

YASAR UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION 2011-2012 ACADEMIC YEAR PROGRAM

1. 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 107	Principles of Management	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)
HIST 011	Atatürk's Principles and History of Turkish Revolution- I	1(2,0,2)
UFND XXX	Foundation Course	2(2,0,2)
TOTAL CREDITS (21 YU CREDIT)		30

2. Semester

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)
BUSN 040	Entrepreneurship and Business Planning	4(3,0,3)
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 XXX	Foundation Course	2(2,0,2)
UFND XXX	Foundation Course	2(2,0,2)
TOTAL CREDITS (24 YU CREDIT)		30

3. 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 XXX	Foundation Course	2(2,0,2)
UFND 070	Social Responsibilities Project	1(0,2,1)
UFND XXX	Foundation Course	2(2,0,2)
TOTAL CREDITS (19 YU CREDIT)		30

4. Semester

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	3(3,0,3)
UFNDXXX	Foundation Course	2(2,0,2)
TOTAL CREDITS (20 YU CREDIT)		30

5. Semester

CODE	COURSE	CREDIT
BUSN 301	Business Finance – I	5(3,0,3)
BUSN 303	Marketing – I	5(3,0,3)
BUSN 307	Production and Operations Management	5(3,0,3)
PROGRAM ELECTIVES (min + 15 ECTS) *		15
TOTAL CREDITS (18 YU CREDITS)		30

6. Semester

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)
PROGRAM ELECTIVES (min + 15 ECTS) *		15
TOTAL CREDITS (18 YU CREDITS)		30

7. 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)
PROGRAM ELECTIVES (min + 15 ECTS)*		15
TOTAL CREDITS (18 YU CREDITS)		30

8. Semester

CODE	COURSE	CREDIT
BUSN 402	Investment Analysis	6(3,0,3)
BUSN 404	Entrepreneurship and Family Business	6(3,0,3)
PROGRAM ELECTIVES (min + 18 ECTS)*		18
TOTAL CREDITS (15 YU CREDITS)		30

TOTAL CREDITS: Min. 240 ECTS / 153 YU

FOUNDATION COURSES

	Dersin Kodu	Dersin Adı	Kredi	AKTS	
1	UFND 010-A	İnsan Bilimleri (Human Sciences)	İnsan Bilimleri / Davranış Bilimleri (Human Sciences / Behavioral Sciences)	2 - 0 - 2	2
	UFND 010-B		İnsan Bilimleri / Anlam ve Gösterge Bilim (Human Sciences / Semiology and Semantics)	2 - 0 - 2	2
	UFND 010-C		İnsan Bilimleri / Bilim Felsefesi ve Tarihi (Human Sciences / History and Philosophy of Science)	2 - 0 - 2	2
	UFND 010-D		İnsan Bilimleri / Teknoloji ve Toplum (Human Sciences / Technology and Society)	2 - 0 - 2	2
	UFND 010-E		İnsan Bilimleri / Felsefe - Mantık (Human Sciences / Philosophy-Logics)	2 - 0 - 2	2
	UFND 010-F		İnsan Bilimleri / Girişimcilik ve İş Planı (Human Sciences / Entrepreneurship and Business Planing)	2 - 0 - 2	2
	UFND 010-G		İnsan Bilimleri / Liderlik (Human Sciences / Leadersip)	2 - 0 - 2	2
	UFND 010-H		İnsan Bilimleri / Çevre (Human Sciences / Environment)	2 - 0 - 2	2
2	UFND 020		Araştırma Kültürü (Research Culture)	2 - 0 - 2	2
3	UFND 030		Tasarım Kültürü (Design Culture)	2 - 0 - 2	2
4	UFND 040		Estetik Kültürü (Aesthetics Culture)	2 - 0 - 2	2
5	UFND 050		Etik Kültürü (Etic Culture)	2 - 0 - 2	2
6	UFND 060		Proje Kültürü (Project Culture)	2 - 0 - 2	2
7	UFND 070		Sosyal Sorumluluk Projesi (Social Responsibilities Project)	0 - 2 - 1	1

DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE CONTENTS

FIRST YEAR

FALL SEMESTER (1st Semester– 30 ECTS / 21 YU CREDIT)

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.

BUSN 103 Calculus for Business and 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 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 107 Principles of Management (3, 0, 3) 6

The concept and functions of management, the characteristics of leaders and managers, management theories, organizational design and hierarchy, the models of organizational culture, cross-cultural management and modern management approaches.

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 expending 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 (2nd Semester - 30 ECTS / 24 YU CREDIT)

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.

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.

