

YAŞAR UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
DEPARTMENT OF BUSINESS ADMINISTRATION - COURSE PROGRAMME

1. Semester

FRESHMEN

2. Semester

CODE	COURSE	CREDIT
ECON 101	Introduction to Economics – I	5(3,0,3)
BUSN 103	Calculus for Business & Economics – I	6(3,0,3)
BUSN 101	Introduction to Business – I	6(3,0,3)
BUSN 105	Introduction to Psychology	6(3,0,3)
BENG 101	English for Specific Purposes in Business - I	3(3,0,3)
TURK 011	Turkish – I	1(2,0,2)
UFND 010	Human Sciences	2(2,0,2)
HIST 011	Atatürk's Principles and History of Turkish Revolution– I	1(2,0,2)
TOTAL CREDITS (21 YU CREDIT)		30

CODE	COURSE	CREDIT
ECON 102	Introduction to Economics - II	5(3,0,3)
BUSN 104	Calculus for Business & Economics – II	6(3,0,3)
BUSN 102	Introduction to Business - II	6(3,0,3)
UFIT 010	Information Technologies	3(2,2,3)
BENG 102	English for Specific Purposes in Business - II	3(3,0,3)
TURK 012	Turkish – II	1(2,0,2)
HIST 012	Atatürk's Principles and History of Turkish Revolution – II	1(2,0,2)
UFND 030	Design Culture	2(2,0,2)
UFND 070	Social Responsibility	1(0,2,1)
UFND 040	Aesthetics	2(2,0,2)
TOTAL CREDITS (24 YU CREDIT)		30

3. Semester

SOPHOMORE

4. Semester

CODE	COURSE	CREDIT
BUSN 201	Principles of Accounting – I	6(3,0,3)
STAT 111	Principles of Statistics – I	6(3,0,3)
ECON 201	Microeconomics	6(3,0,3)
LAWS 270	Introduction to Law	4(3,0,3)
BENG 201	English for Specific Purposes in Business – III	3(3,0,3)
UFND 020	Reporting and Presentation Techniques	2(2,0,2)
UFND 050	Ethics	2(2,0,2)
TOTAL CREDITS (19 YU CREDIT)		29

CODE	COURSE	CREDIT
BUSN 202	Principles of Accounting – II	6(3,0,3)
STAT 112	Principles of Statistics – II	6(3,0,3)
ECON 202	Macroeconomics	6(3,0,3)
LAWS 280	Commercial Law	4(3,0,3)
BENG 202	English for Specific Purposes in Business - IV	3(3,0,3)
BUSN 204	Management Science	4(3,0,3)
UFND 060	Project Design	2(2,0,2)
TOTAL CREDITS (20 YU CREDIT)		31

5. Semester

JUNIOR

6. Semester

CODE	COURSE	CREDIT
BUSN 301	Business Finance – I	5(3,0,3)
BUSN 303	Marketing – I	5(3,0,3)
BUSN 305	Managerial Accounting	5(3,0,3)
FIELD ELECTIVES (minimum + 15 ECTS)		15
TOTAL CREDITS (18 YU CREDIT)		30

CODE	COURSE	CREDIT
BUSN 302	Business Finance – II	5(3,0,3)
BUSN 304	Marketing – II	5(3,0,3)
BUSN 306	Cost Accounting	5(3,0,3)
FIELD ELECTIVES (minimum + 15 ECTS)		15
TOTAL CREDITS (18 YU CREDIT)		30

7. Semester

SENIOR

8. Semester

CODE	COURSE	CREDIT
BUSN 401	Marketing Research	5(3,0,3)
BUSN 403	Organizational Theory	5(3,0,3)
BUSN 405	Business Policy	5(3,0,3)
FIELD ELECTIVES (minimum + 15 ECTS)		15
TOTAL CREDITS (18 YU CREDIT)		30

CODE	COURSE	CREDIT
BUSN 402	Investment Analysis	6(3,0,3)
BUSN 404	Entrepreneurship and Small Business Management	6(3,0,3)
FIELD ELECTIVES (minimum + 18 ECTS)		18
TOTAL CREDITS (15 YU CREDIT)		30

