribute towards improving the design and management of organizations.
Objectives	Endow students with concepts, tools and techniques related to organization theory Improve the critical thinking and assessment skills of students Enable students to apply organization theory to real life scenarios
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Demonstrate an understanding of the key dimensions of organization theory LO2. Describe how organizations adapt to environmental conditions LO3. Evaluate organizational design alternatives by employing various tools and techniques LO4. Explain the types and forms of organizational change LO5. Discuss the relationship between organizational structure and decision making LO6. Demonstrate an understanding of the basic challenges of organizational design

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	3	2	2	2	3	2	2	2
L02	5	5	5	4	1	2	4	3	2	3
L03	4	5	4	3	1	2	4	3	2	2
L04	4	4	4	2	1	2	3	3	2	2
L05	4	4	3	3	2	2	3	2	2	2
L06	3	4	4	2	2	2	4	2	2	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Basic Challenges of Organizational Design	L01, L05, L06
Designing Organizational Structure: Authority, Control, Specialization	L01, L02, L05
Organizational Design and Strategy in a Changing Global Environment	L02, L03
Types and Forms of Organizational Change	L04
Decision Making, Learning, Knowledge Management and Information Technology	L04, L05
Managing Conflict, Power, and Politics	L04, L06

**DERS BİLGİLERİ**

Kodu	BA 202
İsmi	<b>Organizasyon Teorisi ve Dizaynı</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu ders öğrencilere organizasyonları analiz etmenin farklı teorilerini tanıtır. Öğrenciler organizasyon yapılandırmanın çeşitli yollarını, organizasyonun kısımlarını ve organizasyon yapısının değişen çevre şartlarına adapte edilme yollarını öğrenirler. Dersin temel odağı organizasyonel yapı, organizasyonda bilgi akışı ve bilgi akışının organizasyonun yenilikçi ve üretken potansiyeli üzerindeki etkisidir.

**COURSE RECORD**

Code	<b>BA 203</b>
Name	<b>Marketing Management</b>
Hour per week	3 (3+ 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course introduces practical marketing management to improve students' ability to make effective marketing decisions, covering assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research, consumer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications, including advertising, public relations, internet marketing, social media, and sales promotions. Through a combination of different tools, the course applies marketing topics to consumer and business-to-business products, services, and nonprofit organizations.
Objectives	Understand the role of marketing how it related to other business functions Identify how to apply marketing mix elements to achieve business objectives Identify market research, marketing strategy and marketing plan Develop and apply marketing campaign.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Explain the concept of marketing and marketing operations including the different areas and role of marketing. LO2: Identify how to use marketing mix elements to achieve business objectives LO3: Provide knowledge of market research, marketing strategy and marketing plan LO4: Provide knowledge of developing marketing campaign.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	5	0	0	1	4	0	0	0
LO2	5	4	5	5	0	1	0	0	0	0
LO3	5	4	5	0	0	1	0	0	0	0
LO4	5	4	2	5	0	1	0	0	0	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

W	Topic	Outcomes
1	Introduction: Course introduction	LO1, LO2, LO3, LO4
2	Consumer Behavior and Business Buyer Behavior	LO1, LO2, LO3, LO4
3	Marketing Metrics	LO1, LO3, LO4
4	Analyzing the Marketing Environment	LO3, LO4,
5	Customer Segmentation and Targeting	LO3, LO4
6	Products, Services, and Brands: Building Customer Value Developing New Products and Managing the Product Lifecycle	LO2, LO3, LO4
7	<b>Midterm exam</b>	

8	<b>LFW</b>	
9	Marketing Channels: Delivering Customer Value	L02, L03, L04
10	Integrated Marketing Communication Strategy	L02, L03, L04
11	Advertising and Public Relations	L02, L03, L04
12	The Global Marketplace and Group Presentations	L02, L03, L04
13	Interviewing	L02, L03, L04
14	<b>Final Exam</b>	L02, L03, L04

### **DERS BİLGİLERİ**

Kodu	<b>BA 203</b>
İsmi	<b>Pazarlama Yönetimi</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	Yok
İçerik	Bu ders, öğrencilerin pazar fırsatlarını değerlendirmeyi, pazarlama stratejileri planlarını geliştirmeyi ve etkili pazarlama kararları alma becerisini geliştirmek için düzenlenmiştir. Ders konuları pazar odaklı stratejik planlama, pazarlama araştırması, tüketici davranışı, hedef pazar seçimi, rekabetçi konumlandırma, ürün ve hizmet planlama ve yönetimi, fiyatlandırma, dağıtım ve reklamcılık, halkla ilişkiler, internet pazarlaması, sosyal medya ve satış promosyonu olarak belirlenmiştir. Farklı yöntemler kullanılarak ders, pazarlama konularını işletmeden tüketiciye ve işletmeden işletmeye ürün, hizmet ve kar amacı gütmeyen kuruluşlara uygulanacaktır.



**COURSE RECORD**

Code	<b>BA 205</b>
Name	<b>Financial Accounting</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 2
Semester	Fall
Type	Compulsory
Prerequisites	
Description	This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations.
Objectives	Provide knowledge of the basic theory, concepts and practice of financial accounting. Provide knowledge of accounting cycle. Provide knowledge of using financial statements and financial information to manage and evaluate the results of business operations.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Demonstrate knowledge about accounting concepts and principles LO2: Demonstrate knowledge about accounting cycle LO3: Be able to identify major asset, liability, equity, income and expense items. LO4: Demonstrate knowledge about recording basic accounting transactions LO5: Be able to Prepare and interpret annual financial statements. LO6: Demonstrate knowledge about using the financial statements and financial information to manage and evaluate the results of business operations

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	3	1	4	4	1	1	3	3
LO2	5	4	3	1	4	4	1	1	3	3
LO3	5	4	3	1	4	4	1	1	3	3
LO4	5	5	3	1	5	4	1	1	3	3
LO5	4	4	2	1	4	4	1	1	3	3
LO6	4	5	2	1	4	4	1	1	3	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Introduction to Accounting	LO1, LO2, LO3
Measuring and reporting financial performance	LO1, LO2, LO4
Accounting for limited companies	LO2, LO3, LO4
Measuring and reporting cash flows	LO2, LO3
Recognising and reporting assets and liabilities	LO2, LO3
Analysing and interpreting financial statements	LO1, LO5
Reporting the financial results of groups of companies	LO1, LO6
Increasing the scope of financial reporting	LO3, LO4 LO5
Governing a company	LO6

**DERS BİLGİLERİ**

Kodu	<b>BA 205</b>
İsmi	<b>Finansal Muhasebe</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 2
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Bu ders, finansal muhasebenin temel teorisini, kavramlarını ve uygulamasını tanıtmayı ve öğrencilerin şirketlerin ve diğer kuruluşların yayınlanmış finansal tablolarında yer alan bilgileri anlamalarını sağlamayı amaçlamaktadır.

**COURSE RECORD**

Code	<b>BA 206</b>
Name	<b>Managerial Accounting</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 2
Semester	Spring
Type	Compulsory
Prerequisites	BA 205
Description	The aim of the course is to provide an introduction for individuals who make business decisions and evaluate the performance of business units using data obtained from the accounting system. The course covers the basic issues involved in the design of a cost accounting system, and the role of management accounting in decisions concerning resource allocation and performance evaluation.
Objectives	Learn and apply transactions relating to managerial concepts Learn the types of costs and how they behave in order to calculate cost-volume-profit relationships Learn and apply relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Analyze and interpret transactions relating to managerial concepts LO2: Identify costs which may be relevant or irrelevant to a given management decision at hand LO3: Calculate costs in a job order and a process cost accounting system and understand how the costs flow through the system LO4: Understand of the types of costs and how they behave in order to calculate cost-volume-profit relationships LO5: Understand of the types of budgets and be able to prepare operating budgets and capital budgets LO6: Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	3	1	4	4	1	1	3	3
L02	5	4	3	1	4	4	1	1	3	3
L03	5	4	3	1	4	4	1	1	3	3
L04	5	5	3	1	5	4	1	1	3	3
L05	4	4	2	1	4	4	1	1	3	3
L06	4	5	2	1	4	4	1	1	3	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction to Managerial Accounting	L01
Relevant Costs and Benefits of Decision Making	L01, L02, L04
Cost-Volume-Profit Analysis	L02, L03, L04
Full Costing, Group Work	L02, L03
Costing and Cost Management in a Competitive Environment	L02, L03
Budgeting	L01, L05

Accounting for Control	L01, L06
Making Capital Investment Decisions	L03, L04 L05
Managing Risk	L06

**DERS BİLGİLERİ**

Kodu	<b>BA 206</b>
İsmi	<b>Yönetim Muhasebesi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 2
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 205
İçerik	Dersin amacı, muhasebe sisteminden elde edilen verileri kullanarak işletme kararları veren ve işletme birimlerinin performansını değerlendiren bireylere bir giriş sağlamaktır. Ders, bir maliyet muhasebesi sisteminin tasarımında yer alan temel konuları ve kaynak tahsisi ve performans değerlendirmesi ile ilgili kararlarda yönetim muhasebesinin rolünü kapsar.

**COURSE RECORD**

Code	<b>BA 207</b>
Name	<b>Principles of Finance</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/2
Semester	Fall
Type	Compulsory
Prerequisites	
Description	This course covers introduction to financial assets, investment decision rules, valuation of securities, portfolio selection theorem. This course teaches you how to make financial decisions and express these decisions using MS Excel. The three main sections of the course are: 1) Investment Decision Making, 2) Security Valuation and 3) Risk and Return. This course provides the insight for finance theory, which is fundamental to risk management, financial derivatives and financial engineering.
Objectives	<ol style="list-style-type: none"> <li>1. To understand the risk and return relation</li> <li>2. To evaluate the performance of different portfolios</li> <li>3. To determine the financial outcomes using Excel</li> <li>4. To evaluate and make comparison between financial decision</li> </ol>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>LO1: Capital Budgeting  LO2: Fixed Income Securities  LO3: Risk  LO4: Time Value of Money</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	5	5	3	3	3	5	5	5	5
LO2	5	5	2	3	3	3	5	5	5	5
LO3	5	5	5	3	3	3	5	5	5	5
LO4	5	5	5	5	3	3	5	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction to Finance + Excel (intro+ graphs)	LO1, LO4
Time Value of Money + Excel (Functions)	LO4
Cost of Investment	LO4
Excel Quiz-1 + Introduction to Capital Budgeting + Excel (Data Tables)	LO1, LO4
Issues in Capital Budgeting	LO1
Choosing a discount rate	LO1, LO4
Excel Quiz-2 + Review	LO1, LO4
Activity: + LFW (Lets Watch live broadcast by Bloomberg: Introduction to global markets and current issues	LO1, LO4
Risk	LO3, LO4
Portfolio Statistics	LO1, LO3, LO4
Efficient Frontier	LO2, LO3
Excel Quiz-3 + Fixed Income Securities	LO2

Excel Quiz-3 + Fixed Income Securities	L02, L04
Course Review + Solutions CFA exam questions	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 207</b>
İsmi	<b>Finansın Temelleri</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Bu ders finansal varlıklara giriş, yatırım kararı kuralları, varlıkların değerlemesi, portfolio tercih teoremi ve yatırım performans ölçüm kriterlerini kapsar. Bu ders öğrencilere finansal kararların nasıl alındığını ve bu kararları MS Excel yazılımı ile nasıl gösterilebileceğini öğretir. Dersin üç ana bölümü: Yatırım kararı verme, Varlıkların değerlemesi ve Risk ve Kazançtır. Bu ders, risk yönetimi, finansal türevler ve finansal mühendisliğin temelini oluşturan finans teorisi için temel oluşturmaktadır.

**COURSE RECORD**

Code	<b>BA 208</b>
Name	<b>Management Science</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/2
Semester	Spring
Type	Compulsory
Prerequisites	
Description	This course aims designing and managing systems with scarce resources by applying scientific approaches. The course enables students to learn the optimal solution for the problems faced in an organization. The course material proves useful for improving and optimizing the performance of an organization. The course covers the following topics: formulating mathematical models for real world problems, introducing the solution methods for mathematical programming models and examining the validity of the models and interpreting the obtained results.
Objectives	This course aims to <ul style="list-style-type: none"> <li>• endow the student with concepts, techniques and tools to design, analyze and improve operational capabilities of an organization.</li> <li>• endow students with the importance of management science in the overall business strategy of the firm.</li> <li>• endow students with problem solving and critical thinking ability to improve organization capability.</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able:</i> LO1 Identify the need for quantitative managerial decision making tools to improve decision making in a business context and apply the appropriate tools. LO2 Achieve an understanding of building blocks of quantitative managerial decision making models. LO3 Achieve solving and analyzing quantitative decision making models using spreadsheets. LO4 Demonstrate the best solution with respect to changes in the parameters of the problem, and evaluate solutions.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	4	0	0	0	0	4	5	5
L02	5	5	0	0	0	0	0	0	5	5
L03	5	5	0	0	0	0	0	0	5	5
L04	5	4	0	5	2	2	5	0	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Introduction to Management Science & Modelling	L01
Linear Programming (LP): Graphical Solution Methods	L01-L02-L03
Linear Programming (LP): Computer Solution and Sensitivity Analysis	L01-L02-L03
Linear Programming: Modeling Examples	L03-L04
Integer Programming	L02-L03-L04
Transportation, Transshipment, and Assignment Problems	L02-L03-L04
Network models	L02-L03-L04
Project Management	L02-L03-L04
Multicriteria Decision Making	L02-L03-L04

**DERS BİLGİLERİ**

Kodu	<b>BA 208</b>
İsmi	<b>Yöneylem Araştırması</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/2
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Yöneylem Araştırması genellikle kıt kaynakların paylaşımının söz konusu olduğu sistemlerin en iyi şekilde tasarlanması ve işletilmesine yönelik karar problemlerine bilimsel yaklaşımın uygulanmasını amaçlamaktadır. Bu ders sayesinde öğrencilerin edinecekleri bilgi birikimi, üretim ya da hizmet sistemlerinde karşılaşılabilecek birçok sorunun bilimsel olarak irdelenmesi sonucunda, organizasyonun performansını iyileştirmede ve analitik yöntemleri kullanarak en iyi çözümü belirleme sürecinde yardımcı olacaktır. Bu ders şu konuları içermektedir: Reel Dünya Problemleri İçin Matematiksel Modellerin Formülizasyonu, Matematiksel Programlama Modelleri İçin Çözüm Metotları, Modellerin Geçerliliğinin Değerlendirilmesi ve Elde Edilen Sonuçların Yorumlanması



**COURSE RECORD**

Code	<b>BA 222</b>
Name	<b>Business Statistics II</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/2
Semester	Spring
Type	Compulsory
Prerequisites	BA 223
Description	The focus is on broad treatment of applications of statistics, concentrating on techniques used in business. This course aims to focus on how to define, collect, organize, visualize and analyze the data for a business problem by applying statistical techniques. Topics include descriptive statistics, parameter estimation, confidence intervals, hypothesis testing, analysis of variance, and linear regression. The course includes computer implementations using available up-to-date statistical software.
Objectives	1. To understand the role of statistics in research and business practice 2. To develop skills in data gathering and analysis 3. To interpret statistical results 4. To obtain sufficient background to support further studies in business applications
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: do descriptive statistics (summarize data numerically and graphically), LO2: calculate point estimates for unknown parameters of distributions, LO3: compute confidence intervals for unknown parameters of distributions, LO4: perform hypothesis testing with two samples, LO5: construct and interpret linear , multiple regression models, LO6: use a statistical software (preferably MATLAB, Python, Minitab) to carry out the above.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	3	1	5	4	5	4	1	0	2	1
L02	5	0	2	4	2	5	5	0	1	1
L03	5	0	2	5	2	4	5	0	3	1
L04	3	0	0	2	1	3	5	0	3	5
L05	0	1	0	0	1	3	4	0	2	5
L06	3	0	3	0	5	1	1	0	1	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction, syllabus discussion	L01
Review of Probability and Statistics	L02, L03
Review of Linear Algebra	L02, L03
Statistical inference for two samples	L02, L04
Statistical inference for two samples	L02, L04
Decision Trees	L01, L04, L07
Midterm	L02, L03, L04, L07

Simple Linear Regression	L02, L03, L04, L07
Multi Linear Regression	L02, L03, L04
Correlation	L03, L04, L07
Midterm 2	L02, L03, L04, L07
ANOVA	L02, L03, L04, L07
ANOVA	L02, L07
Chi Square Goodness of Fit	L03, L04, L05
Project Presentations	L05, L06, L07

### DERS BİLGİLERİ

Kodu	<b>BA 222</b>
İsmi	<b>İstatistik II</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 223
İçerik	Odak noktası, iş dünyasında kullanılan tekniklere odaklanarak, istatistik uygulamalarının geniş bir şekilde ele alınmasıdır. Bu ders, istatistiksel teknikleri uygulayarak bir iş problemi için verilerin nasıl tanımlanacağı, toplanacağı, organize edileceği, görselleştirileceği ve analiz edileceğine odaklanmayı amaçlamaktadır. Konular, tanımlayıcı istatistikler, parametre tahmini, güven aralıkları, hipotez testi, varyans analizi ve doğrusal regresyon içerir. Ders, mevcut güncel istatistiksel yazılımları kullanan bilgisayar uygulamalarını içerir.

**COURSE RECORD**

Code	<b>BA 223</b>
Name	<b>Business Statistics 1</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/
Semester	Fall
Type	Mandatory
Prerequisites	-
Description	The focus is on broad treatment of applications of statistics, concentrating on techniques used in business. This course aims to focus on how to define, collect, organize, visualize and analyze the data for a business problem by applying statistical techniques. Topics include descriptive statistics, parameter estimation, confidence intervals, hypothesis testing, analysis of variance, and linear regression. The course includes computer implementations using available up-to-date statistical software.
Objectives	<ol style="list-style-type: none"> <li>1. To understand the role of statistics in research and business practice</li> <li>2. To develop skills in data gathering and analysis</li> <li>3. To interpret statistical results</li> <li>4. To obtain sufficient background to support further studies in business applications</li> </ol>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>L01: do descriptive statistics (summarize data numerically and graphically),          L02: calculate point estimates for unknown parameters of distributions, L03: compute confidence intervals for unknown parameters of distributions,          L04: perform hypothesis testing with two samples,</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	3	1	5	4	5	4	1	0	2	1
L02	5	0	2	4	2	5	5	0	1	1
L03	5	0	2	5	2	4	5	0	3	1
L04	3	0	0	2	1	3	5	0	3	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>W</b>	<b>Topic</b>	<b>Outcomes</b>
1	Descriptive Statistics Activity: Lecture	L01
2	Sampling Distributions Activity: Lecture	L03
3	Tests of hypotheses Activity: Lecture, Group Presentation	L01, L02, L03, L04
4	Simple Linear Regression and correlation Activity: Lecture	L01, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 223</b>
İsmi	<b>İşletme için İstatistik-1</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Ders iş dünyasında kullanılan tekniklere odaklanarak, istatistik uygulamalarının geniş bir şekilde ele almayı hedeflemektedir. Bu ders, istatistiksel teknikleri uygulayarak bir iş problemi için verilerin nasıl tanımlanacağı, toplanacağı, organize edileceği, görselleştirileceği ve analiz edileceğine yarayacak metotları sunmaktadır. Konular, tanımlayıcı istatistikler, parametre tahmini, güven aralıkları, hipotez testi, varyans analizi ve doğrusal regresyon içerir. Ders, mevcut güncel istatistiksel yazılımları kullanan bilgisayar uygulamalarını içerir.

**COURSE RECORD**

Code	<b>BA 224</b>
Name	<b>Macroeconomics</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/1
Semester	Spring
Type	Compulsory
Prerequisites	BA 225
Description	This course is designed to examine how economies function in combination and the basic relationships that motivate economists' understanding of what drives macroeconomic variable and how government policy may impact on this context. Topics such as economic growth, tools of monetary, and fiscal policy, major economic institutions, evaluation of economic analysis, functioning of markets will be discussed. Problems of unemployment, inflation will also be stressed throughout the course.
Objectives	1) Familiarize students with the main concepts of macroeconomics. 2) Familiarize students with the problems of unemployment, inflation and statistical information about this information. 3) Familiarize students with different types of economics growth theories. 4) Familiarize students with the tools of monetary and fiscal policy.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1 Introduce the current economic phenomenon with existing theory and put their views on contemporary economic issues. LO2 Provide the theoretical background of employment and inflation issues. LO3 Be able to able to explain contemporary theories of economic growth, evaluate these theories in light of economic performance, and apply one or several of the theories to predict economic performance.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	0	3	4	0	1	0	1	0	2	5
LO2	0	3	2	0	1	0	4	0	2	5
LO3	0	3	4	2	1	0	2	0	2	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Recent Issues in Macroeconomic	LO1
Fundamental Concepts in Macroeconomics	LO1
The Goods Market	LO1, LO2
Financial Markets I	LO1, LO2
Goods and Financial Markets: The IS-LM Model	LO1, LO2
Financial Markets II: The Extended IS-LM Model	LO1, LO2
Review and Mid Term Exam	LO1, LO2
The Labor Market	LO2
The Phillips Curve, the Natural Rate of Unemployment, and Inflation	LO2
From the Short to the Medium Run: The IS-LM-PC Model	LO2
The Facts of Growth	LO3
Saving, Capital Accumulation, and Output	LO3
Technological Progress and Growth	LO3

**DERS BİLGİLERİ**

Kodu	<b>BA 224</b>
İsmi	<b>Makroekonomi</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 225
İçerik	Bu ders işsizlik, ekonomik büyüme, enflasyon, para politikası, mali politikalar gibi konular hakkında iktisadi açıdan bilgiler vermektir. Bu dersin amaçlarından birisi öğrencilerin verileri anlaması ve doğruluğunu ekonomik açıdan değerlendirmesidir. Bireyler ayrıca piyasaların işleyişi, işsizlik, ekonomik büyüme ve enflasyon gibi değerleri etkilemek amacıyla politika uygulamasındaki zorlukları anlayacaklardır.