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 040 Entrepreneurship and Family Business (3, 0, 3) 4

The concepts of entrepreneurship, entrepreneur, SMEs and family business, the features of successful entrepreneurs, the cases of successful entrepreneurs, the history and development of entrepreneurship in Turkey and the World, the institutionalization in family businesses, how SMEs and family business start-up a new venture, to get qualifications of the ways of writing a business plan and feasibility report.

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 Aesthetic Culture (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.

SECOND YEAR
FALL SEMESTER (3rd Semester - 30 ECTS / 19 YU CREDIT)

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.

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.

UFND 020 Research Culture (2, 0, 2) 2

Presentation techniques required to visually present a product idea. Presentation techniques for various designs to customer or producer before implementation. Computer programs to assist this process and techniques to use them.

UFND 050 Ethic Culture (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.

UFND 070 Social Responsibilities Project (0, 2, 1) 1

Social Responsibility course offers a cutting-edge and practical instruction to prepare individuals for leadership roles and other activities related to civic engagement, public service, social action and environmental sustainability.

SPRING SEMESTER (4th Semester - 30 ECTS / 20 YU CREDIT)

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.

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.

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.

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

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.

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

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

THIRD YEAR

FALL SEMESTER (5th Semester - 30 ECTS / 18 YU CREDIT)

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 307 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.

PROGRAM ELECTIVES (min + 15 ECTS)

SPRING SEMESTER (6th Semester - 30 ECTS / 18 YU CREDIT)

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.

PROGRAM ELECTIVES (min + 15 ECTS)

FOURTH YEAR

FALL SEMESTER (7th Semester - 30 ECTS / 18 YU CREDIT)

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.

PROGRAM ELECTIVES (min + 15 ECTS)

SPRING SEMESTER (8th Semester - 30 ECTS / 15 YU CREDIT)

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 Family Business (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.

PROGRAM ELECTIVES (min + 18 ECTS)

PROGRAM ELECTIVE COURSES

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 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.

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 within the scope of the modern portfolio theory. World Wide Financial Markets; Stocks, Futures, Options and Swaps markets. International Financial Institutions (such as IMF and World Bank Group) as global financial actors; their organizational structures and roles.

BUSN 359 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 373 Social Psychology (3, 0, 3) 5

To understand the individual behaviors within the social environment. Psychological processes such as love and anger, helping and aggression, independence and obedience, attraction, authority, attributions, conformity, persuasion, stereotypes, gender roles, prejudice, cognitive biases, and peace.

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 a 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.

BUSN 459 Innovation and Technology Management (3, 0, 3) 5

The process of developing a new product and innovation in business enterprises, how to create, utilize and disseminate knowledge, the strategies for technology development, technology transfer, the integration of technology, research and development of technological innovations.

BUSN 461 Turkish Accounting System (3, 0, 3) 5

Turkish Accounting Standards purposes, innovations, accounting standards, terms and concepts, standards, scope, implementation guidelines. The history and development of Turkish accounting system, the importance of accounting, accounting systems, methods in accounting research, accounting standards (SEC, IASB, FASB, US-GAAP), development of Accounting Standards in Turkey (TMUDESK, TMSK, SPK, BDDK etc.) The importance of national and international standards.

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 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

IPE studies the interplay of economics and politics. 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. The focus is on issues that have contemporary significance, but attention is also given to historical issues and basic political and economic concepts.

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

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

BTRN 010 Placement (1 Month)**LOGI 351 Principles of Logistics - I (3, 0, 3) 5**

The concept of logistics, the process of development, the basic principles and subjects, the strategies and planning of business logistics, the concept of supply chain management and the relations, order management and customer service, order management and information technology, principles of basic transportation.

LOGI 353 Supply Chain Management - I (3, 0, 3) 5

The scope and aim of supply chain. The organization and structure of supply chain. Supply chain variables. Principles of supplier selection, development and evaluation, management of supplier-customer relations, supply chain systems and strategies. Strategic components of supply chain.

LOGI 357 Decision Making Models in Logistics - I (3, 0, 3) 4

The aim of this course is to develop technical and managerial abilities with regard to complex business problems in logistics and transportation sector. During the course, optimization, simulation, decision and risk analyses will be introduced.

INRL 453 Current Issues in International Relations (3, 0, 3) 5

Analysis of the current topics in international relations, concepts of national and international security, international economic competition and cooperation, protection of human rights and environment, sustainable development, terrorism, globalization, social conflicts; traditional and alternative international relations approaches concerning these topics and analysis of the discussed solutions.