Total Credits: Minimum 240 ECTS / 153 YC

FIELD ELECTIVES

FALL SEMESTER

CODE	COURSE	CREDIT
BUSN 010	Principles of Business Administration	6(3,0,3)
BUSN 351	Computer Aided Accounting	5(3,0,3)
BUSN 353	Risk Management and Insurance	5(3,0,3)
BUSN 355	E – Commerce	5(3,0,3)
BUSN 357	Financial Markets and Institutions	5(3,0,3)
BUSN 359	Management and Organizational Behavior	5(3,0,3)
BUSN 361	Production and Operations Management	5(3,0,3)
BUSN 451	Project Management	6(3,0,3)
BUSN 453	Marketing Policies and Strategies	6(3,0,3)
BUSN 455	Financial Statement Analysis	5(3,0,3)
BUSN 457	International Business	5(3,0,3)
ECON 309	Labor Economics	4(3,0,3)
ECON 401	Contemporary Issues in Turkish Economy	5(3,0,3)
ECON 450	Managerial Economics	5(3,0,3)
ECON 453	Applied Econometrics	7(3,0,3)
ECON 457	European Union, The Customs Union and Turkey	4(3,0,3)
ECON 459	Economics of Income Distribution	5(3,0,3)
ECON 460	International Political Economy	4(3,0,3)
ECON 465	Comparative Economics Systems	4(3,0,3)
IENG 419	Enterprise Resource Planning	5(2,2,3)
BTRN 010	Vocational Training (1 month) (Compulsory if selected)	5

SPRING SEMESTER

CODE	COURSE	CREDIT
BUSN 010	Principles of Business Administration	6(3,0,3)
BUSN 020	Accounting	5(3,0,3)
BUSN 106	Principles of Organization and Management	6(3,0,3)
BUSN 352	Quality Management	5(3,0,3)
BUSN 354	Management Information Systems	5(3,0,3)
BUSN 356	Supply Chain Management	5(3,0,3)
BUSN 358	Business to Business Marketing	5(3,0,3)
BUSN 362	International Marketing	5(3,0,3)
BUSN 364	Research Methodology in Social Science	5(3,0,3)
BUSN 454	Human Resources Management	7(3,0,3)
BUSN 456	International Finance	7(3,0,3)
BUSN 458	Financial Services Marketing	7(3,0,3)
BUSN 460	Project Management in Business	7(3,0,3)
BUSN 464	Auditing	5(3,0,3)
ECON 458	Environmental Economics	4(3,0,3)
ECON 462	Turkish Tax System	4(3,0,3)

DEPARTMENT OF BUSINESS ADMINISTRATION
DESCRIPTION OF THE COURSES

FIRST YEAR (FRESHMAN)

Fall (Semester 1)

BUSN 101 Introduction to Business - I (3, 0, 3) 6

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

BUSN 103 Calculus for Business & Economics - I (3, 0, 3) 6

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.

BUSN 105 Introduction to Psychology (3, 0, 3) 6

Basic concepts and principles in psychology; stereotypes, persuasion, changes in attitudes and behaviors; group dynamics, leadership and socialization, 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.

ECON 101 Introduction to Economics – I (3, 0, 3) 5

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.

BENG 101 English for Specific Purposes in Business - I (3, 0, 3) 3

Aims to bring students to a level of competency in business correspondence and verbal communication in business context. Besides, the course aims to help students communicate easily by using terms and words commonly used in business life.

TURK 011 Turkish – I (2, 0, 2) 1

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.

HIST 011 Atatürk's Principles and History of Turkish Reforms – I (2, 0, 2) 1

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

UFND 010 Human Sciences (2, 0, 2) 2

Introduction to human science, sociology, social anthropology, psychology. Historical development, basic terminology and theories of human sciences.

Spring (Semester 2)

BUSN 102 Introduction to Business - II (3, 0, 3) 6

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

BUSN 104 Calculus for Business and Economics - II (3, 0, 3) 6

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.

ECON 102 Introduction to Economics – II (3, 0, 3) 5

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.

UFIT 010 Information Technologies (2, 2, 3) 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.

BENG 102 English for Specific Purposes in Business - II (3, 0, 3) 3

Aims to bring students to a level of competency in business correspondence and verbal communication in business context. Besides, the course aims to help students communicate easily by using terms and words commonly used in business life.

TURK 012 Turkish – II (2, 0, 2) 1

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.

HIST 012 Atatürk's Principles and History of Turkish Reforms – II (2, 0, 2) 1

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

UFND 030 Design Culture (2, 0, 2) 2

Interaction of designs like art objects, daily used objects and architectural structures with culture. Reflection of cultural structures like mythology, religion, life styles and economy to art and design.

UFND 040 Aesthetics (2, 0, 2) 2

Theories of aesthetics theorists like Socrates, Plato, Aristotle, Hume, Burke, Kant, Schiller, Hegel, Schopenhauer, Nietzsche, Benjamin, Heidegger, Brecht, Adorno and their reflections to past and current art.

UFND 070 Social Responsibility (0, 2, 1) 1

Common obligatory course for all departments in university. Students build up and execute their social responsibility projects. This course provides responsibility and environmental consciousness and necessary practical and contemporary information for social aid to one another.