**COURSE RECORD**

Code	<b>BA 225</b>
Name	<b>Microeconomics</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/1
Semester	Fall
Type	Compulsory
Prerequisites	
Description	The course is designed as an introductory course on basics of microeconomics at undergraduate level. The content includes theoretical information on how economic activities and relations function, the way individuals, households and firms behave and make decisions, factors affecting these decision-making behaviors, and principles of allocation of resources. In addition to these subjects, different types of market structures and workings of these markets are explained and information on current methodologies and approaches is given at beginner level.
Objectives	<ol style="list-style-type: none"> <li>1) Defining main concepts of microeconomics.</li> <li>2) Examining the topic of consumer behaviour.</li> <li>3) Examining the topic of firm behaviour.</li> <li>4) Introducing different types of markets (competitive market, monopoly and oligopoly).</li> </ol>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>LO1. Define main topics, basic concepts and terminology of microeconomics.</p> <p>LO2. Discuss the theoretical background of how people make decisions related to consumption and production.</p> <p>LO3. Explain different cost concepts, demand and supply relations, competition and various market structures.</p> <p>LO4. Discuss a few example applications of microeconomic theory on related societal issues.</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	1	1	1	2	0	0	0	4
L02	5	4	1	1	1	0	2	0	3	4
L03	5	4	1	1	3	2	0	1	2	4
L04	5	4	1	1	1	0	0	0	3	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
What is Economics? Why is it important?	L01
Demand	L01, L02, L03
Supply	L01, L02, L03
Labour and Financial Markets, Elasticity	L01, L02, L03
Consumer Choices	L02, L03
Production and Costs	L02, L03
Midterm Exam	L01, L02, L03
Perfect Competition	L02, L03
Monopoly	L02, L03
Oligopolies	L02, L03
Monopolistic Competition	L02, L03
Environment and Negative Externalities	L04

Positive Externalities and Public Goods

L04

**DERS BİLGİLERİ**

Kodu	<b>BA 225</b>
İsmi	<b>Mikroekonomi</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Ders, lisans düzeyinde mikroekonominin temelleri üzerine bir giriş dersi olarak tasarlanmıştır. İçerik, ekonomik faaliyetlerin ve ilişkilerin nasıl işlediğine, bireylerin, hanehalklarının ve firmaların davranış ve karar alma biçimlerine, bu karar alma davranışlarını etkileyen faktörlere ve kaynakların tahsis ilkelerine ilişkin teorik bilgileri içerir. Bu konulara ek olarak, farklı piyasa yapıları ve bu piyasaların işleyişi anlatılmakta ve başlangıç seviyesinde güncel metodolojiler ve yaklaşımlar hakkında bilgi verilmektedir.



**COURSE RECORD**

Code	<b>BA 301</b>
Name	<b>Organizational Behavior</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course aims at introducing students with the basic concepts, which explain human behavior in organizations. The course covers the factors that affect overall performance and effectiveness of the organizations in the business world. The course will include diversity in organization, attitudes and job satisfaction, personality and values, perceptions and individual decision making, motivation concepts, foundations of group behavior, communication, leadership, power and politics, and conflict and negotiation.
Objectives	Predicting individual behavior in the organizations. Discussing groups and group behavior in the organizations. Analyzing employee behavior in the organizations where they will be working with.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Demonstrate knowledge about individual behavior in the organizations. LO2. Be able to discuss groups and group behavior in the organizations. LO3. Recognize the importance of diversity, values and attitudes LO4. Summarize knowledge about analyzing employee behavior in the organizations

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	0	1	0	5	4	0	0	1	1
L02	0	1	1	2	5	5	4	1	5	3
L03	5	5	5	5	5	5	5	3	4	5
L04	5	1	3	0	5	4	2	0	3	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
1- Introduction, importance of organizational behavior for managers	L01, L03
2- Individual behavior in the organizations, personality and emotions	L01, L02, L04
3- Values, attitudes and job satisfaction, motivation	L01, L02
4- Perception and individual decision making	L03, L04
5- Groups and group dynamics, understanding teamwork	L03, L04
6- Leadership and diversity	L03
8- Power and politics	L02, L03
9- Communication	L02, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 301</b>
İsmi	<b>Örgütsel Davranış</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu dersin amacı öğrencileri, örgütlerde görülen temel insan davranışlarıyla tanıştırmaktır. Ders aynı zamanda iş dünyasındaki örgütlerin verimliliğini ve performansını etkileyen faktörlerle de ilişkilidir. Özellikle örgütlerde çeşitlilik, tutumlar ve iş tatmini, kişilik ve değerler, algı ve bireysel karar verme, motivasyon, grup davranışlarının temeli, iletişim, liderlik, güç ve politika, çatışma ve uzlaşma konularına ağırlık verilecektir.

**COURSE RECORD**

Code	<b>BA 303</b>
Name	<b>Operations Management</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Fall
Type	Compulsory
Prerequisites	
Description	Operations management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment. Many companies have experienced a decline in market share as a result of their inability to compete on the basis of product design, cost or quality. This course considers the operations from a managerial perspective. Key performance measures of operation (productivity, quality and response time) as well as important concepts for improving the performance of operations along these dimensions will be considered.
Objectives	This course aims to <ul style="list-style-type: none"> <li>• endow the student with concepts, techniques and tools to design, analyze and improve operational capabilities of an organization.</li> <li>• endow students with the role of operations management in the overall business strategy of the firm.</li> <li>• improve the interdependence of the operating system with other key functional areas of the firm</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able to</i> LO1 Describe the key performance measure of operation. LO2 Explain resources and understanding efficiency concept. LO3 Achieve production process and necessity to making proved process effectiveness LO4 Explain problems that enterprises encounter and systematic studying methods to solve these problems. LO5 Demonstrate the role operations management plays in business processes

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	3	5	5	0	0	0	5	5	5
LO2	3	5	3	2	0	0	0	5	5	2
LO3	5	3	3	5	0	0	0	5	3	2
LO4	2	5	3	2	2	2	2	5	5	5
LO5	5	2	5	2	0	0	2	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Summary of Topics and Objectives of Operations Management Course	L01-L05
Scope of Operations Management and Productivity	L02-L04
Operations Strategy in Global Environment	L01-L02-L03
Design of Good and Service	L03-L04
Quality Management and International Standards	L03-L04
Process Design and Capacity Planning	L03-L04-L05
Location Selection	L03-L04-L05
Facility Layout	L02-L03-L04-L05
Supply Chain Management	L02-L03-L04-L05
Managing Inventory	L03-L04-L05

Material Requirement Planning –MRP	L03-L04-L05
Enterprise Resource Planning-ERP	L03-L04-L05

### DERS BİLGİLERİ

Kodu	<b>BA 303</b>
İsmi	<b>Operasyon Yönetimi</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Operasyon yönetimi, son derece rekabetçi bir küresel ortamda ürün ve hizmet üretmek için çok sayıda faaliyet ve sürecin entegrasyonunu içerir. Birçok şirket, ürün tasarımı, maliyet veya kalite bazında rekabet edememeleri sonucunda pazar payında düşüş yaşamaktadır. Bu ders, operasyonları yönetsel bir bakış açısıyla ele almaktadır. Operasyonun temel performans ölçütleri (verimlilik, kalite ve yanıt süresi) ve ayrıca bu boyutlar boyunca operasyonların performansını iyileştirmeye yönelik önemli kavramlar dikkate alınmaktadır.

**COURSE RECORD**

Code	<b>BA 311</b>
Name	<b>Globalization and International Business</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course introduces students to the basic concepts and principles of international trade. In addition; it also includes globalization, international trade, customs, foreign environment in overseas operations, policies and programs in international trade; international economic policies, North American Free Trade Agreement (NAFTA), European Union and other economic unions. The course helps understand management decisions and practices in international marketing, management and finance.
Objectives	<p>((1) Introduce the key concepts in international business.</p> <p>(2) Provide the knowledge that how international business differs from domestic business.</p> <p>(3) Provide the knowledge of government intervention.</p> <p>(4) Provide the students better interpret why and how firms internationalize</p>
Learning Outcomes	<p><i>By the end of this course, students will be able to</i></p> <p>L01: Assess cross-cultural, commercial, country and financial risks in international business.</p> <p>L02: Describe why nations trade in the context of international trade theories.</p> <p>L03: Assess global market opportunities and analyze organizational readiness to internationalize.</p> <p>L04: Explain global sourcing strategies and supply-chain management</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	4	4	5	5	4	4	4	3	3	4
LO2	4	4	5	5	4	4	4	3	3	4
LO3	4	4	5	5	4	4	4	3	3	4
LO4	4	4	5	5	4	4	4	3	3	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction: What Is International Business?	L01
Globalization of Markets and the Internationalization of the Firm	L01, L02, L03
The Cultural Environment of International Business	L01
Theories of International Trade and Investment	L02

**DERS BİLGİLERİ**

Kodu	<b>BA 311</b>
İsmi	<b>Küreselleşme ve Uluslararası İşletmecilik</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/3
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu ders öğrencilere uluslararası ticaretin temel kavram ve ilkelerini tanıtır. Ek olarak; ayrıca küreselleşmeyi, uluslararası ticareti, gümrükleri, deniz aşırı operasyonlarda dış çevreyi, uluslararası ticarete politika ve programları içerir; uluslararası ekonomik politikalar, Kuzey Amerika Serbest Ticaret Anlaşması (NAFTA), Avrupa Birliği ve diğer ekonomik birlikler. Ders, uluslararası pazarlama, yönetim ve finans alanındaki yönetim kararlarını ve uygulamalarını anlamaya yardımcı olur.

**COURSE RECORD**

Code	<b>BA 313</b>
Name	<b>Business Model Planning I</b>
Hour per week	1 (0 + 1)
Credit	1
ECTS	2
Level/Year	Undergraduate/3
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	In this class, students will learn "What is a Business Model?", The Canvas approach for new products and business models, exemplar success and failure stories. Meanwhile, students will have knowledge about real case implementation by interview with an entrepreneur. In addition to these, comparison of high-tech versus traditional business, industry analysis and selection will be covered. At the end of the class students will be able to generate a business idea and present it.
Objectives	Infer the key functional areas of the firm Distinguish the resources of companies. Acknowledge canvas business model. Interpret business ideas and opportunities.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Asses the main assets of companies. LO2. Identify the importance of business canvas model. LO3. Describe the primary steps for building a business idea (product/company) LO4. Generate a concrete business idea that fits with the opportunities in the marketplace

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	4	5	5	5	5	2	2	2	3
L02	4	4	5	5	5	5	2	2	2	3
L03	4	4	5	5	5	5	2	2	2	3
L04	4	4	5	5	5	5	2	2	2	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
1- Understanding dynamics of companies from resource-based perspective	L01
2- Understanding Startups	L01, L02, L04
3- Born-global companies	L01, L02, L04
4- Business canvas model : key partners, key activities, key resources, value proposition	L01, L02, L03
5- Business canvas model : customer relationship, channels, customer segments, cost structure, revenue streams	L01, L02, L03
6- Generating business ideas	L04

**DERS BİLGİLERİ**

Kodu	<b>BA 313</b>
İsmi	<b>İş Modeli Planlaması I</b>
Haftalık Saati	1 (0 + 1)
Kredi	1
AKTS	2
Seviye/Yıl	Lisans/3
Dönem	Güz,
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu derste, öğrenciler Hİş Modeli Nedir? Canvas model yaklaşımı yeni ürünler ve iş modelleri, başarı ve başarısızlık hikayeleri örneklerini öğreneceklerdir. Bu arada öğrenciler, girişimcilerle yapılan röportajla gerçek dünyadaki uygulanmalar hakkında bilgi sahibi olacaklar. Bunlara ek olarak, yüksek teknoloji ile geleneksel ticaret karşılaştırması, sanayi analizi ve seçimi de görülecektir. Dersin sonunda öğrenciler bir iş fikri oluşturacak ve bunu sunacaklardır.



**COURSE RECORD**

Code	<b>BA 320</b>
Name	<b>Management Information Systems</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/2
Semester	Spring
Type	Compulsory
Prerequisites	
Description	This course focuses on both business processes and information technology. The course provides an overview of Information Systems and how they provide value by supporting organizational objectives and enable strategic outcomes.
Objectives	This course aims to <ul style="list-style-type: none"> <li>• endow the student with concepts, techniques and tools to develop an understanding of the role and application of information systems.</li> <li>• endow students with the importance of information technology in the management and control of organizations.</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able to</i> LO1 Identify the need for contemporary MIS theory and how information systems support business strategy, business processes, and practical applications in an organization. LO2 Achieve an understanding of contemporary collaboration technologies and how they can be effective with improving customer, employee, and supply chain business processes LO3 Demonstrate how various support systems can be used for business decisions and to sustain competitive advantage. LO4 Outline why emerging infrastructure technologies such as cloud computing, database management, best practice IT security measures, and wireless technologies are essential to organizational success.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	5	5	5	0	0	0	0	5	5
LO2	5	5	5	5	1	2	0	5	5	5
LO3	5	5	5	5	1	0	0	5	5	5
LO4	5	5	5	5	0	0	5	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Information Systems in Global Business Today	L01
Global E-Business and Collaboration	L01-L02-L03
Information Systems, Organizations, and Strategy	L01-L02-L03
Ethical and Social Issues in Information Systems	L01-L02-L03
IT Infrastructure and Emerging Technologies	L02-L03-L04
Foundations of Business Intelligence: Databases and Information Management	L02-L03-L04
Telecommunications, the Internet, and Wireless Technology Securing Information Systems	L02-L03-L04
Achieving Operational Excellence and Customer Intimacy: Enterprise Applications- E-Commerce: Digital Markets, Digital Goods	L02-L03-L04
Enhancing Decision Making	L02-L03-L04
Building Information Systems	L02-L03-L04

**DERS BİLGİLERİ**

Kodu	<b>BA 320</b>
İsmi	<b>Yönetim Bilişim Sistemleri</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/2
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Yönetim Bilişim Sistemleri hem iş süreçlerine hem de bilgi teknolojisine odaklanmaktadır. Ders kapsamında bilişim sistemleri hakkında bilgi verilecek ve bilişim sistemlerinin örgütsel faaliyetlere nasıl katkı sağlayabileceği ve stratejik değer üretebileceği anlatılmaktadır. Dersin amacı; Bilişim Sistemlerinin ve Bilgi Teknolojilerinin tanıtılması ve bu sistemlerin işletme yönetimindeki rollerinin ve uygulama alanlarının geleceğin yöneticilerince kavranmasıdır.

**COURSE RECORD**

Code	<b>BA 321</b>
Name	<b>Business Research Methods</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Compulsory
Prerequisites	BA 223
Description	This course aims to establish and advance students' understanding of research through critical exploration of research language, ethics, and methods and how those methods can be applied in management and organizational contexts. The course will help students to understand to read research papers, how to carry out their own research, and write it in accordance with the method they used. Additionally this course will help students critically review literature relevant to their research questions or interests and determine how previous research findings are useful in forming their own work.
Objectives	Infer and apply research methods. Critically review literature relevant to their research questions or interests and determine how previous research findings are useful in forming their own work. Critically analyze the research papers
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Comprehend the research terminology. LO2. Demonstrate knowledge about the ethical principles of research, ethical challenges and approval processes and able to apply it to their own research process. LO3. Comprehend how to distinguish quantitative, qualitative and mixed methods approaches. LO4. Demonstrate knowledge about the components of a literature review process, and able to make a synthesis from previous literature. LO5. Critically analyze published research.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	3	5	1	1	3	1	2	1	4	3
L02	3	5	1	1	3	1	2	1	4	3
L03	3	5	1	1	3	1	2	1	4	3
L04	3	5	1	1	3	1	2	1	4	3
L05	3	5	1	1	3	1	2	1	4	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
1- Basics of Research, Research problem, Variables and Hypothesis, Instrumentation, Validity and Reliability, Internal Validity	L01
2- Philosophical distinction between qualitative and quantitative research	L03
3- Quantitative Research Methodologies	L03
4- Sampling, implementation and data analysis in quantitative and qualitative methods	L03
5- Mixed Method studies	L01, L02, L03
6- Designing a research, reviewing the literature, writing research questions and proposal	L04, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 321</b>
İsmi	<b>İşletmede Araştırma Yöntemleri</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 3
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu ders, araştırma dilinin, etiğinin ve yöntemlerinin ve bu yöntemlerin yönetim ve organizasyon bağlamlarında nasıl uygulanabileceğinin eleştirel keşfi yoluyla öğrencilerin araştırma anlayışını oluşturmayı ve geliştirmeyi amaçlar. Ders, öğrencilerin araştırma makalelerini okumalarını, kendi araştırmalarını nasıl gerçekleştireceklerini ve kullandıkları yönteme uygun olarak nasıl yazacaklarını anlamalarına yardımcı olacaktır. Ek olarak bu ders, öğrencilerin araştırma soruları veya ilgi alanları ile ilgili literatürü eleştirel bir şekilde gözden geçirmelerine ve önceki araştırma bulgularının kendi çalışmalarını oluşturmada nasıl yararlı olduğunu belirlemelerine yardımcı olacaktır.

**COURSE RECORD**

Code	<b>BA 323</b>
Name	<b>Risk Management</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3,4
Semester	Fall
Type	Elective
Prerequisites	
Description	The aim of the course is to make an introduction into the theory and applications of risk management. The established financial risks, namely credit risks, market risks and liquidity risks will be covered in the course. After introducing each risk type, the techniques commonly used in risk measurement will be discussed.
Objectives	Provide knowledge of the basic theory, concepts and applications of risk management Provide knowledge of different types of financial risks Provide knowledge of the techniques commonly used in risk measurement
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Demonstrate knowledge about the theory of risk management LO2: Demonstrate knowledge about applications of risk management LO3: Be able to identify different type of financial risks LO4: Demonstrate knowledge about the techniques commonly used in risk management LO5: Demonstrate knowledge about the recent global financial crisis

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	4	3	1	4	4	1	1	3	4
LO2	5	4	2	1	4	4	1	1	3	4
LO3	5	4	3	1	4	4	1	1	3	4
LO4	5	5	3	1	4	4	1	1	3	4
LO5	4	4	2	1	4	4	1	1	3	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Introduction to Risk Management	LO1, LO2, LO3
Rise of risk management	LO1, LO2, LO4
Market Risk	LO2, LO3, LO4
Measuring market risk	LO2, LO3
Credit Risk	LO2, LO3, LO4
Measuring credit risk	LO2, LO3
Liquidity Risk	LO2, LO3, LO4
Measuring liquidity risk	LO2, LO3
Operational Risk	LO2, LO3, LO4
Risk Control and Recent Global Financial Crisis	LO5

**DERS BİLGİLERİ**

Kodu	<b>BA 323</b>
İsmi	<b>Risk Yönetimi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3,4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Dersin amacı, Risk Yönetimi Teorisi ve Uygulamalarına giriş yapmaktır. Temel finansal riskler, özellikle kredi riskleri, piyasa riskleri ve likidite riskleri ders kapsamında işlenecektir. Her bir risk türü tanıtıldıktan sonra, risk ölçümünde yaygın olarak kullanılan teknikler tartışılacaktır.

**COURSE RECORD**

Code	<b>BA 326</b>
Name	<b>Law for Managers</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Spring
Type	Compulsory
Prerequisites	
Description	This course intends to teach the students the subject of law, the concepts of the person, the rights, and the legal relations. This course aims at developing knowledge and an understanding of the principles of basic concept of law. The course covers the following topics: Social Relations and Law; Branches of Law; Definition of Business Law and its Relationship to Other Branches of Law, Basic Features of Business Institutions, Legal Structure of Business Institutions, Assets, External Environment of Business Institutions.
Objectives	<p>-Form a critical judgement on areas of controversy within the topics studied.</p> <p>-Critically analyze complex problems in relation to the regulation of companies, apply the legal principles studied to these problems, evaluate competing arguments or solutions and present well supported conclusions both orally and in writing.</p> <p>-Analyze, interpret, evaluate, and synthesize information from a variety of primary and secondary sources regarding to company law</p> <p>-Identify sources for research and further develop a strategy for research using standard and electronic research tools.</p>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>L01: Demonstrate knowledge about those areas of company law identified in the indicative syllabus above</p> <p>L02: Be able to form a critical judgement on areas of controversy within the topics studied.</p> <p>L03: Be able to analyze complex problems in relation to the regulation of companies, apply the legal principles studied to these problems, evaluate competing arguments or solutions and present well supported conclusions both orally and in writing.</p> <p>L04: Be able to analyze, interpret, evaluate, and synthesize information from a variety of primary and secondary sources regarding to company law</p> <p>L05: Be able to determine sources for research and further develop a strategy for research using standard and electronic research tools</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	3	3	4	1	4	3	5	3	5	4
L02	3	5	4	3	4	3	5	1	5	3
L03	3	5	4	1	4	3	5	1	5	3
L04	3	5	4	3	4	3	5	1	5	3
L05	1	4	2	2	5	4	4	1	4	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Overview of Company Law in Turkey	L01
Types of Companies and the Method of Establishing and Running those Companies	L01, L03
Commercial Companies	L01, L02, L03
Limited Liability Companies	L01, L02, L03
Joint-Stock Companies	L01, L02, L03
General Assembly	L03, L04, L05
Board of Director, Duties and Liability of Directors	L03, L04, L05
Corporate Governance	L03, L04, L05
Midterm	
Shareholders' Rights	L03, L04, L05
Shareholder Remedies and the Protection of Minority Shareholders	L03, L04, L05
Dissolution of the Joint Stock Companies for Just Causes	L03, L04, L05
General Introduction to Corporate Finance	L01, L02, L03, L04, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 326</b>
İsmi	<b>Yöneticiler için Hukuk</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	
İçerik	Bu dersin temel konuları hukukun konusu, kişinin kavramları, hakları ve hukuki ilişkilerdir. Bu dersin amacı, hukukun temel kavramlarını öğrenmek ve bilgi birikimini geliştirmektir. Toplumsal ilişkiler ve hukuk; hukuk dalları; iş hukukunun tanımı ve diğer hukuk dallarıyla ilişkisi, işletme kurumlarının temel özellikleri, işletme kurumlarının hukuki yapısı, varlıkları, işletme kurumlarının dış çevresi konuları işlenecektir.



**COURSE RECORD**

Code	<b>BA 328</b>
Name	<b>Business Model Planning 2</b>
Hour per week	1 (0 + 1)
Credit	1
ECTS	2
Level/Year	Undergraduate / 3
Semester	Spring
Type	Compulsory
Prerequisites	BA 313
Description	Business Model Planning II is an applied course that aims students to continue to develop their previous business ideas from the Business Model Planning I, from the marketing perspective. This course help students to understand and perform integrated marketing communication, marketing plan, marketing mix and digital marketing. This course consists of multiple teaching and learning styles; lecturing, field research, student presentations and intense feedback.
Objectives	(1) Understanding the advertising, promotions, and communications concepts. (2) Understanding how companies effectively communicate and interact with customers. (3) Improving and applying brand management strategies. (4) Understanding consumer buying behavior.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Explain marketing segmentation and targeting. LO2: Demonstrate knowledge about the application of marketing plan. LO3: Evaluate the importance of promotion among marketing mix elements. LO4: Evaluate the digital marketing opportunities in the market.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	3	3	4	5	5	2	2	2	3
LO2	5	3	3	4	5	5	2	2	2	3
LO3	5	3	3	4	5	5	2	2	2	3
LO4	5	3	3	4	5	5	2	2	2	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Integrated marketing communications	L02
Segmentation and Targeting	L01, L04
Creating a marketing plan	L01, L02
Advertising Campaign management	L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 328</b>
İsmi	<b>İş Modeli Planlaması 2</b>
Haftalık Saati	1 (0 + 1)
Kredi	1
AKTS	3
Seviye/Yıl	Lisans / 3
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 313
İçerik	İş Modeli Planlaması 2, öğrencilerin İş Modeli Planlaması 1 dersinde oluşturdukları iş fikirlerini pazarlama perspektifinden geliştirmeye devam etmelerini amaçlayan uygulamalı bir derstir. Bu ders öğrencilerin entegre pazarlama iletişimi, pazarlama planı, pazarlama karması ve dijital pazarlamayı anlamalarına ve gerçekleştirmelerine yardımcı olur. Bu ders birden fazla öğretim ve öğrenme stilinden oluşup; ders anlatımı, saha araştırması, öğrenci sunumları ve yoğun geri bildirim araçları içerir.

