

YAŞAR UNIVERSITY
THE FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2007-2008 ACADEMIC YEAR COURSE PROGRAMME

1. Semester

Code	Courses	Credits
ECO 101	Introduction to Economics - I	3 - 0 - 3
BUS 105	Calculus for Business and Economics I	3 - 0 - 3
BUS 111	Introduction to Business - I	3 - 0 - 3
SOC 101	Introduction to Sociology	3 - 0 - 3
ENG 101	English and Composition - I	3 - 0 - 3
TURK 101	Turkish - I	2 - 0 - 0
Total Credits		15

2. Semester

Code	Courses	Credits
ECO 102	Introduction to Economics - II	3 - 0 - 3
BUS 106	Calculus for Business and Economics -II	3 - 0 - 3
BUS 112	Introduction to Business - II	3 - 0 - 3
PSY 102	Introduction to Psychology	3 - 0 - 3
CE 122	Information Technology	2 - 2 - 3
ENG 102	English and Composition - II	3 - 0 - 3
TURK 102	Turkish II	2 - 0 - 0
Total Credits		18

3. Semester

Code	Courses	Credits
BUS 211	Principles of Accounting - I	3 - 0 - 3
STAT 111	Principles of Statistics - I	3 - 0 - 3
POL 201	Introduction to Political Science	3 - 0 - 3
ECO 201	Microeconomics	3 - 0 - 3
LAW 201	Introduction to Law	3 - 0 - 3
HIST 201	Atatürk's Principles and History of Turkish Reforms - I	2 - 0 - 0
Total Credits		15

4. Semester

Code	Courses	Credits
BUS 212	Principles of Accounting - II	3 - 0 - 3
STAT 112	Principles of Statistics - II	3 - 0 - 3
POL 206	Public Administration	3 - 0 - 3
ECO 202	Macroeconomics	3 - 0 - 3
LAW 202	Commercial Law	3 - 0 - 3
HIST 202	Atatürk's Principles and History of Turkish Reforms - II	2 - 0 - 0
Total Credits		15

5. Semester

Code	Courses	Credits
BUS 311	Business Finance - I	3 - 0 - 3
BUS 321	Marketing - I	3 - 0 - 3
BUS 331	Managerial Accounting	3 - 0 - 3
BUS 341	Production and Operations Management - I	3 - 0 - 3
BUS 355	Management and Organizational Behavior	3 - 0 - 3
	Elective (1)	3 - 0 - 3
Total Credits		18

6. Semester

Code	Courses	Credits
BUS 312	Business Finance - II	3 - 0 - 3
BUS 322	Marketing - II	3 - 0 - 3
BUS 332	Cost Accounting	3 - 0 - 3
BUS 342	Production and Operations Management - II	3 - 0 - 3
BUS 362	Research Methodology	3 - 0 - 3
	Elective (1)	3 - 0 - 3
Total Credits		18

7. Semester

Code	Courses	Credits
BUS 411	Marketing Research	3 - 0 - 3
BUS 425	Organizational Theory	3 - 0 - 3
BUS 427	Business Policy	3 - 0 - 3
	Electives (3)	9 - 0 - 9
Total Credits		18

8. Semester

Code	Courses	Credits
BUS 412	Investment Analysis	3 - 0 - 3
BUS 434	Entrepreneurship and Small Business Management	3 - 0 - 3
	Electives (3)	9 - 0 - 9
Total Credits		15

Total Credits: 132

Electives			
FALL SEMESTER			
BUS	305	Computer Aided Accounting	3 - 0 - 3
BUS	371	Financial Markets and Institutions	3 - 0 - 3
BUS	413	Project Management	3 - 0 - 3
BUS	471	Financial Statement Analysis	3 - 0 - 3
ECO	361	Labor Economics	3 - 0 - 3
ECO	411	Applied Econometrics	3 - 0 - 3
ECO	431	Contemporary Issues in Turkish Economy	3 - 0 - 3
ECO	445	Managerial Economics	3 - 0 - 3
ECO	457	Economics of Income Distribution	3 - 0 - 3
ECO	461	Environmental Economics	3 - 0 - 3
ECO	475	European Union, The Customs Union and Turkey	3 - 0 - 3
SPRING SEMESTER			
BUS	366	Management Information Systems	3 - 0 - 3
BUS	414	International Marketing	3 - 0 - 3
BUS	466	Human Resources Management	3 - 0 - 3
BUS	480	International Finance	3 - 0 - 3
BUS	482	Marketing Financial Services	3 - 0 - 3
ECO	452	Turkish Tax System	3 - 0 - 3
ECO	478	International Political Economy	3 - 0 - 3

**DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE DESCRIPTIONS**

FIRST YEAR

Fall (Semester 1)

ECO 101 Introduction to Economics I (3, 0, 3)

Nature, scope and methods of economics; theories of supply and demand; economic systems and the role of government; theories of production and consumer behavior in regulated and unregulated industries; market structures and pricing practices.