SECOND YEAR (SOPHOMORE)**Fall (Semester 3)****BUSN 201 Principles of Accounting – I (3, 0, 3) 6**

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) 6

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.

ECON 201 Microeconomics (3, 0, 3) 6

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

LAWS 270 Introduction to Law (3, 0, 3) 4

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

UFND 020 Reporting and Presentation Techniques (2, 0, 2) 2

This course is designed to help students in preparing a report by evaluating qualitative and quantitative data, report writing and report presentation both oral and written. The course also provides an understanding about business research methods and visual objects used in communication in business.

UFND 050 Ethics (2, 0, 2) 2

Study of basic theories of ethical philosophy of Plato, Aristotle, Augustine, Kant, Mill, Schopenhauer, Nietzsche, Camus, Sartre and their reflection to today's ethical problems.

BENG 201 English for Specific Purposes in Business - III (3, 0, 3) 3

Introduces strategies of presentation, business correspondence and job interviews and handles the probable problems to come out with a solution-based method. Besides, the course aims to help students become familiar with commonly used concepts of business life.

Spring (Semester 4)

BUSN 202 Principles of Accounting – II (3, 0, 3) 6

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.

BUSN 204 Management Science (3, 0, 3) 4

Mathematical models to assist in managerial decision making in business and other organizations, deterministic decision-making problems where there are constraints on available actions, methods of optimization and basic methods of linear programming, decision analysis to problems in risk assessment and risk evaluation, decision making in risk analysis is examined across a wide set of management engineering problems including case studies in environmental risk, product liability, facilities design.

STAT 112 Principles of Statistics – II (3, 0, 3) 6

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.

ECON 202 Macroeconomics (3, 0, 3) 6

Factors determining aggregate level of national income, employment and salaries; 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.

LAWS 280 Commercial Law (3, 0, 3) 4

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.

UFND 060 Project Design (2, 0, 2) 2

Stages of various products from idea to consumer and reflection of this process to design. Production techniques, economics, target market, marketing and their relationships to design.

BENG 202 English for Specific Purposes in Business - IV (3, 0, 3) 3

Introduces strategies of presentation, business correspondence and job interviews and handles the probable problems to come out with a solution-based method. Besides, the course aims to help students become familiar with commonly used concepts of business life.

THIRD YEAR (JUNIOR)

Fall (Semester 5)

BUSN 301 Business Finance – I (3, 0, 3) 5

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.

BUSN 303 Marketing – I (3, 0, 3) 5

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.

BUSN 305 Managerial Accounting (3, 0, 3) 5

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.

ELECTIVES (Minimum + 15 ECTS)

Spring (Semester 6)

BUSN 302 Business Finance – II (3, 0, 3) 5

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

BUSN 304 Marketing – II (3, 0, 3) 5

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.

BUSN 306 Cost Accounting (3, 0, 3) 5

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.

ELECTIVES (Minimum + 15 ECTS)

FOURTH YEAR (SENIOR)

Fall (Semester 7)

BUSN 401 Marketing Research (3, 0, 3) 5

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

BUSN 403 Organizational Theory (3, 0, 3) 5

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.

BUSN 405 Business Policy (3, 0, 3) 5

A course dealing with strategy decisions and their implementation, executive action, and the administrative behavior involved in managing total enterprises. Emphasis is on implications of changing environments on business strategy and on the task of developing a corporate competitive strategy.

ELECTIVES (Minimum + 15 ECTS)

Spring (Semester 8)

BUSN 402 Investment Analysis (3, 0, 3) 6

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

BUSN 404 Entrepreneurship and Small Business Management (3, 0, 3) 6

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

ELECTIVES (Minimum + 15 ECTS)

ELECTIVES (Fall Semester)

BUSN 010 Principles of Business Administration (3, 0, 3) 6

Basic business concepts and terminology, preliminary study into the areas of economics, business, business management, human resource management, marketing, accounting and finance.

BUSN 351 Computer Aided Accounting (3, 0, 3) 5

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

BUSN 353 Risk Management and Insurance (3, 0, 3) 5

Models, financing, and strategies for managing the risks faced by individuals, organizations, and society. The sources of risk, the effects of risk on the decisions of individuals and firms, the impact of these decisions on society, and the management of risk through financial institutions.

BUSN 355 E – Commerce (3, 0, 3) 5

Basic business practices using electronic commerce and examination the aspects of electronic commerce. Current practices and opportunities in electronic shopping, electronic distribution and database issues. In addition, security, privacy, intellectual property and economic analysis are to be mentioned.