**COURSE RECORD**

Code	<b>BA 329</b>
Name	<b>Brand Value Creation &amp; Maximization</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Fall
Type	Elective
Prerequisites	-
Description	One of the most valuable assets a firm has are the brands it has invested in and developed over time. Although competitors can often duplicate manufacturing processes and factory designs, it is not so easy to reproduce strongly held beliefs and attitudes established in the minds of consumers. The main focus of this lecture, which is brand equity, can provide valuable perspective and a common denominator to interpret the potential effects and trade-offs of various strategies and tactics for the branding concept.
<b>Objectives</b>	(1) Introduce the key concepts in branding. (2) Provide the knowledge about brand equity and its founding dimensions. (3) Provide the knowledge of brand management, how to create and measure. (4) Provide the students better interpret why strong brands are useful
<b>Learning Outcomes</b>	<i>By the end of this course, students will be able to:</i>  L01: Define brand concept and explain why brands are important. L02: Identify the steps in the strategic brand management process. L03: Outline the sources and outcomes of customer- based brand equity. L04: Identify the stages in the brand value chain.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	4	5	5	4	4	4	3	3	4
L02	4	4	5	5	4	4	4	3	3	4
L03	4	4	5	5	4	4	4	3	3	4
L04	4	4	5	5	4	4	4	3	3	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Brands and branding	L01
Customer based brand equity	L01, L02, L03
Brand value chain	L01
Brand Equity Measurement	L01, L02, L03

**DERS BİLGİLERİ**

Kodu	<b>BA 329</b>
İsmi	Marka Deęer Yaratımı ve Maksimizasyonu
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/3
Dnem	Gz
Dersin Dili	İngilizce
Tip	Seçmeli
n Şart	-
İçerik	Bir firmanın sahip olduęu en deęerli varlıklardan biri, yatırım yaptıęı ve zaman içinde geliřtirdięi markalardır. Rakipler genellikle üretim sreçlerini ve fabrika tasarımlarını çoęaltabilmelerine raęmen, tketicilerin zihninde yerleřik olan gçl inanç ve tutumları yeniden retmek o kadar kolay deęildir. Marka denklięi olan bu dersin ana odak noktası, marka kavramı iin çeřitli strateji ve taktiklerin potansiyel etkilerini ve takaslarını yorumlamak iin deęerli bir bakıř aısı ve ortak bir payda saęlayabilir.

**COURSE RECORD**

Code	<b>BA331</b>
Name	<b>Essentials of Digital Marketing</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Fall
Type	Elective
Prerequisites	BA203
Description	Internet enhanced the online digital channels and presented much more real time interaction benefits. This course aims to provide latest concepts and practical tools of marketing as digitalization increases in the business context.
Objectives	(1) Understand digital marketing landscape. (2) Understand digital consumer and online communities (3) Provide knowledge of building social media strategy (4) Provide the students with the necessary background on content marketing
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Identify the key differences between customer communications for digital marketing and traditional marketing. LO2: Integrate digital marketing strategy to traditional marketing and business strategy LO3: Apply the elements of the marketing mix in an online context LO4: Explain the terms and tools used to measure and improve digital marketing effectiveness

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	5	3	3	4	2	2	2	4	4
LO2	5	5	3	3	4	2	2	2	4	4
LO3	5	5	3	3	4	2	2	2	4	4
LO4	5	5	3	3	4	2	2	2	4	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

W	Topic	Outcomes
1	Introducing Digital Marketing Activity: Lecture	L02, L04
2	Online marketplace analysis Activity: Lecture	L02
3	Analyzing micro environment Activity: Lecture, Group Presentation	L01, L02
4	Digital macro environment Activity: Lecture	L02, L04
5	Digital marketing strategy Activity: Lecture, Group Presentation	L02, L03, L04
6	Digital marketing mix Activity: Lecture, Group Presentation	L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 331</b>
İsmi	<b>Dijital Pazarlamanın Temelleri</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	İnternet, çevrimiçi dijital kanallarını geliştirmiş ve çok daha gerçek zamanlı etkileşim faydaları sunmuştur. Bu ders, artan dijitalleşme bağlamında dijital pazarlamanın temel kavramlarını ve pratik araçlarını sunmayı amaçlamaktadır.

**COURSE RECORD**

Code	<b>BA 344</b>
Name	<b>Consumer Behaviour</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective
Prerequisites	-
Description	The course aims to introduce consumer behaviour that includes understanding what leads to the individual purchase decisions that are so important to business profitability, and to personal prosperity. To understand individual purchases, basic psychological processes (such as memory, identity, motivation) will be discussed. In this course, also fundamental theories and concepts in consumer psychology will be introduced to enhance the understanding of how and why people choose, use, and evaluate goods and services the way they do.
Objectives	<ol style="list-style-type: none"> <li>1. Understanding the consumer behaviour concepts, research methodologies and applications,</li> <li>2. Understanding fundamental theories in consumer psychology</li> <li>3. Analyze the consumer decision-making process.</li> <li>4. Understand the implications consumer behavior on society</li> </ol>
Learning Outcomes	<p><i>By the end of the course, the student will be able to,</i></p> <p>L01: Explain the consumer behaviour concepts, research methodologies and applications,          L02: Demonstrate knowledge about fundamental theories in consumer psychology          L03: analyze the consumer decision-making process.          L04: Demonstrate knowledge about the implications of consumer behaviour on society          L05: Demonstrate knowledge about how to segment markets and reach target markets</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	0	2	0	2	0	0	0	0	0
L02	5	4	0	0	2	0	0	0	2	4
L03	5	4	0	5	3	0	0	0	2	4
L04	5	0	0	0	3	0	3	0	2	0
L05	5	0	0	0	3	2	3	2	2	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

W	Topic	Outcomes
1	Introduction to Consumer Behaviour	L01, L02, L03, L04, L05, L06
2	Consumer Behavior and Technology	L01, L02, L03, L04
3	Market Segmentation and Real-Time Bidding	L01, L05
4	Consumer Motivation and Personality	L02, L03
5	Consumer Perception and Positioning	L02, L03
6	<b>Midterm exam</b>	
7	<b>LFW</b>	L01, L02, L03, L04, L05
8	Consumer Learning and Memory	L02, L03
9	Consumer Attitude Formation and Change	L03, L04, L05
10	Persuading Consumers	L03
11	From Print and Broadcast to social media and Mobile Advertising	L04, L05
12	Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth The Family and Its Social Standing	L03, L04, L05
13	Cultural Values and Consumer Behavior	L03, L04, L05
14	<b>Final Exam</b>	

**DERS BİLGİLERİ**

Kodu	<b>BA 344</b>
İsmi	<b>Tüketici Davranışı</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	Yok
İçerik	Bu ders, işletme karlılığı ve kişisel refah için önemli olan bireysel satın alma kararlarına neyin neden olduğunu anlamayı içeren tüketici davranışlarını tanımlamasını amaçlar. Bireysel satın almaları anlamak için ana psikolojik süreçler (hafıza, kimlik, motivasyon gibi) ders kapsamında tartışılacaktır. Ayrıca, insanların ürün ve hizmetleri seçerken, kullanırken ve değerlendirirken nasıl ve neden seçim yaptıklarını anlamak için tüketici psikolojisindeki temel teori ve kavramlar tanıtılacaktır.



**COURSE RECORD**

Code	<b>BA 346</b>
Name	<b>Basic Principles of Patent Practice</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Fall
Type	Elective
Prerequisites	
Description	This course focuses on the basic principles of all type of the intellectual property rights. The course covers the following topics: The National and International Patent Systems, Patentability Criteria of an Invention, Patent Search in Turkish, European and US Patent Data Bases, Reading and Understanding of a Patent Application. Additionally, the components of a patent application including description and claims will be taught.
Objectives	-Making students familiar with principles of intellectual property rights (IPR) -Providing fundamentals of patent practice
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Recognize the types of IPR LO2. Familiarize patents data bases, LO3. Explain a patent application LO4. Familiarize claim drafting

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	5	1	4	1	0	0	0	0	0
L02	4	5	1	4	1	0	0	0	0	0
L03	4	5	3	4	3	0	2	0	0	2
L04	4	5	3	4	1	0	2	0	0	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Introduction to IP	L01
Trademark	L01
Industrial Design	L01, L02
Copyright and Related Rights	L01, L02
Introduction to Patent Practice I	L03, L04
Introduction to Patent Practice II	L03, L04
Midterm	
Patent search and strategies	L02
How to analyze a patent document	L03
How to write a patent (Abstract, Description) I	L03
How to write a patent (Case Study) II	L03
How to write a patent claim - I	L04
How to write a patent claim (Case Study)-II	L04
Economical value of IP for the companies	L01, L03
Student Presentations	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 346</b>
İsmi	<b>Patent Yönetiminin Temel Kavramları</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders tüm fikri mülkiyet hakları konusunda temel bilgiler ile ilgilidir. Bu ders özellikle ulusal ve uluslararası patent sistemlerine, bir buluşun patentlenebilirlik kriterlerine, Türk, Avrupa ve Birleşik Devletler patent bilgi bankalarında araştırmaya yapmaya, bir patent başvurusunu okuma ve anlamaya odaklanmıştır. Bu ders kapsamında ayrıca uygulamalı olarak bir patent başvurusunun öğeleri olan tarifname ve istem yazımı öğretilmektedir.

**COURSE RECORD**

Code	<b>BA 348</b>
Name	<b>Service Marketing</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course introduces services marketing where the world becomes much more serviced-based economy. Marketing of services differs from marketing of physical goods in four ways, intangibility, inseparability, variability, and perishability. This course focuses on the theoretical framework and practical implications of services marketing. Finally, topics such as revenue management, human factor in services, service quality and loyalty will be covered.
Objectives	<ol style="list-style-type: none"> <li>1. Understanding the characteristics of service marketing</li> <li>2. Understanding the revenue management and balancing demand and capacity in services</li> <li>3. Applying marketing mix elements to improve customer experience, to manage customer service and to enhance loyalty.</li> <li>4. Understand the importance of human factor in services.</li> </ol>
Learning Outcomes	<p><i>By the end of the course, the student will be able to,</i></p> <p>LO1: Explain the characteristics of service marketing          LO2: Demonstrate knowledge about revenue management and balancing demand and capacity          LO3: Determine the application of 4Ps of Marketing to services.          LO4: Implement the management of customer services and enhancing loyalty          LO5: Analyze how to improve customer experience in service industry          LO6: Explain the importance of human factor in services.</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	0	2	0	2	0	0	0	0	0
L02	5	4	0	0	2	0	0	0	2	4
L03	5	4	0	5	3	0	0	0	2	4
L04	5	0	0	0	3	0	3	0	2	0
L05	5	0	0	0	3	2	3	2	2	0
L06	5	0	3	0	3	2	5	2	2	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

W	Topic	Outcomes
1	Introduction to Service Marketing	L01, L02, L03, L04, L05, L06
2	Understanding customer behavior in services industry	L04, L05, L06
3	Applying 4Ps of Marketing to services	L01, L03, L04
4	Distribution of services through physical and online channels	L02, L03, L04
5	Creating revenue management strategy	L02
6	<b>Midterm exam</b>	
7	<b>LFW</b>	L01, L02, L03, L04, L05, L06
8	Service marketing communications	L03
9	Balancing demand and capacity	L02
10	Human resource management in service industry	L06
11	Building loyalty through relationship management	L04, L05
12	Improving service quality and reducing customer complaints	L03, L04, L05
13	Analyzing service delivery processes	L03, L04, L05
14	<b>Final Exam</b>	

**DERS BİLGİLERİ**

Kodu	<b>BA 348</b>
İsmi	<b>Hizmet Pazarlaması</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	Bu ders, dünyanın daha çok hizmete dayalı ekonomi haline geldiği günümüzde, hizmet pazarlamasını tanıtır. Hizmetlerin pazarlanması, fiziksel malların pazarlanmasından dört şekilde farklılık gösterir; soyutluk, ayrılmazlık, değişkenlik ve bozulabilirlik. Bu ders teorik çerçeveye ve hizmet pazarlamasının pratik uygulamalarına odaklanmaktadır. Son olarak, gelir yönetimi, hizmetlerde insan faktörü, hizmet kalitesi ve sadakat gibi konular ele alınacaktır.

**COURSE RECORD**

Code	<b>BA 350</b>
Name	<b>Retail Management</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Spring
Type	Elective
Prerequisites	-
Description	Retailing is undergoing a remarkable transformation thanks to digitalization and pandemic. In the rapidly evolving retail landscape, this course intends to teach students the changing dynamic framework of retailing. The course covers omnichannel retailing, retail market strategy, merchandise management and store management.
Objectives	Explaining the main critical functions retails perform. Identifying multiple selling channels. Developing skills to understand the strategies used in the retail management. Explore the digitalization and changing channel management in retail.
Learning Outcomes	<i>By the end of this course, students will be able to:</i>  L01: Recognize changing customer journey in retail landscape. L02: Describe the customer engagement at omnichannel world. L03: Discuss the role of digitization and post-covid-19 trends in retail management L04: Evaluate the retail marketing mix

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	5	2	2	3	1	2	1
L02	5	5	5	5	2	2	3	2	2	1
L03	5	5	5	5	2	2	3	1	1	1
L04	3	5	5	5	2	2	3	2	2	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Introduction to Retail Management	L01, L03
Multichannel Retailing	L01, L02, L03, L04
Dimensions of retail location choice	L04
Digitalization and Digital Transformation	L01, L02, L03, L04
Retail Market Strategy	L02, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 350</b>
İsmi	<b>Perakende Yönetimi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/3
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Perakendecilik, dijitalleşme ve pandemi nedeniyle büyük bir dönüşüm geçirmektedir. Hızla gelişen perakende ortamında, bu ders öğrencilere perakendeciliğin değişen dinamik çerçevesini öğretmeyi amaçlamaktadır. Ders, çok kanallı perakendeciliği, perakende pazar stratejisini, ürün yönetimini ve mağaza yönetimini içermektedir.

**COURSE RECORD**

Code	<b>BA 352</b>
Name	<b>Sustainable Tourism</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/2,3,4
Semester	Fall/Spring
Type	Elective
Prerequisites	
Description	The tourism industry leaves an enormous footprint on the environment, society, and wealth of nations. In addition to these benefits, tourism can damage the climate, natural environment, and life quality of local people. The main aim of the course is to train students on the economic, environmental, and social impact of the modern sustainable tourism discipline. Since tourism plays a significant role in delivering sustainable solutions for people, the planet, prosperity, and peace; students shall discuss the sustainable tourism in the context of SDG Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption, and production and the sustainable use of oceans and marine resources, respectively.
Objectives	Introducing key concepts in sustainable tourism. Providing knowledge about how sustainable tourism affects the local culture, society and nature and economy. Explaining government policies on ecological tourism.
Learning Outcomes	<i>By the end of the course, the students will be able to</i> LO1. Indicate the main framework of sustainable tourism concepts. LO2. Classify the dimensions of sustainable tourism. LO3. Formulate the effects of sustainable tourism on environment, economy, and local life. LO4. Assess the positive and negative aspects of sustainable tourism in the context of governmental policies.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	5	4	3	5	5	5	1
L02	5	5	5	5	4	3	5	5	5	1
L03	5	5	5	5	4	3	5	5	5	1
L04	5	5	5	5	3	3	5	5	5	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Comparison of traditional tourism with the modern ecological tourism in Turkey and the world	L01
The role and function of sustainable tourism in the economic growth and development	L02, L03
Making tourism services sustainable and marketable	L02, L03
The effect of government policies in sustainable tourism	L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 352</b>
İsmi	<b>Sürdürülebilir Turizm</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz/Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Turizm endüstrisi çevre, toplum ve ulusların zenginliği üzerinde muazzam bir ayak izi bırakmaktadır. Bu faydalarının yanı sıra turizm; iklime, doğal çevreye ve yerel halkın yaşam kalitesine zarar verebilmektedir. Dersin temel amacı, öğrencileri modern sürdürülebilir turizm disiplininin ekonomik, çevresel ve sosyal etkileri konusunda eğitmektir. Derste öğrencilerin sürdürülebilir turizmi SKH'ların sırasıyla kapsayıcı ve sürdürülebilir ekonomik büyüme, sürdürülebilir tüketim ve üretim ve okyanusların ve deniz kaynaklarının sürdürülebilir kullanımı ile ilgili SKH 8, 12 ve 14 Hedefleri bağlamında tartışmaları amaçlanmaktadır.



**COURSE RECORD**

Code	<b>BA 401</b>
Name	<b>Strategic Management</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	Strategic management is concerned with the long-term direction, scope and performance of an organization. This course focuses on how strategy is formulated and implemented at the organizational level.
Objectives	Endow students with concepts, tools and techniques related to strategy formulation and implementation Improve the critical thinking and assessment skills of students in strategic situations Enable students to apply strategy related concepts to real life scenarios
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Demonstrate an understanding of the key dimensions of strategic management LO2. Distinguish generic, interactive competitive strategies and business models LO3. Describe how organizations design strategies for international competitiveness LO4. Explain strategy development processes inside an organization LO5. Discuss the relationship between organizational structure and strategy practice LO6. Describe how strategic change is implemented in organizations

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	3	3	2	2	3	2	4	3
L02	4	4	5	2	2	2	1	2	3	2
L03	4	4	5	3	2	1	1	2	3	4
L04	4	4	4	3	2	2	2	2	3	2
L05	5	4	4	2	2	1	4	2	3	2
L06	5	4	3	3	2	2	3	2	4	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Macro-environment and Industry Analysis	L01, L02
Resources and Capabilities Analysis	L01, L03, L05
Corporate and International Strategy	L02, L03
Evaluating Strategies	L04, L05
Strategy Development Process	L04, L05
Leadership and Strategic Change	L06

**DERS BİLGİLERİ**

Kodu	<b>BA 401</b>
İsmi	<b>Stratejik Yönetim</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Stratejik yönetim dersi, organizasyonun uzun vadede yönetimi, faaliyetleri ve performansı ile ilgilenmektedir. Bu ders organizasyon stratejilerinin nasıl oluşturulması ve uygulanması gerektiğine odaklanır.

Code	<b>BA 403</b>
Name	<b>Business Ethics and Corporate Social Responsibility</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course is designed to give a clear understanding of the nature of ethics and social responsibility in the context of business.
Objectives	(1) Introduce ethical issues in relation to business and corporations. (2) Provide philosophy and methodology of ethics from business context. (3) Provide knowledge of corporate social responsibility in the context of decision making for the businesses. (4) Provide the students with the necessary background on ethical decision making
Learning Outcomes	<i>By the end of this course, students will be able to</i>  L01: Demonstrate an understanding of the key dimensions of ethics in corporations. L02: Explain how to recognize emerging ethical issues and respond appropriately. L03: Describe how to relate theoretical consideration to applied context. L04: Explain how to identify, analyze and critically discuss issues of ethics and social responsibility in the context of decision making for the businesses. L05: Conduct a stakeholder analysis and understand the basis of stakeholder interests and power

## COURSE RECORD

### CONTRIBUTION TO PROGRAMME OUTCOMES\*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	3	2	4	1	4	5	5	5	5	2
L02	3	2	4	1	4	5	5	5	5	2
L03	3	2	4	1	4	5	5	5	5	2
L04	3	2	4	1	4	5	5	5	5	2
L05	3	2	4	1	4	5	5	5	5	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

### COURSE CONTENT DETAILS

Topics	Outcomes
The Corporation and Its Stakeholders	L01
Managing Public Issues and Stakeholder Relationships	L02, L05
Ethics and Ethical Reasoning	L02, L04
Corporate Social Responsibility and Citizenship	L01, L02, L03

**DERS BİLGİLERİ**

Kodu	<b>BA 403</b>
İsmi	<b>İşletme Etiği ve Kurumsal Sorumluluk</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu ders, iş bağlamında etik ve sosyal sorumluluğun doğası hakkında net bir anlayış kazandırmak için tasarlanmıştır.

**COURSE RECORD**

Code	<b>BA 407</b>
Name	<b>Financial Derivatives</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate 3-4
Semester	Spring
Type	Elective
Prerequisites	BA 207
Description	The course covers the following topics: futures and forward contracts, options, swaps, pricing the financial derivatives and Greeks (risk management). This course starts with the review of portfolio optimization theory and CAPM (Capital Asset Pricing Model). By the end of this course students are expected to have a good knowledge of how financial contracts work, where to use them, and how they are priced. Individuals who are capable of analyzing financial derivatives are in great demand as an analyst in stock exchange markets, commodity markets and financial intermediaries throughout the world.
Objectives	Provide fundamental knowledge for derivatives market. Introduce financial risk hedge tools.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Interpret how the financial derivatives work L02. Differentiate the mechanics of derivative assets L03. Discuss which hedge strategy is better L04. Explain how the risk can be assessed

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	3	4	2	4	2	4	4	5
L02	5	5	3	4	2	4	2	4	4	5
L03	5	5	3	4	2	5	2	4	4	5
L04	5	5	3	4	2	5	2	4	4	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction to Derivatives Markets	L01, L02, L03, L04
Forward and Futures Pricing	L01
Hedging With Futures	L01
Interest Rates and Duration	L01, L02
SWAPS	L01, L02
Options Markets	L02
Binominal Model	L02, L03
Black-Scholes-Merton Model	L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 407</b>
İsmi	<b>Finansal Türevler</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 207
İçerik	Bu ders (i) vadeli işlem ve forward sözleşmelerini, (ii) opsiyonları, (iii) swapları, (iv) finansal türevleri ve (v) Greek (risk yönetimini) fiyatlandırmayı kapsar. Bu dersin sonunda öğrencilerin finansal sözleşmelerin nasıl işlediğine, nerede kullanılacağına ve nasıl fiyatlandırıldığına dair iyi bir bilgi sahibi olması beklenir. Finansal türevleri analiz edebilen bireyler, borsa piyasalarında, emtia piyasalarında ve dünya çapında finansal araçlarda analist olarak büyük talep görmektedir.

**COURSE RECORD**

Code	<b>BA 409</b>
Name	<b>Tax Law and Turkish Tax System</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 4
Semester	Fall
Type	Elective
Prerequisites	
Description	This course focuses on the conception and the scope of tax law and rules applied in Turkey. This course covers the fundamental of the sources of tax law; the application of tax law; taxation process; tax offenses and penalties; tax trial law themes. This course aims at explaining the general structure of Turkish Tax System by giving information about income, expenditure and wealth taxes and to gain skills at analyzing of tax problems in practice.
Objectives	Establish a base regarding the general structure of Turkish tax system. Introduce students tax law and rules applied in Turkey. Help students gain skills at analyzing of tax problems in practice.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Recognize tax law and rules applied in Turkey. LO2. Explain application process of tax law applied in Turkey. LO3. Compare application processes of different taxes such as income, expenditure, and wealth. LO4. Interpret tax law-related problems faced in practice.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	2	1	3	0	4	2	5	2	4	1
L02	3	1	3	0	3	2	5	2	4	1
L03	2	1	3	0	4	2	5	2	4	1
L04	4	3	3	0	5	2	5	2	4	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Basic Concepts and Principles of Tax Law	L01
Application Process of Tax Law	L02, L03
Tax Offenses and Penalties	L01, L02, L03, L04
Income, Expenditure, and Wealth Tax	L01, L03
Tax Problems in Practice	L02, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 409</b>
İsmi	<b>Vergi Hukuku ve Türk Vergi Sistemi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders vergi hukuku ve Türkiye’de uygulanan kuralların kapsamı ve kavramını açıklar. Vergi hukukunun kaynakları, vergi hukukunun uygulanması, vergilendirme süreci, vergi suç ve cezaları ve vergi davası hukuku temaları ele alınacaktır. Dersin amacı; gelir, harcama ve varlık vergileri hakkında bilgi vererek Türk Vergi Sisteminin genel yapısını açıklamak ve uygulamadaki vergi sorunlarının analizinde beceri kazanmaktır.