INRL 459 Globalization and International Relations (3, 0, 3) 5

Political, economic, social and cultural dimensions of globalization, theoretical debates, critical approaches, effects of globalization on international structures, security, political economy, international institutions, nationalism, the structure of nation state and its effects on the basic topics of international relations.

THM 403 Current Issues in Tourism Industry 3, 0, 3

Changes in tourism industry with respect to the changes worldwide are examined. This course is also about the updated issues of Turkish tourism industry, the new trends and challenges, and new markets to appeal. The interesting topics on Turkish Tourism and latest developments of tourism industry are discussed and analyzed. The situation of Turkish Tourism on international platform, its advantages and disadvantages, the effects of the developments in regional competition to Turkish Tourism will be explained. Case studies on the tourism industry are studied by the students.

THM 405 Hospitality Marketing 3, 0, 3

This course covers basic principles of marketing and applications in hospitality organizations. An application of marketing principles and techniques to service operations. International tourism markets and their characteristics. Specific marketing and sales techniques/tools at the service operational level are reviewed. A strategy of marketing and the development in the tourism markets, having some comparative analysis with competitors of Turkish Tourism Establishments in international tourism markets.

LOGI 451 Quality Management in Logistics (3, 0, 3) 5

The aim of this course is to define and discuss the various total quality management frameworks in order to settle quality culture in logistic and transportation businesses. Applications of statistical quality management techniques to supply chain processes, certification, quality development programs, reporting.

FRLN 231 French I, FRLN 261 Russian I, FRLN 211 German I (2, 2, 3) 5

These courses cover the translations from German, French or Russian to Turkish and from Turkish to German, French or Russian of commercial, economic and tourism related document. Oral skills of students in German, French or Russian are developed in the lecture. The verbal and written discussions on up to date tourism topics are emphasized. Principles of German, French or Russian grammar vocabulary, oral and written applications are included.

FRLN 333 French III, FRLN 313 German III, FRLN 363 Russian III (2, 2, 3) 4

These courses cover the translations from German, French or Russian to Turkish and from Turkish to German, French or Russian of commercial, economic and tourism related document. Oral skills of students in German, French or Russian are developed in the lecture. The verbal and written discussions on up to date tourism topics are emphasized. Principles of German, French or Russian grammar vocabulary, oral and written applications are included.

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) 6

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

BUSN 106 Principles of Management and Organization (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 Total 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 374 Behavioral Science (3, 0, 3) 5

This course is primarily emphasis on the application of scientific reasoning and the empirical method to the study of topics such as behavioral and cognitive learning process, the biological bases of behavior, personality, motivation and emotions, social and group dynamics, self-developmental processes, and behavioral disorders and treatment.

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 468 International Services Marketing (3, 0, 3) 7

Marketing management process for services, customer behavior in service encounters, segmentation, targeting and positioning decisions, developing and managing products Core and supplementary elements, distributing, pricing decisions, communication and promotion for managing customer relationships in 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 462 International Accounting Standards (3, 0, 3) 5

International Accounting Standards (IAS) is the field to converge the differences to a set of standards in international trade systems. This course aims to get qualifications of the concepts and techniques of international accounting standards.

BUSN 464 Audit (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.

INRL 366 International Organizations (3,0,3) 5

The development of international organizations, their functions, and roles in international relations, United Nations, NATO, OSCE, World Trade Organization, IMF, approaches and policies, their impacts in economic and social areas.

INRL 360 EU - Turkey Relations (3, 0, 3) 5

The theoretical and practical analysis of EU-Turkey relations in historical, political, and economical perspective, membership debate, Copenhagen criteria and membership negotiations, *acquis communautaire*, EU harmonization process, political issues, human rights, migration, foreign and security policies, discussion about the future of EU-Turkey relations

INRL 452 EU Education Programmes and Project Management (2, 2, 3) 5

EU education and youth programmes and policies (Lifelong Learning, Erasmus, Jean Monnet, YOUTH etc.), EU Framework and researcher's mobility programmes, Bologna process, EU grants resources, project cycle management(preparation, implementation, monitoring, evaluation and reporting), project budgeting and financial management.

FRLN 232 French II, FRLN 262 Russian II, FRLN 212 German II, (2, 2, 3) 5

Principles of German, French or Russian grammar vocabulary, oral and written applications. A review of theory and practice in writing letters, contracts and related document in business world. Special attention is given to practical applications and oral skills.

FRLN 334 French IV, FRLN 314 German IV, FRLN 364 Russian IV (2, 2, 3) 4

Principles of German, French or Russian grammar vocabulary, oral and written applications. A review of theory and practice in writing letters, contracts and related document in business world. Special attention is given to practical applications and oral skills.

ERAS 300 Erasmus Placement 10 ECTS