BUSN 357 Financial Markets and Institutions (3, 0, 3) 5

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.

BUSN 359 Management and Organizational Behavior (3, 0, 3) 5

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.

BUSN 361 Production and Operations Management (3, 0, 3) 5

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.

BUSN 451 Project Management (3, 0, 3) 6

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.

BUSN 453 Marketing Policies and Strategies (3, 0, 3) 6

Definition and meaning of marketing policy; identify the strategies used in product planning in an competitive environment; quality control and management issues. Pricing strategies, yield management, promotional strategies and communication efforts to build brand image in an international market. Case studies will be used to enhance students' understanding about marketing policies and strategies.

BUSN 455 Financial Statement Analysis (3, 0, 3) 5

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.

BUSN 457 International Business (3, 0, 3) 5

Country-market differences, trade and investment patterns, the international financial environment, issues in business-government relations and strategies for international business. Strategic and operational issues that firms face when they do business abroad. Challenges, country-market analysis and entry strategies, negotiations and diplomacy, cooperative ventures, design and control of international operations, and various functional area issues.

ECON 309 Labor Economics (3, 0, 3) 4

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.

ECON 401 Contemporary Issues in Turkish Economy (3, 0, 3) 5

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

ECON 450 Managerial Economics (3, 0, 3) 5

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.

ECON 453 Applied Econometrics (3, 0, 3) 7

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.

ECON 457 European Union, the Customs Union and Turkey (3, 0, 3) 4

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

ECON 459 Economics of Income Distribution (3, 0, 3) 5

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

ECON 460 International Political Economy (3, 0, 3) 4

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.

ECON 465 Comparative Economics Systems (3, 0, 3) 4

Analysis of alternative systems of economic goals; theories of economic organization, institutions and the process of economic development.

IENG 419 Enterprise Resource Planning (2, 2, 3) 5

Introduction to the integrated business planning and execution systems currently in use by most large and medium-sized organizations. The supply chain management function, the cross functional nature of the topic requires discussion of the marketing, accounting, and human resources components of ERP as well. Students also will gain experience with SAP R/3 and a small-market ERP package.

ELECTIVES (Spring Semester)

BUSN 010 Principles of Business Administration (3, 0, 3) 6

Basic business concepts and terminology, preliminary study into the areas of economics, business, business management, human resource management, marketing, accounting and finance.

BUSN 020 Accounting (3, 0, 3) 5

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

BUSN 106 Principles of Organization and Management (3, 0, 3) 6

The basic concepts of management, various functions, processes, and activities of management, and understanding the complexity and wide variety of issues managers face in today's business firms.

BUSN 352 Quality Management (3, 0, 3) 5

Comprehensive understanding of quality management concepts and principles and quality management system. Fundamentals, principles, and practices of total quality management (TQM).

BUSN 354 Management Information Systems (3, 0, 3) 5

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.

BUSN 356 Supply Chain Management (3, 0, 3) 5

The principles and practices for designing and managing integrated supply chain operations, interrelationships among customer service, supplier selection, quality, procurement, manufacturing, and logistics. Barriers and the implementation of new supply chain strategies, problem solving skills to develop solutions for a variety of supply chain management.

BUSN 358 Business to Business Marketing (3, 0, 3) 5

Electronic transactions between and among companies and their employees and suppliers. Transaction of goods or services between businesses as opposed to between a business and a consumer. Manufacturers and wholesalers as components of the B2B category. Strategies and efforts on ensuring the entire organization is capable of supporting it, understanding why B2B products succeed and fail in today's market, learning how to plan for all elements of the product life-cycle, positioning your product in the right market segments, analyzing B2B consumers and competitors, developing the people skills required to work effectively in B2B environment.

BUSN 362 International Marketing (3, 0, 3) 5

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.

BUSN 364 Research Methodology in Social Science (3, 0, 3) 5

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.

BUSN 454 Human Resources Management (3, 0, 3) 7

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.

BUSN 456 International Finance (3, 0, 3) 7

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.

BUSN 458 Financial Services Marketing (3, 0, 3) 7

Marketing management process for financial services, customer behavior in service encounters, segmentation, targeting and 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.

BUSN 460 Project Management in Business (3, 0, 3) 7

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. The course consists of readings, presentations, group discussions and other assignments.

BUSN 464 Auditing (3, 0, 3) 5

Theoretical and practical issues in independent auditing, the role and importance of independent auditor for business society, auditing environment, challenges to independent auditing, basic auditing concepts, internal control, risk assessment, audit planning and reporting.

ECON 458 Environmental Economics (3, 0, 3) 4

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.

ECON 462 Turkish Tax System (3, 0, 3) 4

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.