**COURSE RECORD**

Code	<b>BA 411</b>
Name	<b>Business Model Planning III</b>
Hour per week	1 (0 + 1)
Credit	1
ECTS	3
Level/Year	Undergraduate / 4
Semester	Fall
Type	Compulsory
Prerequisites	BA 313
Description	This course intends to teach the students to develop their business ideas that they initiated in Business Model Planning I and analyzed it in Business Model Planning II. The course covers the following topics: Internal & External Operations and Logistics, Inventory Issues, Resource Planning, Demand, Financial Plans, Profitability, Laws and Regulations etc. This course will include variety of teaching and learning styles including lecturing, field research, student presentations and intense feedback.
Objectives	Increasing the knowledge of new technological approaches in distribution networks. Identifying knowledge of new technological approaches in manufacturing. Providing knowledge of Laws and Regulations.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Discuss new trends in supply chain LO2. Apply new technological approaches in distribution networks. LO3. Recognize new technological approaches in manufacturing. LO4. Explain laws and regulations.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	4	4	5	5	5	5	2	2	2	3
L02	4	4	5	5	5	5	2	2	2	3
L03	4	4	5	5	5	5	2	2	2	3
L04	4	4	5	5	5	5	2	2	2	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Summary of Topics and Objectives of Business Model Planning III	L01, L02, L03, L04
Internal Operations, Inventory & Production	L01, L02, L03, L04
Internal & External Logistics and Understanding Distribution Networks	L01, L02, L03, L04
Demand and profit analysis and forecasting	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 411</b>
İsmi	<b>İş Modeli Planlaması III</b>
Haftalık Saati	1 (0 + 1)
Kredi	1
AKTS	3
Seviye/Yıl	Lisans / 4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 313
İçerik	İş Modelleri Planlaması III, öğrencilerin İş Modeli Planlaması I'de başlattıkları iş fikirlerini geliştirdikleri ve İşletme Modeli Planlama II'de analiz ettikleri iş fikirlerinin uygulama dersidir. Ders kapsamında iç ve dış işlemler ve lojistik, stok konuları, kaynak planlaması, talep, mali planlar, karlılık, kanun ve yönetmelikler vb. incelenecektir. Bu ders alan araştırması, öğrenci sunumları ve yoğun geribildirim gibi çeşitli öğretim ve öğrenme stillerinden oluşmaktadır.

**COURSE RECORD**

Code	<b>BA 412</b>
Name	<b>Human Resource Management</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	The course develops a critical understanding of the role and functions of the various human resource activities in an organization, providing students with a comprehensive review of key HRM concepts, techniques and issues. This course also intends to teach the students job analysis and design, recruitment and selection, evaluation, performance management, occupational health and safety, and the strategic contribution of HRM to organizational performance and evaluating HRM effectiveness.
Objectives	Endow students with concepts, tools and techniques related to human resources management Improve the critical thinking and assessment skills of students in terms of HRM processes  Working with contemporary case studies, students not only engage in collaborative and individual work processes but use communication and discourse characteristic of the HRM context and environment.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Demonstrate an understanding of the key dimensions of human resources management LO2. Differentiate human resource planning and forecasting techniques LO3. Investigate and interpret the key procedures in recruitment and selection LO4. Describe and analyze training and development LO5. Explain HRM processes inside an organization LO6. Implement concepts, tools & techniques to real world HRM challenges

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	1	1	1	5	5	3	3	5	0
L02	5	1	1	1	5	5	3	3	5	0
L03	5	1	1	1	5	5	3	3	5	0
L04	5	1	1	1	5	5	3	3	5	0
L05	3	1	1	1	5	5	3	3	5	0
L06	5	1	1	1	5	5	3	3	5	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
1- Introduction to Human Resource Management and HRM Strategy	L01, L05
2- Job Analysis and the Talent Management Process	L01, L02
3- Personnel Planning, Recruiting and Interviewing Candidates	L01, L02
4- Employee Testing and Selection	L01, L03
5- Training and Developing Employees	L01, L04
6- Performance Management and Appraisal	L01, L06
7- Managing Careers and Retention	L01, L06
8- Establishing Strategic Pay Plans	L01, L03

**DERS BİLGİLERİ**

Kodu	<b>BA 412</b>
İsmi	<b>İnsan Kaynakları Yönetimi</b>
Haftalık Saati	3 (3+ 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders bir kuruluştaki çeşitli insan kaynakları faaliyetlerinin rolü ve işlevleri hakkında eleştirel bir anlayış geliştirerek, öğrencilere temel İKY kavramları, teknikleri ve sorunlarının kapsamlı bir incelemesini sağlar. Bu ders ayrıca öğrencilere iş analizi ve tasarımı, işe alım ve seçim, değerlendirme, performans yönetimi, iş sağlığı ve güvenliği ve İKY'nin örgütsel performansa stratejik katkısını ve İKY etkinliğini değerlendirmeyi öğretmeyi amaçlamaktadır.

**COURSE RECORD**

Code	<b>BA 414</b>
Name	<b>Auditing</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3,4
Semester	Spring
Type	Elective
Prerequisites	BA 205
Description	The course aims at providing an understanding of basic auditing principles, including professional standards, basic auditing concepts, planning an audit, internal controls, sampling tools, fraud, auditing of financial statements. By the end of this course, thoughtful analysis of financial and non-financial data can be done.
Objectives	Understand the nature of auditing Identify the stages of an audit from planning to conclusion Identify some of the conditions that lead to frauds
Learning Outcomes	LO1: Understanding of audit theory and its application in the audit of financial statements LO2: Identify the steps required to perform both internal and independent audits and detection of fraud LO3: Understand the legal and ethical challenges faced by auditors and what they can do to face those challenges LO4: To strengthen analytical and problem-solving skills

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	5	3	1	4	3	5	2	5	5
LO2	5	5	3	1	4	3	5	2	5	5
LO3	5	5	3	1	4	3	5	2	5	5
LO4	5	5	3	1	4	3	5	2	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
The Demand for Audit and Other Assurance Services	LO1
Professional Ethics & Professional Ethics	LO1, LO2, LO3
Audit Responsibilities and Objectives	LO1, LO2, LO3
Audit Planning and Analytical Procedures	LO1, LO2, LO3
Fraud Auditing	LO2, LO3, LO4
Audit Sampling for Tests of Controls and Substantive Tests of Transactions	LO2, LO3, LO4
Completing The Audit	LO2, LO3, LO4

**DERS BİLGİLERİ**

Kodu	<b>BA 414</b>
İsmi	<b>Denetim</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3,4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 205
İçerik	Bu ders, mesleki standartlar, temel denetim kavramları, denetim planlaması, iç kontroller, örnekleme araçları, dolandırıcılık, mali tabloların denetimi dahil olmak üzere temel denetim ilkelerinin anlaşılmasını sağlamayı amaçlamaktadır. Bu dersin sonunda, finansal ve finansal olmayan verilerin dikkatli bir şekilde analizi yapılabilir.

**COURSE RECORD**

Code	<b>BA 415</b>
Name	<b>Cost Accounting</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3,4
Semester	Fall
Type	Elective
Prerequisites	
Description	The course aims at providing knowledge about the concepts of cost accounting, its role in a variety of managerial decision-making process. The course also covers the several types of costing methods.
Objectives	Learn the underlying concepts of cost accounting Learn how to categorize different types of costs Learn how to make informed business decisions by using several cost accounting analysis techniques
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Identify product or service costs and categorize into Direct Labor, Direct Material and Manufacturing overhead costs LO2: Develop an understanding for the important characteristics of good cost systems LO3: Analyze the role of cost information in a variety of management decisions such as pricing, product mix, improving productivity, product design, and performance measurement LO4: Review planning of profit, cost, sales, cost and profit analysis, profit performance and measurement

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	4	5	2	1	3	3	1	1	3	5
LO2	4	5	2	1	3	3	1	1	3	5
LO3	4	5	2	1	3	3	1	1	3	5
LO4	4	5	2	1	3	3	1	1	3	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
An Introduction to Cost Terms and Purposes	L01
Job Costing	L02, L03, L04
Process Costing	L02, L03, L04
Full Costing, Group Work	L02, L03, L04
Cost-Volume-Profit Analysis	L03, L04
Cost Allocation: Joint Products and Byproducts	L03, L04
Inventory Management, Just-in-Time, and Simplified Costing Methods	L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 415</b>
İsmi	<b>Maliyet Muasebesi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3,4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Ders, finansal raporlama kavramları, muhasebe politikası seçimi, karar vermede kullanışlılığı ve analiz amaçlı uyarılama süreci hakkında bilgi vermeyi amaçlamaktadır. Ders, maliyet muhasebesi kavramları, maliyet muhasebesi kavramlarının çeşitli yönetsel karar verme süreçlerindeki rolü hakkında bilgi vermeyi amaçlamaktadır. Bu ders, ayrıca çeşitli maliyetleme yöntemlerini de kapsar.



**COURSE RECORD**

Code	<b>BA 420</b>
Name	<b>Capstone Project</b>
Hour per week	3 (3+0)
Credit	3
ECTS	6
Level/Year	Undergraduate / 4
Type	Compulsory
Prerequisites	To have successfully completed 180 ECTS and to attend 5 activities which are held by AGU Career Office.
Description	This course is designed to give students an opportunity to demonstrate combined knowledge and development in the major. The course will evaluate students' cognitive and intellectual progress in their major and also the overall academic learning experience. The course will provide an opportunity for students to integrate and applied learning from their academic career in a comprehensive manner. This course also provides an opportunity for students to integrate and apply knowledge from their academic studies; through the comprehensive evaluation of core curriculum of finance and accounting, economics, marketing, management, human resource, and all learned fields.
Objectives	Encouraging students to think critically, solve challenging problems, and develop skills such as planning, oral communication, research skills, and teamwork. Encouraging students to connect their projects to community issues or problems, and to integrate outside-of-school learning experiences, including activities such as interviews and scientific observations.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Define a business problem clearly. LO2. Observe and understand the differences and the interaction among the sub-units of a business through defining a workable business case. LO3. Work autonomously or in a group under supervision. LO4. Solve or bring approaches to business problems in a systematic manner. LO5. Initiate a business project from start to an end.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	1	1	1	5	5	3	3	5	0
L02	5	1	1	1	5	5	3	3	5	0
L03	3	1	1	1	5	5	3	3	5	0
L04	5	1	1	1	5	5	3	3	5	0
L05	5	1	1	1	5	5	3	3	5	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Deciding on the field and scope of the project with Advisor	L01, L05
Deciding on the specific questions of the project with Advisor	L01, L02, L03, L05
Review of Literature and Business Cases about the project	L01, L02, L04, L05
Project Proposal	L01, L03, L04, L05
Discussion of problems and solutions with Advisor	L01, L03
Final Report and presentation	L01, L02, L03, L04, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 420</b>
İsmi	<b>Bitirme Projesi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	6
Seviye/Yıl	Lisans / 4
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	180 AKTS'yi başarıyla tamamlamış olmak ve AGU Kariyer Ofisi tarafından hazırlanan en az 5 etkinliğine katılmış olmak.
İçerik	Bitirme Projesi, öğrencilere ana dalda birleşik bilgi ve gelişimi gösterme fırsatı vermek için tasarlanmıştır. Ders, öğrencilerin ana ve genel akademik öğrenme deneyimlerindeki bilişsel ve entelektüel gelişimlerini de değerlendirebilecektir. Ders, öğrencilere akademik öğrenimleri kapsamlı bir şekilde entegre etme ve uygulama fırsatı sunmaktadır. Bu ders aynı zamanda öğrencilere akademik çalışmalarla elde ettikleri finans, muhasebe müfredat, ekonomi, pazarlama, yönetim, insan kaynakları gibi bilgileri kapsamlı bir şekilde entegre etme ve uygulama fırsatı verecektir.

**COURSE RECORD**
**CONTRIBUTION TO PROGRAMME OUTCOMES\***

Code	<b>BA 426</b>
Name	<b>Project Management</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 4
Semester	Fall
Type	Elective
Prerequisites	
Description	This course provides an integrative view of project management. Topics include project selection, project initiation, project execution, project control, organizational concerns in project management, performance measurement and evaluation, and project auditing
Objectives	Endow students with concepts, tools and techniques related to project management Improve the critical thinking and assessment skills of students in project management topics Enable students to apply project management concepts to real life scenarios
Learning Outcomes	<i>By the end of this course, students will be able to</i>  L01: Demonstrate the key dimensions of Project management in the overall business strategy of the firm L02: Distinguish between different project selection models L03: Identify current trends related to project management. L04: Apply concepts, tools & techniques to real world strategy challenges

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	5	5	0	0	0	5	5	5
L02	5	5	3	2	0	0	5	5	5	5
L03	5	5	3	5	0	0	5	5	3	5
L04	5	5	3	2	0	0	2	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Projects in Contemporary Organizations	L01
Strategic Management and Project Selection	L01, L02, L03
Strategic Management and Project Selection	L01, L02, L03
The Project Manager	L01, L02, L03
Managing Conflict and the Art of Negotiation	L01, L02, L03
The Project in the Organizational Structure	L01, L02, L03
FALL BREAK	
Activity Planning: Traditional and Agile	L03, L04, L05

Budgeting and Risk Management	L03, L04, L05
Scheduling	L03, L04, L05
Resource Allocation	L03, L04, L05
Monitoring and Information Systems	L03, L04, L05
Project Control	L03, L04, L05
Project Auditing	L03, L04, L05
Project Closing and Benefits Realization	L03, L04, L05
FINAL EXAM	

**DERS BİLGİLERİ**

Kodu	<b>BA 426</b>
İsmi	<b>Proje Yönetimi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders proje entegrasyonu, proje kapsam yönetimi, proje zamanı ve maliyet yönetimi, kalite yönetimi, insan kaynakları değerlendirmeleri, iletişim, risk yönetimi ve tedarik yönetimini içeren proje yönetiminin temel bileşenlerini kapsamaktadır.

**COURSE RECORD**

Code	<b>BA 428</b>
------	---------------

Name	<b>Financial Statement Analysis</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3,4
Semester	Spring
Type	Elective
Prerequisites	BA 205
Description	The course aims at providing knowledge about the concepts of financial reporting, accounting policy choice, its usefulness for decision making, and the process of adjustment for analysis purposes. Different types of tools needed to analyze the financial statements of firms will be covered as well.
Objectives	Learn the underlying concepts of financial statement reporting Learn how to conduct financial statement analysis techniques Learn how to make informed business decisions by using several financial statement analysis techniques
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Understand the underlying concepts of financial statement reporting and accounting policy choice LO2: Read financial statements and identify and find relevant information for analysis LO3: Understand and interpret types of financial statements LO4: Conduct financial analysis in a systematic way by using range of financial analysis techniques LO5: Compare financial data LO6: Make informed business decisions

#### CONTRIBUTION TO PROGRAMME OUTCOMES\*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	3	1	4	4	1	1	3	3
LO2	5	4	3	1	4	4	1	1	3	3
LO3	5	4	3	1	4	4	1	1	3	3
LO4	5	5	3	1	5	4	1	1	3	3
LO5	4	4	2	1	4	4	1	1	3	3
LO6	4	5	2	1	4	4	1	1	3	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

#### COURSE CONTENT DETAILS

Topics	Outcomes
Introduction to Managerial Accounting	L01
Relevant Costs and Benefits of Decision Making	L01, L02, L04
Cost-Volume-Profit Analysis	L02, L03, L04
Full Costing, Group Work	L02, L03
Costing and Cost Management in a Competitive Environment	L02, L03
Budgeting	L01, L05
Accounting for Control	L01, L06
Making Capital Investment Decisions	L03, L04 L05
Managing Risk	L06

**DERS BİLGİLERİ**

Kodu	<b>BA 428</b>
İsmi	<b>Finansal Tablolar Analizi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3,4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 205
İçerik	Ders, finansal raporlama kavramları, muhasebe politikası seçimi, karar vermede kullanışlılığı ve analiz amaçlı uyarılama süreci hakkında bilgi vermeyi amaçlamaktadır. Firmaların finansal tablolarını analiz etmek için ihtiyaç duyulan farklı türlerdeki teknikler de ele alınacaktır.

**COURSE RECORD**

Code	<b>BA 429</b>
Name	<b>Technology Management</b>
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Fall
Type	Elective
Prerequisites	-
Description	The focus of the course is on the key concepts, models, and methods that enable manager to effectively manage the development and utilization of technologies. The goal is to raise awareness of the scope and complexity of issues related to the management of technology and technological innovation. The course will be expanded to include macro issues of technology management by examining how industries and firms are transforming with new technologies, how new industries are created and which factors influence innovation performance.
Objectives	1) Introduce concepts of technology and innovation. (2) Provide that how innovation affects the competitive dynamics of markets. (3) Provide that how firms can strategically manage innovation. (4) Provide the students better interpret their technological environments and identify meaningful trends.
Learning Outcomes	<i>By the end of this course, students will be able to:</i>  L01: Assess the range, scope, and complexity of the phenomena, issues, and problems related to technology management. L02: Discuss various problems where particular managerial decisions need to be taken such as technology acquisition and transfer. L03: Describe the primary tasks and decisions that are required to turn a technological innovation into a sound business opportunity. L04: Explain how to use a range of tools used in technology creation, search, assessment, selection, implementation, utilization, and strategy.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	5	2	4	2	3	3	3
L02	5	5	5	5	2	4	2	3	3	3
L03	5	5	5	5	2	4	2	3	3	3
L04	5	5	5	5	2	4	2	3	3	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction to the concepts of technology and innovation	L01
Sources of Innovation	L01, L02
Types and Patterns of Innovation	L01, L02
Standards Battles, Modularity, and Platform Competition	L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 429</b>
İsmi	<b>Teknoloji Yönetimi</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Dersin odak noktası, yöneticilerin teknolojilerin geliştirilmesini ve kullanımını etkin bir şekilde yönetmesini sağlayan temel kavramlar, modeller ve yöntemlerdir. Amaç, teknoloji yönetimi ve teknolojik yenilik ile ilgili konuların kapsamı ve karmaşıklığı konusunda farkındalık yaratmaktır. Ders, endüstrilerin ve firmaların yeni teknolojilerle nasıl dönüştüğünü, yeni endüstrilerin nasıl yaratıldığını ve hangi faktörlerin inovasyon performansını etkilediğini inceleyerek teknoloji yönetiminin makro konularını içerecek şekilde genişletilecektir.

**COURSE RECORD**

Code	<b>BA 430</b>
------	---------------



Name	<b>Tourism Management</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course explores tourism management by considering factors influence tourism industry. The course intends to cultivate knowledge and skills of students about tourism management. Moreover, the course introduces the theoretical and practical aspects of tourism economics.
Objectives	Understand tourism management in a different perspective Cultivate knowledge and skills about tourism economics Learn theoretical and practical aspects of tourism management Understand economic and political impacts of tourism
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1. Identify the major participants and forces shaping the tourism industry LO2. Explain the importance of segmenting the tourism market LO3. Explain the importance of intermediaries in the distribution of tourism services LO4. Identify and explain the economic and political impacts of tourism

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	3	5	4	3	2	2	4	3	4
L02	5	3	5	4	3	2	2	4	3	4
L03	5	3	5	4	3	2	2	4	3	4
L04	5	3	5	4	3	2	2	4	3	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Marketing to the Traveling Public, Delivering Quality Tourism Services	L02, L03
Delivering Quality Tourism Services	L03
Transportation, Accommodations, Food and Beverage,	L01, L02, L04
Attractions and Entertainment, Destinations	L01, L02, L03, L04
Economics and Political Impacts of Tourism	L04
Environmental, Social and Cultural Aspects of Tourism	L01, L04
Sustainability and Future of Tourism	L01, L02, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 430</b>
------	---------------

İsmi	<b>Turizm Yönetimi</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders turizm endüstrisini etkileyen faktörleri göz önünde bulundurarak turizm yönetimini araştırmaktadır. Ders, öğrencilere turizm yönetimi hakkında bilgi ve beceri kazandırmayı amaçlamaktadır. Ayrıca, bu ders turizm ekonomisinin teorik ve pratik yönlerini tanıtmaktadır.

**COURSE RECORD**

Code	<b>BA 431</b>
------	---------------

Name	<b>Financial Modeling</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 4
Semester	Fall
Type	Elective
Prerequisites	BA 207
Description	This course covers some introductory numerical methods, which model financial assets' and their derivatives pricing, enterprise valuation and risk management. Students are encouraged to analyze and check their financial ideas in a computational environment during the lecture sessions. Students are expected to gain confidence in their ability to apply computational methods for any their own financial decision-making process.
Objectives	Provide the essentials of portfolio model Apply computational methods for financial decision-making processes.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  L01. Compare different portfolios at different risk levels L02. Determine evaluation criteria for portfolio performance L03. Measure risk of assets and hedging strategies L04. Execute spreadsheet formulas for portfolio management

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	2	0	1	2	0	1	2	4
L02	5	4	2	0	1	2	0	1	2	4
L03	5	5	2	0	1	2	0	1	2	4
L04	5	5	1	0	3	2	0	1	2	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction and Excel functions	L04
Portfolio Models	L02
Variance-Covariance Matrix	L01
SML and Measuring Portfolio Performance	L01, L03
Bonds Market Revisited and Duration-1	L03, L04
Immunitization	L01, L02
Term Structure	L01, L03

**DERS BİLGİLERİ**

Kodu	<b>BA 431</b>
------	---------------

İsmi	<b>Finansal Modelleme</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 207
İçerik	Bu ders, finansal varlıkların ve türevlerinin fiyatlamasının, kurumsal değerlemenin ve risk yönetimini modelleyen giriş seviyesi sayısal metotları kapsar. Öğrenciler ders sırasında finansal fikirlerini bilgisayar ortamında değerlendirmesi ve kontrol etmesi teşvik edilir. Öğrencilerin bu ders ile finansal karar verme sürecinde kendilerine ait sayısal analiz yapma yetisini kazanmaları beklenir.