BUS 105 Calculus for Business and Economics I (3, 0, 3)

Introduction to basics of mathematics; real numbers and functions. Equations of straight lines and curves; graphical analysis in business and economics; integrals and rules of differentiation with applications in business and economics.

BUS 111 Introduction to Business I (3, 0, 3)

Basic concepts, principles and activities of businesses; structures and types of businesses; fundamental transactions within and among the businesses; discussions on business development.

SOC 101 Introduction to Sociology (3, 0, 3)

Introduction to basic concepts and theories in sociology; an understanding of human behavior and attitudes in groups and society; problems of identity and social status; social stratification and development.

ENG 101 English and Composition I (3, 0, 3)

Introduces strategies of essay writing on various subjects and topics, including essays of analyzing, defining, contrasting and comparing. Besides, the course aims to develop students' grammatical competence and verbal skills in English.

TURK 101 Turkish I (2, 0, 0)

The purpose of this course is to teach the students the fundamental characteristics of the Turkish language, linguistics and grammar. Over the course by using some stories, novels and poems of Turkish writers, the use of Turkish as a literary language will be illustrated. Additionally, the relationship between the Turkish language and culture, and the significance of language in expressing and expending culture will be illustrated with various examples.

Spring (Semester 2)

ECO 102 Introduction to Economics II (3, 0, 3)

Macro approaches in economic systems ;national income and its elements; basics of public finance; economic growth and development; inflation and unemployment; international trade, budget deficits, international finance and banking.

BUS 106 Calculus for Business and Economics II (3, 0, 3)

Derivatives and integrals; differential equations and their applications in business and economics; curve sketching; exponential and logarithmic functions and their applications in business and economics.

CE 122 Information Technology (2, 2, 3)

Introduces advanced skills, concepts and capabilities for effective use of information technology; including operating systems, application software, hardware technology networks, internet and database management.

BUS 112 Introduction to Business II (3, 0, 3)

Production, Marketing, Accounting, Finance and Research and Development functions in an organization. Investing in securities markets and case studies in businesses.

PSY 102 Introduction to Psychology (3, 0, 3)

Basic concepts and principles in psychology; stereotypes, persuasion, attitudes and attitude change; group dynamics, leadership and socialization, conformity and organizational dynamics. The emphasis is given on theory and research as well as application of the principles within the framework of social influences on behaviors.

ENG 102 English and Composition II (3, 0, 3)

Introduces strategies of essay writing on various subjects and topics; including essays of analysing, defining, contrasting and comparing. Besides, the course aims to develop students' grammatical competence and verbal skills in English.

TURK 102 Turkish II (2, 0, 0)

The purpose of this course is to teach the students the fundamental characteristics of the Turkish language, linguistics and grammar. Over the course by using some stories, novels and poems of Turkish writers, the use of Turkish as a literary language will be illustrated. Additionally, the relationship between the Turkish language and culture and the significance of language in expressing and expanding culture will be illustrated with various examples.

SECOND YEAR**Fall (Semester 3)****BUS 211 Principles of Accounting I (3, 0, 3)**

Basic concepts and terms in accounting; principles of basic accounts, recording and book keeping techniques; basics of financial statements.

STAT 111 Principles of Statistics I (3, 0, 3)

Basics of probability and descriptive statistics; data analysis and statistical methods; means, medium and proportions; analysis of variance; simple linear regression and correlation; analysis of categorical data.

POL 201 Introduction to Political Science (3, 0, 3)

Evolution of society, nation and the state; basic state bodies, institutions and the interactions among them; electoral systems and political regimes.

ECO 201 Microeconomics (3, 0, 3)

Price determination, resource allocation, and pricing in a market economy; theory of consumer behavior; demand elasticity theory; evolution of welfare economics.

LAW 201 Introduction to Law (3, 0, 3)

Basic concepts and principles of law; sources and branches of law; freedoms and rights, responsibilities and liabilities in transactions, business and its legal environment.

HIST 201 Atatürk's Principles & History of Turkish Reforms I (2, 0, 0)

The reasons and forms of New Turkish Republic from Ottoman Empire, the revolutions related to New Republic, the reasons that led Turkish Revolution and research of the important stages of Independence War, baseline of Turkish Republic Government and scientific interpretation of the basic principles in Constitution.

Spring (Semester 4)**BUS 212 Principles of Accounting II (3, 0, 3)**

Analysis of the balance sheet; analysis of financial statements; analysis of equity, assets, and liabilities on the financial statements; study on the Turkish Uniform Accounting System.

STAT 112 Principles of Statistics II (3, 0, 3)

Statistical ideas and their relevance to public policy, managerial, social and natural sciences. Brief history of statistics. Focus on making students potential users of statistical evidence. Statistical thinking for presentation and analysis of data. Summary statistics and elements of exploratory data analysis. Introduction to use of computer solving tools.

POL 206 Public Administration (3, 0, 3)

Fundamentals of state structure; development and administrative process of state bureaucracy; political role of agencies that make and carry out public policies; characteristics of bureaucratic policy making.

ECO 202 Macroeconomics (3, 0, 3)

Factors determining aggregate level of national income, employment, and prices; interactions among the goods, labor and asset markets of the economy; major economic issues such as inflation, unemployment, and budget deficits; balances of public finance.

LAW 202 Commercial Law (3, 0, 3)

Basic concepts and terms of the commercial law and commercial business; legal procedures on the topics of commerce title and the other commercial names, commercial register, unfair competition, commercial inventories, current account, partnership law, legal document law, promissory notes, law of insurance and law of sea trade.

HIST 202 Atatürk's Principles & History of Turkish Reforms II (2, 0, 0)

The revolutions which are actualized on political, legal, social, economical and cultural fields, foreign policy of Atatürk's period; determining the new economy policy; Armenian issue, domestic and foreign developments between 1938-1945 and 1945-1950.

THIRD YEAR

Fall (Semester 5)

BUS 311 Business Finance I (3, 0, 3)

Finance function within the business enterprises, techniques of financial management, analysis of financial statements, working capital management, financial planning and control, cash management; institutional and international environment of the firm, and case studies.

BUS 321 Marketing I (3, 0, 3)

Basic principles and concepts of marketing, functions, and institutional structure at macro level; marketing strategy and policies at micro level; problems of cost and productivity, viewpoints of society, consumer and marketing manager; case analysis, and marketing-simulation games.

BUS 331 Managerial Accounting (3, 0, 3)

A study of the accounting information in managerial analysis and decision making; analysis of the output of the accounting system for planning and controlling activities of an organization; formulation of budgets as a planning and control device; variance analysis, performance measurement and transfer pricing.

BUS 341 Production and Operations Management I (3, 0, 3)

Basic principles and methods of manufacturing production; manufacturing facilities, plant and equipment; Markov analysis; transition probabilities and matrices; deterministic and probabilistic applications; operating characteristics; single and multi-channel queues and simulation techniques.

BUS 355 Management and Organizational Behavior (3, 0, 3)

Introduction of basic elements of human relations and their importance in our day to day relationships with others. Special emphasis is given to the study of group dynamics, leadership, morale, communication and organizational behaviors as it affects productivity in a business enterprise.

Spring (Semester 6)

BUS 312 Business Finance II (3, 0, 3)

Financial management; nature of financial system; capital budgeting; cost of capital and capital structure; risk management, dividend policies, and case studies.

BUS 322 Marketing II (3, 0, 3)

Analytical principles used in development of strategies for solving marketing problems; policy areas of product, price, channels, and promotion integrated in development of the firm's total marketing effort.

BUS 332 Cost Accounting (3, 0, 3)

Cost concepts, cost-volume-profit relationships, job order costing, process costing, standard costing and direct costing. Cost reports and cost control techniques will be emphasized throughout the course.

BUS 342 Production and Operations Management II (3, 0, 3)

Recent developments in manufacturing production; operational impacts of technological, economic and social changes, and related trends; private and public sector policy implications.

BUS 362 Research Methodology (3, 0, 3)

Applications of statistical techniques, including forecasting and business decision-making; applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series and index numbers.

FOURTH YEAR**Fall (Semester 7)****BUS 411 Marketing Research (3, 0, 3)**

The marketing research process, designing, conducting, and using market research studies. Survey and experimental designs. Data analysis using statistical software packages.

BUS 425 Organizational Theory (3, 0, 3)

This course examines what an organization is and how it functions. Course topics include theories and practical information about organizations, models for decision making and environmental factors and their effects on organizations.

BUS 427 Business Policy (3, 0, 3)

A course dealing with strategy decisions and their implementation, executive action, and the administrative behavior involved in managing total enterprises. The student is confronted with complex company situations to develop ideas essential to overall managerial direction. Emphasis is on implications of changing environments on business strategy and on the task of developing a corporate competitive strategy.

Spring (Semester 8)**BUS 412 Investment Analysis (3, 0, 3)**

Characteristics and valuation of common stocks, bonds, options, function and efficiency of securities markets; theory and practice of portfolio selection.