**COURSE RECORD**

Code	<b>BA 432</b>
------	---------------

Name	<b>Modern Banking</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	
Description	This course mainly deals with how to explore modern banking from its fundamentals to complex theories. The course introduces types of banking regulations and the business of banking. Moreover, the course covers monetary policies and exchange rates. The course deals with modern world by theoretical and practical aspects of modern banking. It rewards students with a cultivated knowledge and skill in understanding banking system with a modern and institutional approach. The course covers the following topics: banking industry, the business of banking, banking regulations, money supply and interest rates, monetary institutions, institutional changes in monetary policies and exchange rates.
Objectives	Introduce types of banking regulations and the business of banking. Endow students with theoretical and practical aspects of modern banking.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Analyze the fundamentals of modern banking. LO2. Recognize the types of banking regulations and the business of banking. LO3. Explain modern banking with a modern and institutional approach. LO4. Interpret monetary policies and exchange rates. LO5. Compare theoretical and practical aspects of modern banking.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	2	3	4	0	3	1	0	0	3	5
L02	2	3	4	0	2	1	0	0	3	5
L03	2	3	4	0	3	1	0	0	3	5
L04	4	3	4	0	4	1	0	0	3	5
L05	2	3	4	0	3	1	0	0	3	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Banking industry	L01, L02, L03, L04, L05
Politics of Banking	L02, L03
Business of Banking	L02,
Banking Crises	L02, L05
Bank Regulation	L01, L02
Money Supply and Interest Rates	L04
Inflation and Deflation	L04
Monetary Institutions and Strategies	L04, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 432</b>
------	---------------

İsmi	<b>Modern Bankacılık</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders modern bankacılığın temellerinin nasıl keşfedileceğiyle ilgilidir. Bu derste öğrenciler bankacılık mevzuatı türlerini ve bankacılığın temel işlevini kavrama imkânı bulacaktır. Ayrıca, bu ders para politikalarını ve döviz kurlarını da kapsamaktadır. Modern bankacılık teorik ve pratik yönleriyle günümüz dünyası ile ilgilidir. Bu ders bankacılık sisteminin modern ve kurumsal bir yaklaşımla anlaşılabilmesi açısından öğrencilere bilgi birikimi ve beceri kazandırır. İçerik: Bankacılık sektörü, bankacılık mevzuatı, para arzı ve faiz oranları, finansal kurumlar, para politikaları ve döviz kurlarında kurumsal değişiklikler.

**COURSE RECORD**

Code	<b>BA 433</b>
------	---------------

Name	<b>Supply Chain Management</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Fall
Type	Elective
Prerequisites	
Description	In this course, students learn the strategic importance of good supply chain design, planning, and operation for every firm and understand how good supply chain management can be a competitive advantage, whereas weaknesses in the supply chain can hurt the performance of a firm. We use many examples to illustrate this idea and develop a framework for supply chain strategy. Within the strategic framework, we identify facilities, inventory, transportation, information, sourcing, and pricing as the key drivers of supply chain performance. At the end of the course students will have a fair understanding of the role supply chain management plays in business processes.
Objectives	This course aims to <ul style="list-style-type: none"> <li>• endow the strategic importance of good supply chain design, planning, and operation for every firm</li> <li>• convey how these drivers may be used on a conceptual and practical level during supply chain design, planning, and operation to improve performance.</li> <li>• improve the supply chain management of the firm</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able to:</i> LO1 Describe the strategic role of a supply chain LO2 Determine the key strategic drivers of supply chain performance LO3 Apply analytic methodologies for supply chain analysis LO4 Develop a framework for supply chain strategy LO5 Identify current trends related to supply chain management

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	5	5	0	0	0	5	5	5
L02	5	5	3	2	0	0	5	5	5	5
L03	5	5	3	5	0	0	5	5	3	5
L04	5	5	3	2	0	0	2	5	5	5
L05	5	4	5	2	2	2	2	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Summary of Topics and Objectives of Supply Chain Management Course	L01
Building a Strategic Framework to Analyze Supply Chains	L01-L02
Designing the Supply Chain Network	L02-L03-L04-L05
Planning and Coordinating Demand and Supply in a Supply Chain	L02-L03-L04-L05
Planning and Managing Inventories in a Supply Chain	L03-L04-L05
Designing and Planning Transportation Networks	L03-L04-L05
Managing Cross-Functional Drivers in a Supply Chain	L03-L04-L05

**DERS BİLGİLERİ**

Kodu	<b>BA 433</b>
------	---------------

İsmi	<b>Tedarik Zinciri Yönetimi</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	<p>Bu derste öğrenciler, tedarik zinciri tasarımının, planlamasının ve operasyonunun her firma için stratejik önemini öğrenirler ve tedarik zincirindeki zayıflıkların bir firmanın performansına zarar verirken iyi tedarik zinciri yönetiminin nasıl bir rekabet avantajı olabileceğini anlarlar. Bu fikri göstermek ve tedarik zinciri stratejisi için bir çerçeve geliştirmek için birçok örnek kullanılmaktadır. Stratejik çerçeve içinde, tedarik zinciri performansının temel itici güçleri olarak tesisleri, envanteri, nakliye, bilgi, kaynak bulma ve fiyatlandırma belirlenmiştir. Dersin sonunda öğrenciler, tedarik zinciri yönetiminin iş süreçlerinde oynadığı rol hakkında geniş bir anlayışa sahip olacaklardır.</p>



Code	<b>BA 434</b>
Name	<b>Decision Making</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	
Description	The course covers decision making theories and some of their applications including both single-person and multi-person decision making. The following topics are discussed: Rational Decision Theory, Single-person Decision Making, Consumer Theory, System 1 and 2 Theory, Psychological Biases, Multi-person decision making, Behavioral decision theories, Heuristics.
Objectives	Introduce decision making under uncertainty. Provide psychological factors and biases in decision-making.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Interpret Rational Decision Theory and Decision under uncertainty LO2. Summarize stochastic strategic decision making LO3. Explain psychological foundations of decision making LO4. Exemplify decision biases and heuristics

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	4	5	3	1	4	1	2	1	5	3
L02	4	5	3	1	3	1	2	1	5	3
L03	4	5	3	1	3	1	2	1	5	3
L04	4	5	3	1	4	1	3	1	5	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Rational Decision Theory	L01
Consumer theory and Single-person Decision Making	L01, L02
Decision Making Under Risk, Prospect Theory	L01, L02
Endowment Effect, Anchoring	L02, L03
System 1 and 2 Theory	L03, L04
Strategic Decision Making, Game Theory	L01, L02
Bounded Rationality, Biases and heuristics	L03, L04
Neuroeconomics& Information Processing Theories	L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 434</b>
İsmi	<b>Karar Alma</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders karar alma teorilerini ve uygulamalarını hem tek kişilik hem de birden çok kişilik karar alma bağlamında işleyecektir. Şu konular incelenecektir: Rasyonel Karar Teorisi, Tek kişilik karar alma, Tüketici Teorisi, Sistem 1 ve 2 Teorileri, Psikolojik Önyargılar, Çok kişili Karar Alma, Davranışsal Karar Teorileri, Sezgisel Yöntemler.

**COURSE RECORD**

Code	<b>BA 435</b>
------	---------------

Name	<b>Small and Medium Enterprises (SME) Finance</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 4
Semester	Fall
Type	Elective
Prerequisites	
Description	This course focuses on the main issues in SME finance regarding the challenges faced by SMEs and alternative options in access to finance. The course starts with reviewing basic terminology and theory in corporate finance and information economics. Following topics will be covered: Traditional banking system, informal finance for SMEs, Equity/Debt ratio and Modigliani Miller theorem, alternative forms of finance; microcredits, venture capital, angel finance, crowd funding.
Objectives	Introduce basic concepts in corporate finance Evaluate the effect of information asymmetry
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Recognize the basics of corporate finance LO2. Explain the time value of money, risk and return. LO3. Describe information economics LO4. Discuss different funding options for SMEs

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	3	2	1	3	1	1	2	1	2
L02	5	5	1	1	4	1	1	2	1	4
L03	5	3	3	1	4	1	1	2	1	5
L04	5	2	3	1	4	1	1	2	1	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction and Time value of money, Risk and Return	L01
Modigliani & Miller Theorem	L02
Financial Distress, Managerial Incentives and Information	L01
Asymmetric Information Theory	L01, L03
Capital Structure, Investor behavior	L01, L02
Traditional banking system, relationship lending, other personal finance methods	L01, L04
Long term Financing	L04
Crowdfunding	L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 435</b>
------	---------------

İsmi	<b>Küçük ve Orta Boy İşletme (KOBİ) Finansmanı</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders KOBİ'lerin finansmanında karşılaştıkları zorluklar bağlamında KOBİ finansının temel sorunlarına ve finansmana ulaşımında alternatiflere odaklanmaktadır. Ders, kurumsal finansman alanının temel terminolojisini ve teorisini gözden geçirerek başlamaktadır. Daha sonra şu konular işlenmektedir: Geleneksel Bankacılık Sistemi, KOBİ'ler için gayri-resmi finansman, özkaynak/borç oranı ve Modigliani Miller Teoremleri, Alternatif Finansman Formları, Mikrokrediler, Risk Sermayesi, Melek Finansman ve Kitlese Fonlama.

**COURSE RECORD**

Code	<b>BA 436</b>
------	---------------

Name	<b>Non-Market Strategy</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course provides fundamental knowledge and skills for understanding the nonbusiness environment within which businesses operate. This course also aims at equipping the students with the capability of analyzing non-business factors such as political lobbying, social activism, corporate social responsibility demands and political crises. The course will include case study analyzes and employs active learning methods in which students will apply their knowledge into real world cases.
Objectives	Introducing students to the formal and informal rules governing the competition Teaching students the pressures in the market that are beyond economic logic Allowing students to analyze cases that will eventually improve their understanding of marketing strategy
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Learning to identify the political and cultural setting in which businesses operate LO2: Learning to identify non-market groups and their influence in the market. LO3: Learning to utilize analytical and problem solving skills appropriate to forming non-market strategies LO4: Learning to analyze non-market environments for different sectors and companies at the global scale

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	1	1	5	0	1	1	4	5	1	0
L02	1	1	4	0	1	1	4	4	1	0
L03	1	4	3	0	1	1	2	2	1	0
L04	1	1	5	0	1	1	2	2	1	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Public Relations and Companies	L01, L02, L04
Stakeholders and Business environment	L01, L02, L04
Political Landscape of Business	L01, L04
Managing Scandals in Business Environment	L01
Public Pressure on Companies and Reputations Risks	L01, L04
Politics of Nationalism in Business Environment	L01, L04
Business Lobbying and Public Policy	L01, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 436</b>
İsmi	<b>Pazar Dışı Strateji</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders, işletmelerin faaliyet gösterdiği piyasa dışı çevreyi anlamak için temel bilgi ve becerileri sağlar Bu ders öğrencilere politik lobicilik, sosyal aktivizm, kurumsal sosyal sorumluluk talepleri ve siyasi krizler gibi ticari olmayan faktörlerin şirket stratejisine etkisini analiz etme yeteneği kazandırmayı amaçlamaktadır Bu ders, öğrencilere şirketlerin pazar dışı stratejilerini genel kurumsal stratejilerine nasıl entegre ettiklerini öğretmeyi amaçlamaktadır. Ders, vaka analizlerini içerecek ve öğrencilerin bilgilerini gerçek dünyadaki durumlara uygulayacakları aktif öğrenme yöntemlerini kullanacaktır.

Code	<b>BA 437</b>
Name	<b>Business Analytics</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 4
Semester	Fall
Type	Elective
Prerequisites	-
Description	This course introduces the fundamentals of quantitative methods used to analyze data and make better management decisions. This course covers statistical tools in descriptive analytics and predictive analytics, including regression analysis. Students are expected to understand the emerging role of business analytics in organizations, and to know how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decision.
Objectives	<p>Select, understand and apply appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios.</p> <p>Use software package for data analysis; understand data gathering and input considerations; and be able to analyze and interpret output (graphs, tables, mathematical models, etc.)</p> <p>Know considerations in collecting data and selection of appropriate analysis tools; and know how to report results in a fair, objective and unbiased manner.</p>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>L01: Define Business Analytics and its role and contributions in decision making.</p> <p>L02: Describe methodological approaches to Business Analytics and their application contexts.</p> <p>L03: Interpret use of descriptive, predictive and prescriptive analytics methods on business data under corresponding decision making contexts.</p> <p>L04: Analyze a business case, select and apply an appropriate method to reach a business decision</p> <p>L05: Understand the nature of Big Data and how it can be exploited to create value.</p>

#### CONTRIBUTION TO PROGRAMME OUTCOMES\*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	4	4	0	1	2	0	0	3	1	4
L02	4	4	0	1	1	0	0	3	1	4
L03	4	4	0	1	1	0	0	3	1	4
L04	4	4	0	1	1	0	0	5	1	4
L05	4	4	0	1	2	0	0	5	1	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

#### COURSE CONTENT DETAILS

Topics	Outcomes
Descriptive Statistics	L01, L02, L03, L04
Probability Distribution	L02, L03, L04
Linear Regression	L02, L03, L04
Spreadsheet Modeling	L02, L03, L04
Linear Optimization	L02, L03, L04
Integer Optimization	L02, L03, L04
Excel Applications	L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 437</b>
İsmi	<b>Pazar Dışı Strateji</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders verilerin analiz edilmesi ve daha iyi yönetim kararlarının alınması için kullanılan nicel yöntemlerin temellerine giriş yapmaktadır Bu ders regresyon analizini içeren tanımlayıcı ve yordayıcı istatistiksel araçları kapsamaktadır Öğrencilerin organizasyonlarda iş analitiğinin yükselen rolünü, daha iyi işletme kararları almak için analitik modellerin sonuçlarını ve analitik modellerin etkin bir şekilde kullanımı ve yorumlanması için analitik profesyonelleriyle nasıl iletişim kurmaları gerektiğini anlamaları beklenmektedir.

**COURSE RECORD**

Code	<b>BA 438</b>
------	---------------



Name	<b>Modern Manufacturing System</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Spring/ Fall
Type	Elective
Prerequisites	BA 303
Description	This course provides students with concepts, techniques and tools to design, analyze and improve manufacturing system performance. This course considers the basic manufacturing techniques, modern manufacturing systems and the criteria used to evaluate system performance and combines all aspects of manufacturing enterprises using computer integrated manufacturing methods. Topics covered include assembly lines, transfer lines, flexible manufacturing systems, material handling and transmission systems, and cellular manufacturing
Objectives	This course aims to <ul style="list-style-type: none"> <li>• endow the student with concepts, techniques and tools to design, analyze and improve manufacturing system.</li> <li>• endow students with the role of manufacturing system in the overall business strategy of the firm.</li> <li>• Improve the manufacturing system.</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able to</i> LO1 Demonstrate the key dimensions of manufacturing system in the overall business strategy of the firm LO2 Describe the interdependence of the manufacturing system with other key functional areas of the firm. LO3 Identify current trends related to manufacturing system. LO4 Measure the performance of modern manufacturing systems LO5 Implement methods to improve / optimize performance.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	5	5	5	0	0	0	4	4	5
LO2	5	5	3	5	5	5	5	4	4	5
LO3	5	5	3	5	0	0	5	5	5	5
LO4	5	5	3	5	0	0	5	5	4	5
LO5	5	5	5	5	5	5	5	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Introduction, Production Operations, Production Models and Automation	L01-L02
Manufacturing Systems	L01-L02
Assembly Lines	L03-L04-L05
Automatic Production Lines	L03-L04-L05
Cellular Production	L03-L04-L05
Flexible Manufacturing Systems	L03-L04-L05
Manufacturing Support Systems	L03-L04-L05

**DERS BİLGİLERİ**

Kodu	<b>BA 438</b>
------	---------------

İsmi	Modern İmalat Sistemi
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Güz, Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA303
İçerik	Bu ders öğrencilere üretim sistemi performansını tasarlamak, analiz etmek ve iyileştirmek için konseptler, teknikler ve araçlar sunar. Bu derste, temel imalat tekniklerini, farklı modern imalat sistemlerini ve imalat system performansını değerlendirmek için kullanılan kriterler ele alınır. İncelenen konular arasında montaj hatları, robotic üretim sistemleri, esnek üretim sistemleri, malzeme taşıma ve iletim sistemleri ve hücreli üretim yer almaktadır.

**COURSE RECORD**

Code	<b>BA 439</b>
------	---------------

Name	<b>Global Marketing</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Fall
Type	Elective
Prerequisites	-
Description	This course explores global marketing by considering increased interdependency among countries and globalization. The course intends to cultivate knowledge and skills of students about global marketing.
Objectives	Understand how companies internationalize Cultivate knowledge and skills about market entry strategies Learn to design global marketing program Understand economic and political environment
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1. Explain internationalization theories LO2. Assess market entry strategies LO3. Describe dimensions of global political, economic and sociocultural environment LO4. Synthetize global marketing mix elements

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	3	5	4	3	2	3	3	3	5
L02	5	3	5	4	3	2	3	3	3	5
L03	5	3	5	4	3	2	3	3	3	5
L04	5	3	5	4	3	2	3	3	3	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Global Marketing in the firm, Internationalization theories	L01
Development of International Competitiveness, Global marketing research	L01, L02
Political, economic and social environment	L03
International market selection process, Choice of entry mode	L01, L02, L03
International Sourcing decisions	L02
Product, Pricing, Distribution and communication decisions	L04
Cross-cultural sales negotiation	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 439</b>
------	---------------

İsmi	<b>Küresel Pazarlama</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, ülkeler arası artan karşılıklı bağılılığı ve küreselleşmeyi gözeterek küresel pazarlamayı araştırır. Ders, öğrencilerin küresel pazarlama hakkında bilgi ve becerilerini geliştirmeyi amaçlamaktadır.

**COURSE RECORD**

Code	<b>BA 440</b>
------	---------------

Name	<b>Managerial Communication</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course explores key theories and strategies of contemporary organizational communications and designed to help students analyze business communication problems and formulate strategies for presenting the solution clearly, concisely, and persuasively. It enhances the student's professional business writing skills within managerial contexts. Additionally, it recognizes that challenges exist for creating and implementing effective communication both inside organizations (between individuals and groups), and outside organizations (with markets, partners, and influential third parties).
Objectives	To introduce key concepts of communication theory, strategy, and implementation within organizational settings. To develop students' skills in applying these concepts to realistic situations in a variety of workplace environments.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the historical development of communication as an organizational process affecting internal processes and external relationships. LO2. Describe managerial communication as a component of organizational communication. LO3. Implement concepts for problem solving, conflict management, and negotiation. LO4. Summarize the key strategies for effective written and oral communication internally and externally. LO5. Identify the characteristics of technology that impact and interact with organizational and managerial communication.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	0	4	2	0	2	1	2	0	2	0
L02	5	4	2	1	4	2	3	1	4	1
L03	5	5	4	1	3	4	5	1	5	0
L04	2	2	1	0	5	1	2	1	0	0
L05	3	5	0	1	5	0	3	0	1	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
1- An Introduction to Managerial Communication	L01, L02
2- Characteristics, the Managerial Dynamic, and the Impact of Technology	L05,
3- Writing Effective Managerial Reports	L04
4- Verbal and Nonverbal Communication	L03, L04
5- Conflict Management and Intercultural Communication	L02, L03
6- Interviews and Meetings	L04, L05
7- Usage of Electronic Messages	L03, L05
8- Emerging Issues	L05,

**DERS BİLGİLERİ**

Kodu	<b>BA 440</b>
------	---------------

İsmi	<b>Yönetimsel İletişim</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders, çağdaş örgütsel iletişimin temel teorilerini ve stratejilerini anlamak ve öğrencilerin iş iletişimi problemlerini analiz etmelerine, çözümü açık, özlü ve ikna edici bir şekilde sunmak için stratejiler formüle etmelerine yardımcı olmak için tasarlanmıştır. Öğrencinin yönetimsel bağlamlarda profesyonel rapor yazma becerilerini geliştirmeleri amaçlanmıştır. Ek olarak, hem organizasyonların içinde (bireyler ve gruplar arasında) hem de organizasyonların dışında (pazarlar, ortaklar ve üçüncü taraflarla) etkili iletişim yaratmak ve uygulamak için zorlukların incelenmesinde öğrencilere yardımcı olmak hedeflenmiştir.

**COURSE RECORD**

Code	<b>BA 441</b>
------	---------------

Name	<b>Quality Management</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Spring
Type	Elective
Prerequisites	
Description	This course provides students with concepts, techniques and tools to design, organize and improve quality management of an organization. Quality of goods and services has become the key factor for success in business. At the end of the course students will have a fair understanding of the role Quality Management plays in business processes.
Objectives	This course aims to <ul style="list-style-type: none"> <li>• endow the student with concepts, techniques and tools to design, analyze and improve quality management of an organization.</li> <li>• endow students with the role of quality management in the overall business strategy of the firm.</li> <li>• Improve the quality management of the firm</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able to</i> LO1 Demonstrate the key dimensions of quality management in the overall business strategy of the firm LO2 Describe the interdependence of the quality system with other key functional areas of the firm. LO3 Identify current trends related to quality management. LO4 Determine if a process is in control and its capability LO5 Apply the usage of quality control methods for the analysis and solution of organizations' problems.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	5	5	5	0	0	0	4	4	5
LO2	5	5	3	5	5	5	5	4	4	5
LO3	5	5	3	5	0	0	5	5	5	5
LO4	5	5	3	5	0	0	5	5	4	5
LO5	5	5	5	5	5	5	5	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Summary of Topics and Objectives of Quality Management Course	L01
Differing Perspectives on Quality and Quality Theory	L01-L02
Global Supply Chain Quality and International Quality Standards	L01-L02-L03
Strategic Quality Planning	L01-L02-L03
The Voice of the Customer	L03-L04-L05
The Voice of the Market	L03-L04-L05
Quality and Innovation in Product and Process Design	L03-L04-L05
The Tools of Quality	L03-L04-L05
Six Sigma Management and Lean Tools	L03-L04-L05
Managing Quality Improvement Teams and Projects	L02-L03-L04-L05
Implementing and Validating the Quality System	L01-L04-L05

**DERS BİLGİLERİ**

Kodu	<b>BA 441</b>
------	---------------

İsmi	<b>Kalite Yönetimi</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders, bir organizasyonun kalite yönetimini tasarlamak, düzenlemek ve geliştirmek için kavramlar, teknikler ve araçları sunmaktadır. Bu ders stratejik kalite planlamasını, kalite araçlarını, kalite iyileştirme sürecini yönetmeyi, kalite sistemi uygulamalarını kapsamaktadır. Bu dersin sonunda öğrenciler, Kalite Yönetiminin iş süreçlerindeki rolünü anlamış olacaklardır.

**COURSE RECORD**

Code	<b>BA 442</b>
------	---------------



Name	<b>Data Models and Decisions</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Spring
Type	Elective
Prerequisites	BA208
Description	The objective of this course is to introduce students to the basic tools in using data to make informed management decisions and enhance decision making skills. The course covers linear, discrete, and non-linear optimization and simulation modeling, as well as multi-criteria optimization. Computer exercises and examples drawn from marketing, finance, operations management and spreadsheet-based software packages will be used extensively.
Objectives	This course aims to <ul style="list-style-type: none"> <li>• endow the student with concepts, techniques and tools to design, analyze and improve decision making models.</li> <li>• Improve the interdependence of the operating system with other key functional areas of the firm</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able:</i> LO1 Identify the need for quantitative managerial decision making tools LO2 Analyze the best solution with respect to changes in the parameters of the problem, and evaluate solutions. LO3 Demonstrate the role decision making in a business context

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	0	3	0	0	0	5	5	5
L02	5	5	2	3	2	0	0	5	5	5
L03	5	5	2	3	2	2	2	5	5	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Describing data: Graphs, tables, summary measures	L01-L02-L03
Probability distributions	L01-L02-L03
Confidence interval estimation and hypothesis testing	L01-L02-L03
Regression analysis	L01-L02-L03
Building linear programming (LP) models - Graphical method, Solver	L01-L02-L03
LP applications, Data Envelopment Analysis	L01-L02-L03
Optimization with integer variables	L01-L02-L03
Non-linear optimization, multi-objective decision making	L01-L02-L03

**DERS BİLGİLERİ**

Kodu	<b>BA 442</b>
------	---------------

İsmi	<b>Veri Modelleri ve Kararlar</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA208
İçerik	Bu dersin amacı öğrencilere yönetim kararlarını vermek ve karar verme becerilerini geliştirmek için verileri kullanmadaki temel araçları tanıtmaktır. Tabii doğrusal ayrık ve doğrusal olmayan optiminjasyon ve simülasyon modellerinin yanı sıra çoklu ölçüt optimizasyonunu da kapsar. Pazarlama, finans, operasyon yönetimi ve elektronik tablo tabanlı Ljanjılım paketlerinden hanjırlanan bilgisayar alıştırımları ve önekler yoğun olarak kullanılacaktır.

**COURSE RECORD**

Code	<b>BA443</b>
------	--------------

Name	<b>Cross Cultural Management</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course examines the ways in which cultural differences impact on the process of doing business and managing internationally. The course explores the nature of culture and how cultural differences impact on interpersonal interactions, intergroup interactions and the management of multi-cultural workforces. The course provides a key grounding in the nature of management in the global context by increasing awareness and understanding of the soft skills in international management, particularly those relating to cross-cultural management.
Objectives	Develop the awareness, skills and knowledge about cultures and differences Endow students with concepts, tools and techniques related to cross cultural management. Improve the critical thinking and assessment skills of students in terms of to cross cultural management. Enable students to apply related concepts to real life scenarios.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Infer the importance of cross-cultural management, and the major theoretical and empirical studies which examine the impact of different national cultures on work and employment. LO2. Compare a range of international management practices and how organizational and national culture impacts on work, motivation, leadership, cross-cultural communication and decision-making, negotiation and trust, conflict and dispute resolution and corporate social responsibility. LO3. Have knowledge of comparative management and employment models and their implications for management and employment in different national contexts. LO4. Classify cultural and institutional differences to evaluate the challenges and opportunities of doing business in different countries. LO5. Differentiate cultural difference in interactions with different nationalities.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	1	1	1	5	5	3	3	5	0
LO2	5	1	1	1	5	5	3	3	5	0
LO3	5	1	1	1	5	5	3	3	5	0
LO4	5	1	1	1	5	5	3	3	5	0
LO5	5	1	1	1	5	5	3	3	5	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
1- Intro to the Global Business Environment and Cross Cultural Mgmt.	LO1, LO2
2- Hofstede's cultural dimensions theory	LO2
3- The Role of Region, Industry, Corporate	LO4
4- Managing Knowledge across Borders	LO2, LO3
5- Leadership and Cross-Cultural Teams	LO1, LO2, LO3
6- Management, Culture and Employment	LO3, LO4, LO5
7- Cross-cultural conflict and resolution	LO2, LO3
8- Managing diversity in a global environment	LO1, LO3, LO4, LO5

9- Culture and Corporate Social Responsibility

L04, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 443</b>
İsmi	<b>Kültürlerarası Yönetim</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, kültürel farklılıkların uluslararası iş yapma ve yönetme sürecini nasıl etkilediğini incelemektedir. Ders, kültürün doğasını ve kültürel farklılıkların kişiler arası etkileşimlerin, gruplar arası etkileşimler ve çok kültürlü iş gücünün yönetimi üzerindeki etkisini incelemektedir. Ders, özellikle kültürlerarası yönetime temas eden yumuşak beceriler hakkında öğrencilerin anlayışını ve farkındalığını artırarak, küresel bağlamda yönetimin doğasıyla ilgili temel altyapı sağlamaktadır. Özellikle örgütsel ve ulusal kültürlerin insan kaynakları pratiklerinin geliştirilmesi ve transferi üzerindeki etkileride incelenmektedir.

**COURSE RECORD**Code **BA 444**

Name	<b>Revenue Management</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Spring
Type	Elective
Prerequisites	BA208
Description	The objective of this course is to introduce students the theory and the practice of Revenue Management. The process of the right product to the right customer at the right time with the right price is defined as revenue management. The fundamental principles and concepts of revenue management; capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, channel management, and pricing execution are the topics handled in this course. At the end of the course students will have a fair understanding of the role Revenue Management plays in business processes.
Objectives	This course aims to <ul style="list-style-type: none"> <li>• define revenue management concepts</li> <li>• endow students to make revenue management decisions in a simulated environment</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able to</i> LO1 Describe the components of revenue management and pricing. LO2 Develop demand and revenue forecasts and measure their accuracy.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	5	0	0	0	4	4	5
L02	5	5	3	5	5	5	5	4	4	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Summary of Topics and Objectives of Revenue Management Course	L01-L02
Revenue Management Concepts	L01-L02
Pricing Strategy	L01-L02
The Value Proposition	L01-L02
Differential Pricing	L01-L02
The Revenue Manager's Role	L01-L02
Revenue Forecasting Overview	L01-L02
Capacity Management	L01-L02
Distribution Management	L01-L02
Pricing Strategies for Ancillary Revenue	L01-L02

**DERS BİLGİLERİ**

Kodu	<b>BA 444</b>
------	---------------

İsmi	<b>Gelir Yönetimi</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA208
İçerik	Bu dersin amacı öğrencilere gelir yönetimi teorisini ve uygulamasını tanıtmaktır. Gelir yönetiminin temel ilkeleri ve kavramları; kapasite yönetimi, süre kontrolü, talep ve gelir tahmini, indirim, çifte rezervasyon uygulamaları, yer değiştirme analizi, ağ yönetimi ve fiyatlandırma uygulaması bu derste ele alınan konulardır.

**COURSE RECORD**

Code	<b>BA 445</b>
------	---------------

Name	<b>Negotiation and Organizational Conflict Resolution</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall
Type	Elective
Prerequisites	-
Description	This course provides a comprehensive introduction to concepts in negotiation, interpersonal effectiveness, and organizational conflict resolution. Various types of negotiations including integrative (win/win approach), distributive (win/lose approach) and various iterations of these two extremes will be explored. In addition, communication (face to face, virtual, and verbal/nonverbal), emotion/perception (psychological intangibles), team/multiparty negotiations, international negotiations and cultural differences will be discussed.
Objectives	<p>Describe theories and research related to negotiation and conflict management.</p> <p>Infer the role of communication in conflict, negotiation processes, and the components of conflict that lead to constructive or destructive negotiation patterns.</p> <p>Evaluate the effectiveness and appropriateness of strategies, methods, and responses that are appropriate to a given conflict situation.</p> <p>Recommend effective conflict management communication for a given situation.</p>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>LO1. Distinguish among different negotiation models and assess the utility of these models and apply them, in a range of contexts.</p> <p>LO2. Engage constructively in integrative negotiation and collaborative problem solving.</p> <p>LO3. Create value through the negotiation process, and garnering a fair share of that value.</p> <p>LO4. Infer, appreciate and address the impacts of values, culture, power, and gender on negotiation.</p> <p>LO5. Identify ways to address diversity and inclusion, in negotiation situations.</p> <p>LO6. Interpret and apply an ESR framework (Ethics, Sustainability and Responsibility) to negotiation situations</p>

#### CONTRIBUTION TO PROGRAMME OUTCOMES\*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	0	4	0	0	0	1	4	1	5	0
L02	0	3	1	0	1	5	5	1	4	0
L03	0	4	0	0	5	4	5	0	0	0
L04	5	1	0	1	5	5	5	0	2	1
L05	5	0	0	0	3	4	5	0	3	0
L06	0	1	3	0	1	2	5	1	5	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

#### COURSE CONTENT DETAILS

Topics	Outcomes
--------	----------

Distributive Negotiation, Competitive Arousal	L01, L02
Conflicts Within & Between Groups	L03, L04
Conflict Transformation	L01, L02
Conflict Resolution Theory	L01, L02
Communication Conflict Resolution	L01, L02
Integrative Negotiation, how to collaborate for better outcomes	L02, L03
Perception, Cognition, Emotion	L04
Ethics & Influence, Expressing Appreciation/Building Affiliation	L06
Power, Choosing a role, negative emotions, being prepared	L06
Relationships, Diversity, Gender, Culture & Successful Conflict Resolution	L05

### DERS BİLGİLERİ

Kodu	<b>BA 445</b>
İsmi	<b>Uzlaşma ve Örgütsel Çatışma Çözümü</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, uzlaşma, kişilerarası etkinlik ve örgütsel çatışma çözme kavramlarına kapsamlı bir giriş sağlar. Bütünleştirici (kazan / kazan yaklaşımı, yıkıcı (kazan / kaybet yaklaşımı) ve bu iki uç noktanın çeşitli yinelenmelerini içeren çeşitli uzlaşma türleri incelenecektir. Buna ek olarak, iletişim (yüz yüze, sanal, ve sözel / beden dili yoluyla), duygu / algı (psikolojik maddi olmayan varlıklar), takım / çok partili uzlaşmalar, uluslararası uzlaşmalar ve kültürel farklılıklar ele alınacaktır.

### COURSE RECORD

Code	<b>BA 446</b>
------	---------------



Name	<b>Introduction to Python Programming</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course is an introduction to the Python programming language for students without prior programming experience. We cover data types, control flow, Object-Oriented Programming, and graphical user interface-driven applications. This course introduces core programming basics including data types, control structures, algorithm development, and program design with functions via the Python programming language. The course discusses the fundamental principles of Object-Oriented Programming, as well as in-depth data and information processing techniques. Students will solve problems, explore real-world software development challenges, and create practical and contemporary applications.
Objectives	Introducing students to learn how to design and program Python applications. Allowing students to understand why Python is a useful scripting language for developers.
Learning Outcomes	LO1: Learning to acquire programming skills in core Python. LO2: Learning to acquire Object Oriented Skills in Python. LO3: Learning to develop the skill of designing Graphical user Interfaces in Python. LO4: Learning to develop the ability to write database applications in Python

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	2	3	1	0	0	5	1	0
LO2	4	5	3	2	1	0	0	5	1	0
LO3	5	5	2	3	1	0	0	4	1	0
LO4	4	4	2	3	1	0	0	5	1	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Designing and programming Python applications.	L01
Using lists, tuples, and dictionaries in Python programs.	L01
Identifying Python object types.	L01, L02
Indexing and slicing to access data in Python programs.	L01, L02
Defining the structure and components of a Python program.	L01, L02
Writing loops and decision statements in Python.	L02, L03
Writing functions and pass arguments in Python.	L02, L03
Building and packaging Python modules for reusability.	L02, L03, L04
Reading and writing files in Python.	L02, L03, L04
Designing object-oriented programs with Python classes.	L02, L03, L04
Using class inheritance in Python for reusability.	L01, L02, L03, L04
Using exception handling in Python applications for error handling	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 446</b>
İsmi	<b>Python Programlamaya Giriş</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	<p>Bu ders geçmişte bir programlama deneyimi olmayan öğrenciler için Python programlama diline giriş niteliğinde bir derstir. Bu ders kapsamında veri tipleri, kontrol akışı, Nesneye Yönelik Programlama, grafik kullanıcı arayüzü-odaklı uygulamalar incelenecektir. Bu ders, Python programlama dili aracılığıyla veri tipleri, kontrol yapıları, algoritma geliştirme ve fonksiyonlarla birlikte program tasarımı içeren temel programlamanın temellerini tanıtmaktadır. Bu ders Nesneye Yönelik Programlamanın temel ilkelerini ve aynı zamanda derinlemesine veri ve bilgi işleme tekniklerini tartışmaktadır. Bu ders kapsamında öğrenciler problemleri çözecek, gerçek dünyadaki yazılım geliştirme zorluklarını keşfedecek ve pratik ve çağdaş uygulamalar yaratacaktır.</p>

Code	<b>BA447</b>
Name	<b>New Product Development</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Fall
Type	Elective
Prerequisites	BA203
Description	New products bring something new to the marketplace, whether it is incremental or disruptive innovation, through costly and risky research and development investments. Most times new products are necessary for company's survival and growth and addressing the needs and wants of consumers have become vital competitive advantage. Given these facts, New Product Development course aims to focus on the processes of new product innovation. Furthermore, this course will provide solid insights for the students who want to understand how firms manage and develop new products.
Objectives	Understand product development process. Screen new ideas for new products. Realize customer needs Provide background on design, architecture, product economies and management
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify the key opportunities for generation of new ideas. LO2. Integrate customer needs, product specifications and concept generation LO3. Apply the elements of the product architecture on product change, product performance and product variety. LO4. Explain the terms and tools for better design decisions in the context of design concept

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	3	5	4	4	2	2	4	5
L02	5	5	3	5	4	4	2	2	4	5
L03	5	5	3	5	4	4	2	2	4	5
L04	5	5	3	5	4	4	2	2	4	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Product Development Process, Opportunity Identification	L01, L02
Identifying customer needs, Product specifications	L01, L02, L03
Product specifications, Concept selection and testing	L02, L03
Product Architecture, Industrial Design	L03, L04
Design for Environment, Design for Manufacturing and Supply Chain	L02, L03, L04
Prototyping, Robust Design, Service Design	L01, L02, L03, L04
Patent and Intellectual Property, Product Development Economies	L04

**DERS BİLGİLERİ**

Kodu	<b>BA 447</b>
İsmi	<b>Yeni Ürün Geliştirme</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA203
İçerik	Bu ders yeni ürün geliştirme alanı için temel bilgi ve becerileri sunar. Çoğu zaman, şirketlerin hayatta kalabilmesi ve büyümesi için yeni ürünler gereklidir ve tüketicilerin ihtiyaç ve isteklerini kavramak hayati bir rekabet avantajı sağlamaktadır. Bu gerçekler göz önüne alındığında, bu ders yeni ürün yaratıcılığı süreçlerine odaklanmayı amaçlamaktadır. Ayrıca, bu ders firmaların yeni ürünleri nasıl yönettiğini ve geliştirdiğini anlamak isteyen öğrencilere sağlam bir iç görü sağlayacaktır.

Code	<b>BA 448</b>
Name	<b>Strategic Brand Management</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course aims to enable students to understand profitable brand strategies by building, measuring, and managing brand equity. This course helps students to practice and enhance their knowledge by discussing past and present marketing activities, events and case studies. This course provides a deeper understanding of brand equity in three main titles; creation of brand equity, measurements of brand equity and maintaining of brand equity to extend the business opportunities.
Objectives	Understand the definitions of brand equity, brand performance and key principles of strategic brand management. Identify resources and outcomes of brand equity Apply marketing theories to real-life brand management. Analyze the brand strategy and make effective suggestions for companies.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Explain the definitions of brand equity, brand performance and key principles of strategic brand management. LO2: Determine the resources and outcomes of brand equity LO3: Evaluate how brands are leveraged/extended over time domestically and internationally LO4: Implement marketing theories to real-life brand management. LO5: Analyze the brand strategy and brand value over a period of time.

### CONTRIBUTION TO PROGRAMME OUTCOMES\*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	5	5	4	4	3	2	2	2	2
LO2	5	5	4	4	5	3	2	2	1	2
LO3	5	2	5	5	2	3	2	2	2	2
LO4	5	4	4	4	5	3	2	2	1	2
LO5	4	4	2	2	5	3	5	2	1	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

### COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Brands and Brand Management	LO1, LO2, LO3, LO4, LO5
2	Customer-Based Brand Equity	LO1, LO2, LO5
3	Brand Positioning	LO2, LO3, LO4, LO5
4	Choosing Brand Elements to Build Brand Equity	LO1, LO2
5	Designing Marketing Programs to Build Brand Equity	LO1, LO2
6	<b>Midterm exam</b>	

7	<b>LFW</b>	L01, L02, L03, L04, L05
8	Integrating Marketing Communications to Build Brand Equity	L01, L02, L05
9	Leveraging Secondary Brand Associations to Build Brand Equity	L01, L02, L05
10	Developing a Brand Equity Measurement and Management System	L01, L02, L05
11	Measuring Sources of Brand Equity: Capturing Customer Mind-Set	L02, L03, L04
12	Measuring Outcomes of Brand Equity: Capturing Market Performance	L01, L04, L05
13	Designing and Implementing Branding Strategies Managing Brands over Time	L03, L04, L05
14	<b>Final Exam</b>	

### DERS BİLGİLERİ

Kodu	<b>BA 448</b>
İsmi	<b>Stratejik Marka Yönetimi</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders marka değerinin oluşturulması, ölçülmesi ve yönetilmesiyle ilgili faaliyetlere odaklanarak öğrencilerin kârlı marka stratejilerini anlamalarını mümkün kılmayı amaçlamaktadır. Bu ders öğrencilerin geçmiş ve şimdiki pazarlama faaliyetlerini, olayları ve vaka çalışmalarını tartışarak, uygulamalar ile bilgilerini geliştirmelerine yardımcı olur. Bu ders, marka değerinin üç ana başlıkta daha derinlemesine anlaşılmasını sağlar; marka değerinin oluşturulması, marka değerinin ölçülmesi ve iş fırsatlarının genişletilmesi için marka değerinin korunması.

**COURSE RECORD**

Code	<b>BA 449</b>
Name	<b>Corporate Communication</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall
Type	Elective
Prerequisites	-
Description	This class will focus on corporate communication. Special focus of this course is how corporations communicate with their key audiences, both internal and external to the Corporation. Students will examine communicative practices in the corporate environment, including internal communication, image management, crisis communication, corporation culture, corporation identity and new communication technologies. Students will also have a broad understanding of the different roles and functions involved in strategic corporate communications within contemporary global society. Organizational theories are one of the important parts of the class.
Objectives	Introduce corporate communication theories and key issues Provide a working knowledge of the crisis communication, corporation culture, corporation identity Provide a working knowledge of new media technologies and communication Provide the student with the necessary background for corporate communication
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Have a basic understanding of what corporate communication is, what its role in corporations is, and what the different perspectives are on corporate communication LO2. Evaluate communication theories and relate their relationship to Corporate Communication practices. LO3. Discuss the role and scope of corporate communication in corporate brand management and image factors LO4. Identify and assess the importance of communication functions including media, community, employee, government, customer and investor relations. LO5. Review media especially the trade media and its relevance to the practice of CC.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	5	1	3	2	2	1	4	4
L02	5	5	4	1	3	2	2	1	4	4
L03	5	3	5	1	5	2	2	1	4	4
L04	5	2	4	1	5	2	2	1	4	4
L05	5	2	5	1	3	4	2	1	4	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
1- Communication in Corporations and Digital Age	L01, L02
2- Corporate Identity, Image, Reputation and Culture	L01, L04
3- Corporate Social Responsibility and Sustainability	L02, L04
4- Media relations	L05
5- Crisis Communication and Communication Tools in Corporations	L03, L05
6- Strategic Communication Management	L01, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 449</b>
İsmi	<b>Kurumsal İletişim</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders kurumların sosyal paydaşlarına yönelik gerçekleştirdikleri iletişim faaliyeti olarak tanımlanan kurumsal iletişime odaklanmaktadır. Kurumsal iletişim hem iç hem dış iletişimi kapsamaktadır. Ders kapsamında kurumsal iletişimle ilgili kavramlar olan; kurum kimliği, kurum imajı, kurum kültürünün nasıl şekillendiği, kurumların medyayı kullanma biçimleri ele alınacaktır. Ayrıca kurum içi iletişime yönelik tartışmalarda ders kapsamında değerlendirilecektir. Örgütsel iletişim teorileri dersin önemli bir bölümünü oluşturacaktır.



**COURSE RECORD**

Code	<b>BA 450</b>
Name	<b>Industry 4.0 Technologies</b>
Hour per week	3+0(Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Fall/Spring
Type	Elective
Prerequisites	
Description	This course will focus on Industry 4.0 technologies and applications that enable the internet to be connected to the manufacturing system, to eliminate the independent movement of all machine systems, and to enable the machines talking to each other to make their own decisions thanks to artificial intelligence. Within the scope of the course, Industry 4.0 related concepts; Internet of Things, artificial intelligence, big data, data mining, technology, innovation and creativity management, system analysis, system simulation, lean manufacturing will be covered. In addition, group work and presentations for the sample Industry 4.0 research will be evaluated within the scope of the course.
Objectives	This course aims to <ul style="list-style-type: none"> <li>•introduce Industry 4.0 tools;</li> <li>•provide a working knowledge of the design, implementation and analysis of Industry 4.0;</li> <li>• provide the student with the necessary background for applying Data Mining techniques in systems such as Big Data and Streaming Data</li> </ul>
Learning Outcomes	<i>By the end of this course, students will be able to</i> LO1 Demonstrate knowledge about Industry 4.0 LO2 Perform Industry 4.0 system analysis LO3 Demonstrate knowledge about data mining techniques, including systems such as big data, streaming data LO4 Demonstrate knowledge about system Simulation techniques LO5 Implement lean manufacturing methods.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	4	5	3	3	2	4	2	3
L02	4	5	2	5	5	5	3	3	5	5
L03	4	5	2	5	4	3	3	2	5	3
L04	4	5	2	5	3	3	2	2	3	4
L05	5	5	2	5	3	4	3	4	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topic</b>	<b>Outcomes</b>
Industry 4.0	L01-L02
Internet of Things (IoT)	L01-L02
Artificial Intelligence	L01-L02
Big Data	L01-L02
Sensor Technologies, Cloud Computing, Augmented Reality	L01-L02
Data Mining	L01-L02-L03
Data Mining in Industry 4.0	L01-L02-L03
Technology, innovation and creativity management	L01-L02
Modeling and system analysis of production systems	L02
Application of system analysis in ERP and databases	L02

System simulation	L04
Lean manufacturing techniques-1-2	L04-L05

### DERS BİLGİLERİ

Kodu	<b>BA 450</b>
İsmi	<b>Endüstri 4.0 Teknolojileri</b>
Haftalık Saati	3+0 (Teori + Pratik)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dönem	Güz/Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders internetin imalat sistemine bağlanması, nesnelerin nesnelere konuşması, tüm makine sistemlerinin bağımsız hareket etmesini ortadan kaldırarak, birbirleri ile konuşan makinelerin yapay zeka sayesinde kendi kararlarını kendileri veriyor olmasını sağlayan, Endüstri 4.0 teknoloji ve uygulamalarına odaklanmaktadır. Ders kapsamında Endüstri 4.0 ilgili kavramlar olan; nesnelerin interneti, yapay zeka, büyük veri, veri madenciliği, teknoloji, yenilikçilik ve yaratıcılık yönetimi, sistem analizi, sistem simülasyonu, yalnız üretim konuları ele alınacaktır. Ayrıca örnek Endüstri 4.0 araştırmasına yönelik grup çalışması ve sunumları ders kapsamında değerlendirilecektir.