BUS 434 Entrepreneurship and Small Business Management (3, 0, 3)

Operating a small business, including qualifications, choosing a location, capital, merchandising, control, credit and promotion. Strategies for the implementation of business plans, in the process developing and acquiring the skills necessary to take an idea to its commercial reality, the use of case method

ELECTIVE COURSES**Fall Semester****BUS 305 Computer Aided Accounting (3, 0, 3)**

Computer spreadsheet techniques and software. The use of spreadsheet methods and techniques in solving accounting problems. Computerized accounting systems. Commercial software for accounting applications.

BUS 371 Financial Markets and Institutions (3, 0, 3)

Analysis of the trade-offs between risk and return for financial institutions. Special attention on new activities of these institutions. Analysis conducted within the scope of the modern theory of portfolio management and capital structure.

BUS 413 Project Management (3, 0, 3)

The functions of the project management and project control, understanding the project, defining the risks of project and risk management, identifying and applying the steps of the project, preparation of plans and programs, budgeting the project, managing and evaluating the project.

BUS 471 Financial Statement Analysis (3, 0, 3)

Basic financial statements. Analysis of financial information arising primarily from the financial reports. Particular emphasis on the applications in equity (share) valuation decisions in various contexts, case studies.

ECO 361 Labor Economics (3, 0, 3)

Basic concepts and terms on the labor economics; functioning of labor markets; labor supply decisions, investment in human capital, compensating wage differentials, labor contract theory, labor unions, economics of unemployment and government employment policies.

ECO 411 Applied Econometrics (3, 0, 3)

The course focuses on important applications and empirical implementations of econometric techniques. It covers a wide variety of problems often faced by economists in both public and private sectors and introduces a standard computer package to carry out empirical studies.

ECO 431 Contemporary Issues in Turkish Economy (3,0,3)

Turkish Economy from 1980s to date; financial liberalization; contemporary problems confronting the Turkish economy; structural adjustment reforms and macroeconomic policies.

ECO 445 Managerial Economics (3, 0, 3)

Analysis of the management processes associated with resource acquisition and allocation. Theories of demand, production, cost and pricing, with emphasis on applications and the forecasting of business and financial conditions. Quantitative methods are stressed.

ECO 457 Economics of Income Distribution (3, 0, 3)

A study of personal, family or household income distribution; the emphasis is placed on inequality measures and measurement problems and on applied research concerning the earned income distributions in Turkey and other countries

ECO 461 Environmental Economics (3, 0, 3)

Economic basis of environmental issues and policies; examination of property rights, externalities and property-related environmental problems; alternative policies are analyzed, involving such issues as air and water pollution, solid-waste disposal, hazardous substances, and protection of endangered species.

ECO 475 European Union, The Customs Union and Turkey (3, 0, 3)

Specific European Union policies on economic, industrial, trade, competition, and consumer protection issues; review of Turkey's integration process to the European Union.

Spring Semester**BUS 366 Management Information Systems (3, 0, 3)**

Use of information systems in organizations. Tools for successful design, implementation, operation and maintenance of MIS. Restructuring the report writing and decision making processes with the use of management information systems.

BUS 414 International Marketing (3, 0, 3)

Necessary marketing knowledge and skills to understand and function effectively in a global environment. International marketing concepts and applications. Cultural sensitivity, enhancing analytical and creative skills.

BUS 466 Human Resources Management (3, 0, 3)

Functions of human resource management within the organization; legal basis of personnel management; recruitment and selection, performance appraisal, employee development, compensation planning and employee relations.

BUS 480 International Finance (3,0,3)

Foreign exchange markets, exchange rate determination theories, forecasting and international trade financing, aspects of financial Management for Multinational Corporation. A project on Turkey will be assigned.

BUS 482 Marketing Financial Services (3,0,3)

Marketing Management process for financial services, Customer Behavior in Service Encounters, Segmentation, Targeting, Positioning decisions for financial services, Developing and Managing Financial Products: Core and Supplementary Elements,

Distributing Financial Services, Pricing decisions for Financial Services, Communication and Promotion for Financial Services, Managing Customer Relationships in financial services market.

ECO 452 Turkish Tax System (3, 0, 3)

Historical development of the Turkish tax system; structure of the tax system, taxes based on income, expenditures, wealth and transfer of wealth; elasticity of the tax system and tax burden.

ECO 478 International Political Economy (3, 0, 3)

Interdependence of economic and political factors at the international level; the post World War II international economic order; regional integration in theory and practice; evolution of the international monetary system and its principal institutions as dominating political actors in world politics.