**COURSE RECORD**

Code	<b>BA 452</b>
Name	<b>Interpersonal Skills in Organizations</b>
Hour per week	3 (3 +0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective / 4
Prerequisites	-
Description	This course is concerned with interpersonal skills in organizational settings that brings career success. It focuses on how individuals can develop self-awareness, communicate and work effectively in groups. The course aims to endow students with knowledge, methods and techniques for career improvement in work life. The covered topics include self-awareness, self-management, goal setting, working in diverse environments, listening, nonverbal communication, persuasion methods, managing teams and work groups, creative problem solving, networking, mentoring and ethical leadership.
Objectives	Endow students with concepts, tools and techniques of self-awareness and team work Improve the critical thinking and assessment skills of students Enable students to apply concepts to real life scenarios
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Demonstrate an understanding of the key dimensions of interpersonal skills in organizations LO2. Explain how individuals can develop self-awareness and self-esteem LO3. Describe the effective methods of working with diverse colleagues in organizational settings LO4. Illustrate the role of listening and nonverbal communication in building good work relationships LO5. Describe the tools and techniques for the smooth functioning of work teams LO6. Discuss how to develop creative solutions to workplace problems

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	2	2	1	1	5	5	4	2	3	1
L02	1	1	1	1	5	5	4	2	3	1
L03	3	2	3	1	5	5	5	2	3	1
L04	3	2	1	1	5	5	5	2	3	1
L05	3	1	1	1	5	5	4	2	2	1
L06	1	3	1	1	5	5	5	2	3	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Self-Awareness, Self-Disclosure and Trust	L01, L02
Self-Management	L02
Understanding and Working with Diverse Others	L01, L03, L05
Building Teams and Work Groups	L01, L03, L04, L05
Facilitating Team Success	L01, L03, L04
Leading and Empowering Self and Others	L01, L02, L03

**DERS BİLGİLERİ**

Kodu	BA 452
İsmi	Örgütlerde İnsanlar Arası Beceriler
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, kurumsal ortamlarda kariyer başarısını getiren insanlararası becerilerle ilgilidir. Bu ders bireysel farkındalık geliştirme, etkili iletişim ve takım çalışması gibi konulara odaklanmaktadır. Derste öğrencilere iş hayatında kariyerlerini geliştirecek bilgi, yöntem ve teknikler kazandırılması hedeflenmektedir. Dersin kapsamında farkındalık, kendi kendini yönetme, hedef belirleme, iş hayatında çeşitlilik, dinleme ve sözsüz iletişim becerileri, ikna yöntemleri, yaratıcı sorun çözme, etik, liderlik, takım yönetimi gibi konular bulunmaktadır.

**COURSE RECORD**

Code	<b>BA 453</b>
Name	<b>Corporate Law</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3-4
Semester	Fall
Type	Elective
Prerequisites	-
Description	This module aims to cover the general principles of Company Law. The module examines the various structures through which businesses may be run; overview of company law in Turkey; types of companies and the method of establishing and running those companies; ways of financing and conducting the affairs of a company; piercing the corporate veil; company constitutions; corporate powers and their division; membership and the general meeting; directors; meetings of directors; duties and liability of directors; corporate governance; company contracts; shareholder remedies and the protection of minority shareholders.
Objectives	Demonstrate comprehensive and accurate knowledge and understanding of those areas of company law identified in the indicative syllabus above. Form a critical judgement on areas of controversy within the topics studied.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Critically analyze complex problems in relation to the regulation of companies, apply the legal principles studied to these problems, evaluate competing arguments or solutions and present well supported conclusions both orally and in writing. LO2. Read and study primary and secondary sources of company law, with minimal staff guidance; critically analyze, interpret, evaluate, and synthesize information from a variety of sources LO3. Identify sources for research and further develop a strategy for research using standard and electronic research tools.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	2	0	4	0	1	2	5	4	1	0
L02	2	0	5	0	1	2	4	4	1	0
L03	3	0	4	0	1	3	5	4	1	0

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Overview of Company Law in Turkey	L01, L02, L03
Types of Companies and the Method of Establishing and Running those Companies	L01, L02, L03
Commercial Companies	L01, L02, L03
Limited Liability Companies	L01, L02, L03
Joint Stock Companies	L01, L02, L03
General Assembly	L02, L03
Board of Directors, Duties and Liability of Directors	L01, L02, L03
Corporate Governance	L01, L02, L03
Shareholders' Rights	L01, L02, L03

Shareholder Remedies and the Protection of Minority Shareholders	L01, L02, L03
Dissolution of the Joint Stock Companies for Just Causes	L01, L02, L03
General Introduction To Corporate Finance and Corporate Liquidation	L01, L02, L03

### DERS BİLGİLERİ

Kodu	<b>BA 453</b>
İsmi	<b>Şirketler Hukuku</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders öğrencilere Türkiyede şirketler hukukunun yapısı, şirket türleri, ticaret şirketlerinin genel hükümleri, kuruluşları, şirketlerde iç ve dış ilişkiler, şirketlerin temel yapıları, ortaklar, pay sahiplerinin temel hakları, azlık pay sahiplerinin korunması, şirket organları, sorumluluk ve tasfiye konuları oluşturmaktadır. Ders sonunda öğrenciler ticaret hukukuna ve şirketler hukukuna ilişkin bilgi ile donanmış olacaklardır.

**COURSE RECORD**

Code	<b>BA 454</b>
Name	<b>New Media</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	Media tools that change their shapes with increasing communication technologies have forced today's societies, cultures and individuals to change. It has become more difficult to analyze the relations between culture, society, individual and media. Within the scope of this course, new media theories will be covered in detail, along with the historical development that makes New Media 'new'. In addition, the concept of New Media will be discussed with concepts of psychology, sociology, communication and business. The aim of the course is to enable students to gain different perspectives on the concept of New Media, one of the popular concepts of today.
Objectives	Introducing new media theories and key issues. Providing a working knowledge of the relationship between new media and communication. Providing a working knowledge of new media roles on culture, society and politics. Providing the student with the necessary background for new media theories and theories' background.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Express the basic knowledge of what new media is, and what the different perspectives are on new media. LO2. Evaluate new media theories. LO3. Synthesize the role and scope of new media from different perspective. LO4. Apply critical and strategic thinking to analyze the importance of new media functions including: firms, society, culture, and individuals. LO5. Recognize and discuss how the cultural, political, and economic environments are changing with the emergence of new media and digital technologies.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	4	5	4	5	3	2	4	3	1
L02	3	1	3	4	5	3	4	4	4	1
L03	5	3	4	3	4	1	4	5	4	2
L04	4	5	5	3	4	2	5	5	4	1
L05	5	4	5	3	2	1	4	4	4	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
History of New Media	L01, L02
Media Technology	L01, L02, L03
Creative Cultural Production	L01, L03, L04, L05
Social Media as Participatory Culture	L02, L04, L05
Identity Formation, Social Media and Communication Power	L03, L04, L05
New Media and Public Sphere, Digital Labor	L03, L04, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 454</b>
İsmi	<b>Yeni Medya</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Artan iletişim teknolojileri ile şekil değiştiren medya araçları günümüz toplumlarını, kültürlerini ve bireyleri de değişime sürüklemiştir. Kültür, toplum, birey ve medya arasındaki ilişkileri analiz etmek eskisine göre daha güç bir hal almıştır. Bu ders kapsamında Yeni Medya'yı 'yeni' yapan tarihsel gelişim ile birlikte yeni medya teorileri detaylı şekilde işlenecektir. Ayrıca Yeni Medya kavramı psikoloji, sosyoloji, iletişim ve işletme alanlarından kavramlarla ele alınacaktır. Dersin amacı öğrencilere günümüzün popüler kavramlarından Yeni Medya kavramına dair farklı bakış açıları kazanmalarını sağlamaktır.



**COURSE RECORD**

Code	<b>BA 455</b>
Name	<b>Understanding and Leading Organizational Change</b>
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Semester	Fall
Type	Elective
Prerequisites	BA 301
Description	This course covers the fundamentals of organizational change and it focuses on planning and managing change. The course intends to teach students change strategies by examining the situations, theories, and resistance to change. Moreover, students will learn how to clearly define roles and responsibilities and handle resistance to change, key activities for effective organizational change management.
Objectives	Explaining the organizational change and key principles of leading change. Identifying resources and outcomes of organizational change Developing skills to understand the strategies used in the change management. Applying change management theories to real-life change management. Analyzing the failed change management and ethical issues and making effective suggestions for companies.
Learning Outcomes	<i>By the end of this course, students will be able to:</i> L01: Explain the importance of effective change management. L02: Identify the major drivers of organizational change. L03: Discuss the role leadership plays in anticipating, planning, and navigating organizational change. L04: Evaluate different options for organizational change in each of the frames and justify the choice for a recommended course of action. L05: Recognize leadership skills needed to help organizations plan a successful organizational change. L06: Explain the reasons why firms fail at implementing change and what strategies can be used to avoid them.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	3	1	2	1	1	1	1	1	1
L02	5	4	2	3	2	3	4	2	2	1
L03	5	5	3	2	4	5	4	3	5	3
L04	3	5	3	2	4	5	4	4	4	5
L05	5	5	2	3	2	4	5	4	3	4
L06	5	5	5	3	4	4	5	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction to Change Management	L01, L02
Drivers for Change, The change Adept Organization, Types of change	L01, L02, L04,
Dimensions of change: Leader Driven, Process driven, Improvement driven, Organizational Renewal	L02
Resistance to Change: Why change doesn't work, Reasons for resistance	L04, L05, L06
Communicating & Implementing change, Clear communication	L03, L05, L06,
The change transition, Communicating the change	L03, L05, L06

**DERS BİLGİLERİ**

Kodu	<b>BA 455</b>
İsmi	<b>Örgütsel Değişimi Anlamak ve Yönetmek</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 301
İçerik	<p>Bu ders, örgütsel değişimin temellerini, değişimin planlaması ve yönetilmesini kapsar. Dersin ana amacı, öğrencilere örgütsel değişimin önemini anlatmak, değişimin nasıl yönetileceği ve başarılacağı konusunda bilgi vermek, değişim karşısında örgütlerin birey ve grup seviyesinde ne tür dirençler gösterdiklerini açıklamak, örgütsel değişim çabalarının başarısızlıkla sonuçlandığı durumları analiz etmek ve değişimin örgütsel performans üzerindeki stratejik önemi ile ilgili öğrencileri bilgilendirmektir. Ayrıca, öğrenciler rolleri ve sorumlulukları nasıl net bir şekilde tanımlayacaklarını ve değişime karşı direnci nasıl idare edeceklerini, etkili örgütsel değişim yönetimi için önemli aktiviteleri öğrenmeleri için planlanmıştır.</p>

Code	<b>BA 456</b>
Name	<b>Leadership and Management</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Spring
Type	Elective
Prerequisites	-
Description	The ability to lead and manage effectively is highly sought after by industry, as employers seek to produce and develop managers who can motivate, enthuse and build respect throughout their workforce. The hard and soft skills required by leaders and managers are frequently highlighted by employers as skills gaps in recruitment. This course will help students to develop these skills to meet career aspirations in leadership and management.
Objectives	<p>Comparing the difference between the function of a manager and the role of a leader.</p> <p>Identifying the characteristics, behaviors and traits that support effective management and leadership.</p> <p>Developing knowledge about the theories that have shaped the understanding of leadership and management and how these have provided a guide to action for managers and leaders who want to secure success for their businesses and achieve continuous improvement</p> <p>Discovering motivational strategies and leadership styles, how and why they are used and the extent to which they are effective.</p>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>LO1: Examine leadership and management theories and principles, and their impact on the effectiveness of an organization</p> <p>LO2: Review the influence of different leadership and management styles on the culture of organizations</p> <p>LO3: Develop a motivational strategy to optimize organizational performance</p> <p>LO4: Apply leadership and management approaches to managing performance to ensure continuous improvement</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	1	0	2	3	2	0	2	0
LO2	5	1	0	0	1	1	3	0	3	3
LO3	3	5	0	1	0	1	0	2	0	3
LO4	2	5	1	0	2	3	1	0	2	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
Introduction to leadership and management	LO1, LO2, LO3, LO4
Theories of management	LO1, LO2, LO3
Theories and definitions of leadership	LO1, LO2
Impacts of leadership and management	LO1, LO2
Leadership styles	LO1, LO2
Leadership and management approaches to managing performance	LO1, LO2, LO4, LO3

**DERS BİLGİLERİ**

Kodu	<b>BA 456</b>
İsmi	<b>Liderlik ve Yönetim</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Etkili bir şekilde liderlik etme ve yönetme yeteneği endüstri tarafından çok aran bir özelliktir. Bu yüzden işverenler, iş gücünü motive edebilen, heveslendirebilen ve onlarda saygı uyandırabilen yöneticiler yetiştirmeye ve onları geliştirmeye çok önem verir. Liderlerin ve yöneticilerin ihtiyaç duyduğu beceriler, işverenler tarafından işe alımda beceri boşlukları olarak sıklıkla dile getirilmektedir. Bu ders, öğrencilerin liderlik ve yönetim alanındaki kariyer hedeflerini karşılamak için bu becerileri geliştirmelerine yardımcı olacaktır.

Code	<b>BA 457</b>
Name	<b>Applied Entrepreneurship</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Fall
Type	Elective
Prerequisites	-
Description	The aim of the course is to increase the entrepreneurship skills of the students and enable them to realize their innovative ideas. Within the scope of the course, students will be informed about the project cycle approach, business plan preparation, funding sources. In addition, students will learn the importance of teamwork, networking, and cooperation.
Objectives	Allowing students to learn and apply entrepreneurship skills Allowing students to learn how to develop innovative business ideas Allowing students to learn project cycle management approach and other necessary skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Develop their entrepreneurial skills and learn how to implement their ideas. LO2: Demonstrate knowledge about project cycle management approach. LO3: Demonstrate knowledge about how to prepare a business plan and funding sources for entrepreneurs. LO4: Demonstrate knowledge about the institutions and mechanisms that serve entrepreneurs. LO5: Demonstrate knowledge about importance of teamwork, cooperation, network LO6: Demonstrate knowledge about startup law and accounting process

#### CONTRIBUTION TO PROGRAMME OUTCOMES\*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	3	4	4	3	1	2	1	4	2
L02	4	3	3	2	1	1	2	1	4	2
L03	5	4	5	2	2	2	2	1	4	4
L04	4	4	5	2	1	1	5	1	1	4
L05	4	4	3	2	5	5	2	1	1	2
L06	5	4	3	2	2	2	3	1	1	3

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

#### COURSE CONTENT DETAILS

Topics	Outcomes
Course introduction	L01, L02
What does entrepreneurship mean? Who is an entrepreneur? Which skills do an entrepreneur need?	L01
Innovation and R&D based Entrepreneurship	L01
Teamwork, cooperation, networking and its importance for entrepreneurs	L01, L06
How to write a project: Project Cycle Management Approach and Funding Opportunities, Venture funding options	L01, L02, L04
Finding Innovative Ideas, Creating aims, targets and business timeline	L01, L04, L05
Intellectual Property Rights and Quality Process, Certificates	L01, L06
Marketing and Commercialization	

How can I open a company? (Processes, Laws, Accountant Process) Where should open my company?	L01
Preparing Business Canvas	L01, L07
Preparing creative presentations	L03, L0,4 L05

### DERS BİLGİLERİ

Kodu	BA 457
İsmi	Uygulamalı Girişimcilik
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Dersin amacı öğrencilerin girişimcilik becerilerini arttırmak ve inovatif fikirlerini hayata geçirmelerini sağlamaktır. Ders kapsamında öğrencilere proje döngüsü yaklaşımı, iş planı hazırlama, fon kaynakları konularında bilgiler verilecektir. Ayrıca öğrenciler ders kapsamında takım çalışması, ağ kurma, iş birliği konularının önemini öğrenecektir.

**COURSE RECORD**

Code	<b>BA 458</b>
Name	<b>Use of Business Intelligence</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall / Spring
Type	Elective
Prerequisites	BA303
Description	This course introduces data-oriented techniques for business intelligence. Business Intelligence architecture, Big Data, Business Analytics, and Enterprise Reporting are topics covered. In order to access and present data, form reports, conduct analysis SAP Business Information Warehouse, Business Objects, or similar tools are be utilized.
Objectives	<i>This course aims to</i> Endow fundamental terminologies in Business Intelligence, Analytics and Data Science. Introduce Descriptive Analytics, Predictive Analytics, and Prescriptive Analytics
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Grasp the terminology of Business Intelligence and Data Analytics. LO2. Carry out business analysis. LO3. Compose multi-dimensional data analysis. LO4. Perform common analytical reporting functions available in an ERP system.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	5	0	5	0	0	0	0	0	5
LO2	5	5	0	5	0	0	0	0	0	5
LO3	5	5	0	5	0	0	0	3	0	5
LO4	5	5	0	3	2	2	0	0	3	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
An Overview of Business Intelligence, Analytics and Data Science	L01
Descriptive Analytics	L01, L02, L03, L04
Predictive Analytics	L01, L02, L03, L04
Prescriptive Analytics	L01, L02, L03, L04
Data Mining Process. Method and Algorithm	L01, L02, L03, L04
Big Data and Analytics	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 458</b>
İsmi	İş Zekası Kullanımı
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 2
Dönem	Güz, Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA303
İçerik	Bu ders, iş zekası için veri odaklı teknikleri tanıtır. İş zekası mimarisi, büyük veri, iş analitiği ve kurumsal raporlama kapsanan konulardır. Verilere erişmek ve bunları sunmak, raporlar oluşturmak, analiz yapmak için SAP, iş nesnelere veya benzeri araçlar kullanılır.



**COURSE RECORD**

Code	<b>BA 459</b>
Name	<b>Alternative Dispute Resolution</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall
Type	Elective
Prerequisites	-
Description	The main concepts of the law and theory underpinning Alternative Dispute Resolution (ADR), ADR's relationship with litigation and the legal and regulatory framework within which each ADR process operates. It is important for students to be familiar with these alternative processes, such as arbitration and mediation, and the benefits and risks they present. At the same time, these alternative processes require creative and interdisciplinary problem-solving perspectives and skills.
Objectives	Introduce the legal and theoretical principles and concepts of ADR. Provide knowledge to assess the factors that have contributed to the global growth of ADR from a broad comparative perspective and the relationship between ADR and Litigation in national courts. Learn effective communication skills and a practical problem-solving approach in complex legal and factual scenarios in ADR. Compare and apply the regulatory framework, legal principles and concepts relevant to each of the core ADR processes, the newly emerging professional applications and online ADR.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Demonstrate knowledge about legal and theoretical principles and concepts of ADR. LO2. Be able to use and explain the factors that have contributed to the global growth of ADR from a broad comparative perspective. LO3. Be able to apply effective communication skills and a practical problem solving approach in complex legal and factual scenarios in ADR. LO4. Implement the regulatory framework, legal principles and concepts relevant to each of the core ADR processes, the newly emerging professional applications and online ADR. LO5. Be able to use and implement evaluation and reflection on learning, identifying areas for improvement and responding appropriately.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	4	4	1	4	3	5	1	5	2
LO2	4	4	5	2	4	3	5	1	5	2
LO3	3	4	5	2	4	5	5	1	5	2
LO4	3	4	4	2	4	3	5	1	5	2
LO5	3	3	3	2	4	3	3	2	3	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
1- Conflicts, Disputes and Dispute Resolution	LO2, LO3, LO4
2- Definition and different types of ADR	LO1, LO2, LO3
3- Negotiations/round table discussions	LO4, LO5
4- Mediation	LO4, LO5
5- Arbitration	LO4, LO5
6- Online Dispute Resolution	LO1, LO2, LO3, LO4, LO5

**DERS BİLGİLERİ**

Kodu	<b>BA 459</b>
İsmi	<b>Alternatif Uyuşmazlık Çözümü</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, Alternatif Uyuşmazlık Çözümünün ; (AUÇ) temelini oluşturan hukuk ve teörinin ana kavramlarını, AUÇ'un davalarla ilişkisini ve her AUÇ sürecinin içinde işlediği yasal ve düzenleyici çerçeveyi kapsar. Öğrencilerin tahkim ve arabuluculuk gibi bu alternatif süreçlere ve sundukları fayda ve risklere aşina olmaları önemlidir. Aynı zamanda, bu alternatif süreçler yaratıcı ve disiplinler arası problem çözme perspektifleri ve becerileri gerektirmektedir.

**COURSE RECORD**

Code	<b>BA 460</b>
Name	<b>Entrepreneurship for Engineers and Scientists</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3,4
Type	Elective
Prerequisites	-
Description	This course aims to provide a hands-on experience to learn modern theories and tools related to entrepreneurial activity and thinking. The course focuses particularly on Engineers & Scientists who would like to start a business that uses a particular technology at its core. Topics covered will include customer discovery, the development of a viable business model, the evaluation and planning of the start-up businesses, alternative go-to-market strategy, intellectual property, and financing. The course will use lectures, directed readings, and guest speakers. Students will be introduced to the basics of entrepreneurship – seeking opportunities for innovative technical solutions to the needs of society and taking these ideas to the market by developing a viable business model, a sound business plan, and a commercialization strategy.
Objectives	Identifying and screening potential business ideas. Being able to develop business ideas into business models. Learning how to examine business assumptions embedded in business models and iterate the model. Gaining a comprehensive understanding of the pivotal role played by technology-based entrepreneurship. Developing the skills and learning how to choose the tools and resources to become a successful entrepreneur.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Develop business models for business ideas. L02. Assess probability of success of the business models. L03. Explain how to develop a business idea into a business venture. L04. Develop skills in ideation, prototyping, and product development. L05. Explain funding sources, financial management, and venture capital.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	3	1	3	0	3	0	1	0	0
L02	5	3	1	3	0	3	0	1	0	0
L03	5	3	1	3	0	3	3	1	0	0
L04	5	5	0	5	4	3	0	4	1	2
L05	5	4	5	0	2	0	1	1	2	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Opportunity and value assessment	L02, L03, L04
Intellectual property (IP)	L04, L05
Business Model and Business Plan fundamentals	L01, L02, L03
Technology readiness levels	L04, L05
Invention to product: timelines and processes	L01, L03, L04
Tools for financial estimations, Pitching for cash	L02, L03, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 460</b>
İsmi	<b>Mühendisler ve Bilim İnsanları için Girişimcilik</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3,4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders sayesinde modern girişimcilik teorileri ve araçlarını öğrenme imkanı yaratılacaktır. Ders, özellikle odağında teknoloji barındıran fikirleri uygulamaya geçirmek isteyen mühendisler ve bilim insanlarını hedefler. İşlenecek konulara: müşteri keşfi, iş modeli geliştirme, yeni girişimlerin planlanması ve değerlendirilmesi, alternatif piyasaya-çıkış stratejileri, fikri mülkiyet hakları, ve finansman dahildir. Derste ders verme, yönlendirilmiş okumalar, ve konuk konuşmacılar kullanılacaktır. Ders kapsamında girişimciliğin temel konuları işlenecektir, örneğin toplum faydasına teknik çözümlere uygun fırsatların belirlenip, sağlıklı birer iş modeli, planı ve ticarileşme stratejisiyle pazara çıkmasının sağlanması.

**COURSE RECORD**

Code	<b>BA 461</b>
Name	<b>SME Marketing</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Elective
Prerequisites	-
Description	This course aims to offer a deeper understanding of SME marketing. It is aimed to understand the relationship between entrepreneurship and marketing for Small and Medium-Sized Enterprises. This course strongly supports the knowledge of future entrepreneurs by offering them vital perspectives, conceptualizations and practices with real-life examples. The course covers the following contents; entrepreneurial marketing, marketing and management of SMEs, constraints and competencies of SMEs, the model of the decision-making process for SMEs, corporate branding in SME context.
Objectives	Introduce SME marketing concept Provide definitions of the entrepreneurial marketing, CEO branding, corporate branding, digital and relationship marketing Provide knowledge of the characteristics and constraints of SMEs. Provide the student with the necessary background the decision-making process of SMEs.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  LO1: Demonstrate knowledge about SME marketing. LO2: Explain definitions of the entrepreneurial marketing, CEO branding, corporate branding, digital and relationship marketing. LO3: Demonstrate knowledge about the characteristics and constraints of SMEs. LO4: Demonstrate knowledge about the decision-making process of SMEs. LO5: Be able to implement course material to real-life examples. LO6: Analyze and evaluate the academic papers related to course material.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	5	4	4	3	2	2	2	2
L02	5	5	4	4	5	3	2	2	1	2
L03	5	2	5	5	2	3	2	2	2	2
L04	5	4	4	4	5	3	2	2	1	2
L05	4	4	2	2	5	3	5	2	1	2
L06	4	4	4	4	4	5	2	2	1	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

W	Topic	Outcomes
1	Marketing, entrepreneurship and SMEs	L01, L02, L03, L04, L05, L06
2	Entrepreneurial Marketing	L01, L02, L05, L06
3	CEO Branding	L01, L02, L05, L06
4	Management in SMEs	L03, L04, L05, L06
5	Marketing in the context of SMEs	L03, L04, L05, L06

6	Midterm exam	
7	LFW Marketing Constrains of SMEs	L03, L04, L05, L06
8	Decision Making for SMEs	L04, L05, L06
9	Marketing and Management Competencies	L02, L03, L05, L06
10	Corporate branding in SME context	L02, L05, L06
11	Relationship Marketing	L02, L05, L06
12	Entrepreneurial Marketing Plan	L01, L02, L03, L05, L06
13	Digital Marketing for SMEs.	L01, L02, L03, L05, L06
14	Final Exam	

### DERS BİLGİLERİ

Kodu	BA 461
İsmi	KOBİ Pazarlaması
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders, KOBİ pazarlaması hakkında daha derin bir anlayış sunmayı amaçlamaktadır. Bu derste Küçük ve Orta Ölçekli İşletmeler için girişimcilik ve pazarlama arasındaki ilişkinin anlaşılması amaçlanmaktadır. Bu ders, gelecekteki girişimcilere, önemli perspektifleri, kavramları ve uygulamaları gerçek hayattan örnekler ile sunar. Dersin kapsamındaki konular; girişimci pazarlama, KOBİ'lerin pazarlanması ve yönetimi, KOBİ'lerin engelleri ve yeterlilikleri, KOBİ'ler için karar verme süreci modeli, KOBİ'ler için kurumsal markalaşma.

**COURSE RECORD**

Code	<b>BA 463</b>
Name	<b>Volunteerism</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall
Type	Elective
Prerequisites	-
Description	The aim of the course is to increase the entrepreneurship skills of the students and enable them to realize their innovative ideas. Within the scope of the course, students will be informed about the project cycle approach, business plan preparation, funding sources. In addition, students will learn the importance of teamwork, networking, and cooperation.
Objectives	Increasing the awareness of volunteering concept Developing their skills to prepare a social responsibility project. Explaining the concepts of social responsibility project and volunteering through experiential learning methods and fieldwork methods by doing fieldwork.
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  L01 Explain the volunteering, teamwork, and Youth Work concepts. L02 Identify the Project Cycle Approach. L03 Recognize the opportunities offered for Volunteers. L04 Define the concept of Sustainable Development Goals. L05 Define the concepts of social responsibility project and volunteering through experiential learning methods and fieldwork methods by doing fieldwork.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	1	2	1	2	5	4	5	5	4	1
L02	3	4	1	5	3	3	2	5	4	2
L03	1	2	1	0	5	3	5	4	1	1
L04	1	2	1	5	4	2	0	5	1	1
L05	1	3	1	4	5	5	5	5	4	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
What does volunteerism mean? Which skills do a volunteer need?	L01
Voluntary Work in Turkey and the World	L01, L03
Sustainable Development Goals	L01, L04
European Youth Strategy, European Youth Goals	L01
Project Cycle Management	L02

**DERS BİLGİLERİ**

Kodu	<b>BA 463</b>
İsmi	<b>Gönüllülük</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	Yok
İçerik	Dersin amacı öğrencilerin gönüllülük kavramını öğrenmelerini sağlamak ve sosyal sorumluluk projeleri hazırlamayı öğrenerek bu projeleri saha çalışmaları ile uygulamalarını sağlamaktır. Ders kapsamında öğrenciler gönüllük kavramını öğrenecekler, gençlik çalışmalarını tanıyacaklar, sürdürülebilir kalkınma amaçlarını tanıyacaklar ve sürdürülebilir kalkınma amaçları ile bağlantılı projeler hazırlayarak saha çalışmaları ile bu projelerini hayata geçireceklerdir.



**COURSE RECORD**

Code	<b>BA 465</b>
Name	<b>Corporate Finance</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall/Spring
Type	Elective
Prerequisites	BA 207
Description	The aim of this course is to develop an optimal strategic decision-making in corporate world by applying core financial theory. For this purpose, the course will explore financial analysis and firm evaluation along with portfolio construction. Delivery of the course will seek to balance between theory and practice. Therefore, the students will apply the acquired knowledge to several practical applications using software programmes.
Objectives	<p>Introducing fundamental principles of finance in business life by exploiting data-driven cases.</p> <p>Developing students' financial modeling skills, enabling them to make firm consultancy using related software, and gaining the skills to interpret the predictions correctly.</p> <p>Formulating financial models to demonstrate how corporate finance theories will work in practice.</p>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>L01. Introduce the fundamental tools of corporate finance.</p> <p>L02. Analyze the overall performance of firms.</p> <p>L03. Apply corporate finance knowledge to develop sustainable solutions to firms' needs.</p> <p>L04. Recognize the relationship among financial statement analysis, bond-stock valuation and capital structure.</p> <p>L05. Design an action plan for the firms with financial distress.</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	3	1	3	5	0	1	0	4
L02	4	5	3	1	3	5	0	1	0	4
L03	5	5	3	4	3	5	0	5	4	5
L04	4	5	5	2	4	5	0	3	4	5
L05	5	5	3	3	4	5	3	0	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Introduction to Corporate Finance & Financial Markets	L01, L02
Financial Statement Analysis	L01, L02, L03
Time Value of Money	L01, L04, L05
Bond Valuation & Investment Decision Rules	L01, L03, L04

Stock Valuation	L01, L02, L04
Portfolio Theory & CAPM	L01, L02, L04
Capital Budgeting	L01, L03, L05
Investment Project Valuation & Cost of Capital	L03, L04, L05

### DERS BİLGİLERİ

Kodu	<b>BA 465</b>
İsmi	<b>İşletme Finansmanı</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz/Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 207
İçerik	Bu dersin amacı, temel finansal teorilerini kullanarak kurumsal dünyaya en uygun stratejik karar verme sürecini geliştirmektir. Bu amaçla, bu ders finansal portföy oluşturma, finansal tablo analizi ve firma değerlendirmesini öğretecektir. Dersin işleniş şekli teori ve pratik uygulamalar arasında denge sağlamayı amaçlamaktadır. Bu nedenle, öğrenciler edindikleri teorik bilgileri yazılım programlarını kullanarak çeşitli pratik vaka analizlerinde test etme imkanı bulacaklardır.

**COURSE RECORD**

Code	<b>BA 467</b>
Name	<b>Financial Markets and Institutions</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3,4
Semester	Fall/Spring
Type	Elective
Prerequisites	-
Description	This course will examine how the flow of funds occur from one part to another. The instructor will provide an analytical framework across various financial markets and their corresponding links with financial institutions. On the financial markets side, the course aims to help students to understand money, bond, stock, and foreign exchanges markets along with financial derivatives. In addition, we study financial institutions which are the key entities connecting various markets in various dimensions. The course will frequently use real-life case studies, and let students involve individual and group projects to encourage active learning.
Objectives	Introducing fundamental concepts of financial markets & institutions by demonstrating essential applications in business. Describing dynamic relations between various financial markets and institutions. Developing students' skills on how to use several financial tools and evaluate financial risk of decisions.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Identify the debt financing methods and their relationship with financial intermediaries and government authorities. L02. Apply core financial skills to make optimum decision-making in business life. L03. Evaluate environmental, social, and corporate governance consideration of financial markets. L04. Formulate a business plan which makes a balance between environmental concerns and economic growth. L05. Constructing a funding strategy to be used in a business.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	4	3	2	0	3	0	0	4
L02	5	5	4	3	1	0	3	4	0	5
L03	5	5	5	4	5	4	4	4	5	5
L04	4	4	5	4	0	0	5	5	5	5
L05	5	5	3	3	4	5	3	5	5	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Fundamentals of financial markets	L01, L02
Fixed Income Securities	L01, L02, L05
Stock Valuation and Stock Markets	L01, L04, L05
Foreign Exchange Markets	L01, L02, L03
Financial Derivatives	L01, L02, L03

Fundamentals of Financial Intermediation	L01, L02, L03
Financial Supervision and Central Banks	L01, L02, L04
ESG – Greenwashing and Climate Finance	L03, L04, L05

### DERS BİLGİLERİ

Kodu	<b>BA 467</b>
İsmi	<b>Finansal Piyasalar ve Kurumlar</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3,4
Dönem	Güz/Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders finansal kaynakların piyasalar arasında dinamik geçiş ilişkilerini öğretmeyi amaçlamaktadır. Bu bağlamda, dersin yürütücüsü çeşitli finansal piyasalar ve bunların finansal kurumlarla ilgili bağlantıları arasında ilişkileri analitik bir çerçevede açıklayacaktır. Finansal piyasalar tarafında, öğrencilerin türev piyasaları ile birlikte para, tahvil, hisse senedi ve döviz piyasalarını yetkin bir biçimde anlamaları hedeflenmektedir. Ayrıca bu derste, finansal piyasaları çeşitli boyutlarda birbirine bağlayan finansal kurumları inceliyoruz. Ders, sıklıkla gerçek hayattan vaka çalışmaları kullanacak ve öğrencilerin aktif öğrenmeyi teşvik etmek için bireysel ve grup projelerine dahil olmalarına izin verecektir.

**COURSE RECORD**

Code	<b>BA 469</b>
Name	<b>Valuation: Models and Applications</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/ 3-4
Semester	Fall/Spring
Type	Elective
Prerequisites	BA 207
Description	<p>This is a course that will be invaluable to individuals planning a career in finance and still very beneficial for everyone else. The objective of the course is to help students answer the following question: What is it worth?</p> <p>Valuation will be examined for all sorts of assets and with many different models. Upon completing this course students will be able to develop answers to this question for almost any asset. Even though the DCF models will form the basis of the course, many other models will also be reviewed and reconciled. Understanding the factors that determine the value of an asset will also aid managers in understanding the effects of their decisions better.</p>
Objectives	<p>Developing an in depth understanding of valuation and the various models that are used in valuations.</p> <p>Allowing students to choose between the alternative models and carry out real-life valuations and calculate and locate all of the required inputs into the models.</p>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>L01. Distinguish the underlying assumptions and factors that affect a valuation.  L02. Determine what Valuation approaches are best suited to the task at hand.  L03. Estimate and utilize components like Cash Flows and discount rates in actual valuations.  L04. Explain the theory behind valuation to allow proper valuations to be done.  L05. Evaluate the effects of managerial decisions as a result of better understanding valuations.</p>

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	3	4	3	3	2	2	2	5
L02	5	5	3	4	3	3	1	1	0	5
L03	5	5	3	4	3	3	1	1	2	5
L04	4	5	3	4	3	3	2	2	2	5
L05	5	5	3	4	3	3	3	2	2	5

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Introduction to Valuation	L01, L02, L04
DCF Valuation: Estimating risk-free rates, Beta, Cash Flows, Growth Rates	L01, L03
DCF Valuation: Estimating Terminal Value, DDM, FCFE, and FCFF	L01, L03
Relative Valuation	L01, L03
Option Pricing Applications to Valuation	L01, L03, L05

**DERS BİLGİLERİ**

Kodu	<b>BA 469</b>
İsmi	<b>Değerleme: Modeller ve Uygulamalar</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 3-4
Dönem	Güz/Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 207
İçerik	Dersin amacı, 'Değeri nedir?' sorusunun öğrenciler tarafından yanıtlanmasına yardımcı olmaktır. Değerleme, çeşitli varlık türleri için farklı modellerle incelenecektir. Bu dersi tamamladıktan sonra öğrenciler, herhangi bir varlık için bu soruya cevap verebileceklerdir. DCF modelleri dersin temelini oluştursa da, diğer birçok model de gözden geçirilecek ve bağdaştırılacaktır. Bir varlığın değerini belirleyen faktörleri anlamak, yöneticilerin kararlarının etkilerini daha iyi anlamalarına da yardımcı olacaktır.

**COURSE RECORD**

Code	<b>BA 499</b>
Name	<b>Summer Internship</b>
Hour per week	2 (0+2)
Credit	1
ECTS	7
Level/Year	Undergraduate / 4
Semester	Fall
Type	Compulsory
Prerequisites	To have successfully completed 150 ECTS worth of courses in the Business Administration Department.
Description	This course intends to teach the students to get to know working and business life prior to their graduation and therefore to accumulate a certain level of experience before they are employed as graduates. This course focuses on learning and choosing business areas that are compatible with their own skills and interests and seizing the opportunity to observe the real-life applications of the discipline of Business Administration.
Objectives	Learning and choosing business areas that are compatible with learner's skills and interests. Seizing the opportunity to observe the real life applications of the discipline of Business Administration and applying other related disciplines that they have been learned during the coursework as well.
Learning Outcomes	LO1. Implementing the theoretical knowledge to real life problems that might be faced in business environment. LO2. Generating necessary skills and knowledge both personally and related to the professional areas. LO3. Implementing practical knowledge that are not explicitly taught in the curriculum. LO4. Recognizing the skills and experience of working in project groups, and inside a management hierarchy in business life.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	1	1	1	5	5	3	3	5	0
LO2	5	1	1	1	5	5	3	3	5	0
LO3	5	1	1	1	5	5	3	3	5	0
LO4	4	3	1	2	4	4	4	3	4	1

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topics	Outcomes
N/A	LO1, LO2, LO3, LO4

**DERS BİLGİLERİ**

Kodu	<b>BA 499</b>
İsmi	<b>Yaz Stajı</b>
Haftalık Saati	2 (0+2)
Kredi	1
AKTS	7
Seviye/Yıl	Lisans / 4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	İşletme Bölüm derslerinde 150 AKTS'yi başarıyla tamamlamış olmak.
İçerik	Öğrencilerinin mezuniyet öncesinde iş ve çalışma yaşamını tanımaları, böylece mezuniyet sonrasında çalışmaya başladıklarında belirli bir tecrübe edinmiş olmaları amacıyla uygulanan tasarlanan bir derstir. Ders kapsamında öğrencilerin kendi becerileri ve çıkarları ile uyumlu iş alanlarını öğrenmek ve seçmek ve işletme disiplininin gerçek hayat uygulamalarını gözlemleme fırsatları üzerinde durulacaktır.



**COURSE RECORD**

Code	BA 491, BA 492, BA 493
Name	Exchange Transfer Elective 1, 2, 3
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring the disciplinary and interdisciplinary based courses taken at national or international exchange to the program and information system.
Objectives	Enriching cultural perspectives, and business management background. Improving professional mindset.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Generate an understanding on business management. L02. Determine the idea of alternative thinking. L03. Conduct a review or new perspective to enrich the field of business management. L04. Create an academic output in an inter- and trans-disciplinary perspective.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	4	5	4	4	4	5	4	5	3
L02	4	5	5	5	4	4	5	4	5	4
L03	5	5	5	5	4	5	5	4	5	5
L04	5	5	4	4	3	4	4	3	4	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the Details of Transferred Course	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	BA 491, BA 492, BA 493
İsmi	Değişim Programı Seçmeli Transfer Dersi 1, 2, 3
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans / 3-4
Dönem	Güz, Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, ulusal ve uluslararası değişim programlarında alınan disiplin içi ve disiplinler arası derslerin, program dışı öğrenme hareketliliğinin tanınması, program ve bilgi sistemine transfer edilmesi için oluşturulmuştur.

**COURSE RECORD**

Code	<b>BAG 491</b>
Name	<b>General Transfer Elective 1</b>
Hour per week	3 (3+0)
Credit	3
ECTS	3
Level/Year	Undergraduate / 2-3
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring non-business management or elementary level courses taken at national or international exchange to the program and information system.
Objectives	Enriching cultural perspectives, and business management background. Improving professional mindset.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Generate an understanding on cultures, societies or technologies. LO2. Determine the idea of alternative thinking. LO3. Conduct a review or new perspective to enrich personal or professional development. LO4. Create an academic output in a disciplinary or interdisciplinary perspective.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	5	4	4	5	5	4	4	4
L02	4	5	5	5	4	4	5	4	5	4
L03	5	5	5	5	4	5	5	4	5	5
L04	5	5	4	4	3	4	4	3	4	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BAG 491</b>
İsmi	<b>Genel Seçmeli Transfer Dersi 1</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	3
Seviye/Yıl	Lisans / 2-3
Dönem	Güz, Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, ulusal ve uluslararası değişim programlarında alınan başlangıç seviyesindeki ya da işletme bölümü olmayan derslerin, program dışı öğrenme hareketliliğinin tanınması, program ve bilgi sistemine transfer edilmesi için oluşturulmuştur.

**COURSE RECORD**

Code	<b>BAG 492, BAG 493, BAG 494</b>
Name	<b>General Transfer Elective 2, 3, 4</b>
Hour per week	3 (3+0)
Credit	3
ECTS	4
Level/Year	Undergraduate / 2-3
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring non-business management or elementary level courses taken at national or international exchange to the program and information system.
Objectives	Enriching cultural perspectives, and business management background. Improving professional mindset.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Generate an understanding on cultures, societies or technologies. L02. Determine the idea of alternative thinking. L03. Conduct a review or new perspective to enrich personal or professional development. L04. Create an academic output in a disciplinary or interdisciplinary perspective.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	5	4	4	5	5	4	4	3
L02	4	5	5	5	4	4	5	4	5	4
L03	5	5	5	5	4	5	5	4	5	5
L04	5	5	4	4	3	4	4	3	4	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03, L04

**DERS BİLGİLERİ**

Kodu	<b>BAG 492, BAG 493, BAG 494</b>
İsmi	<b>Genel Seçmeli Transfer Dersi 2, 3, 4</b>
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	4
Seviye/Yıl	Lisans / 2-3
Dönem	Güz, Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, ulusal ve uluslararası değişim programlarında alınan başlangıç seviyesindeki ya da işletme bölümü olmayan derslerin, program dışı öğrenme hareketliliğinin tanınması, program ve bilgi sistemine transfer edilmesi için oluşturulmuştur.

**COURSE RECORD**

Code	<b>BAX 131</b>
Name	<b>Digital Learning Platform Transfer Elective 1</b>
Hour per week	1 (1+0)
Credit	1
ECTS	3
Level/Year	Undergraduate / 2-3
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring non-business management or elementary level courses taken from digital learning platforms.
Objectives	Enriching students' perspective and background knowledge on different topics and fields that are not only limited to the resources of the university Improving personal or professional skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Improve their self-learning skills LO2. Critique the course outputs (or course content) that they have registered LO3. Relate the course content with individual fields

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	2	1	2	1	1	1	2	2
L02	5	5	3	2	1	1	2	2	3	3
L03	5	4	3	2	2	1	3	2	2	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03

**COURSE RECORD**

Code	<b>BAX 132</b>
Name	<b>Digital Learning Platform Transfer Elective 2</b>
Hour per week	1 (3+0)
Credit	1
ECTS	3
Level/Year	Undergraduate / 2-3
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring non-business management or elementary level courses taken from digital learning platforms.
Objectives	Enriching students' perspective and background knowledge on different topics and fields that are not only limited to the resources of the university Improving personal or professional skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Improve their self-learning skills LO2. Critique the course outputs (or course content) that they have registered LO3. Relate the course content with individual fields

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	2	1	2	1	1	1	2	2
L02	5	5	3	2	1	1	2	2	3	3
L03	5	4	3	2	2	1	3	2	2	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03



**COURSE RECORD**

Code	<b>BAX 141</b>
Name	<b>Digital Learning Platform Basic Transfer Elective 1</b>
Hour per week	1(1+0)
Credit	1
ECTS	4
Level/Year	Undergraduate / 2-3
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring elementary level disciplinary or interdisciplinary courses taken from digital learning platforms.
Objectives	Enriching students' perspective and background knowledge on different topics and fields that are not only limited to the resources of the university Improving personal or professional skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Improve their self-learning skills LO2. Critique the course outputs (or course content) that they have registered LO3. Relate the course content with individual fields

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	2	1	2	1	1	1	2	2
L02	5	5	3	2	1	1	2	2	3	3
L03	5	4	3	2	2	1	3	2	2	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03

**COURSE RECORD**

Code	<b>BAX 142</b>
Name	<b>Digital Learning Platform Basic Transfer Elective 2</b>
Hour per week	1(1+0)
Credit	1
ECTS	4
Level/Year	Undergraduate / 2-3
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring elementary level disciplinary or interdisciplinary courses taken from digital learning platforms.
Objectives	Enriching students' perspective and background knowledge on different topics and fields that are not only limited to the resources of the university Improving personal or professional skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Improve their self-learning skills LO2. Critique the course outputs (or course content) that they have registered LO3. Relate the course content with individual fields

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	2	1	2	1	1	1	2	2
L02	5	5	3	2	1	1	2	2	3	3
L03	5	4	3	2	2	1	3	2	2	2

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03

**COURSE RECORD**

Code	<b>BAX 151</b>
Name	<b>Digital Learning Platform Advanced Transfer Elective 1</b>
Hour per week	1(1+0)
Credit	1
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring the disciplinary and interdisciplinary based courses taken from digital learning platforms.
Objectives	Enriching cultural perspectives, and managerial background. Improving professional skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Improve their self-learning skills LO2. Critique the course outputs (or course content) that they have registered LO3. Relate the course content with individual fields LO4. Create an academic output in an interdisciplinary and transdisciplinary perspective.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	2	1	2	1	1	1	2	2
L02	5	5	3	2	1	1	2	2	3	3
L03	5	4	3	2	2	1	3	2	2	2
L04	4	4	3	2	1	1	2	2	1	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03, L04

**COURSE RECORD**

Code	<b>BAX 152</b>
Name	<b>Digital Learning Platform Advanced Transfer Elective 2</b>
Hour per week	1(1+0)
Credit	1
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall, Spring
Type	Elective
Prerequisites	-
Description	This course is constituted for the recognition of credit mobility and transferring the disciplinary and interdisciplinary based courses taken from digital learning platforms.
Objectives	Enriching cultural perspectives, and managerial background. Improving professional skills.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Improve their self-learning skills LO2. Critique the course outputs (or course content) that they have registered LO3. Relate the course content with individual fields LO4. Create an academic output in an interdisciplinary and transdisciplinary perspective.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	2	1	2	1	1	1	2	2
L02	5	5	3	2	1	1	2	2	3	3
L03	5	4	3	2	2	1	3	2	2	2
L04	4	4	3	2	1	1	2	2	1	4

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

Topic	Outcomes
Differs to the details of transferred course	L01, L02, L03, L04