

Curriculum		T	P	ECTS
<b>1 st Semester</b>				
ENG101	English For Academic Purposes I	4	0	3,5
HIST101	Principles of Atatürk and History of Turkish Revolution I	2	0	2
MATH101	Introduction to Calculus	3	0	5
MAN101	Introduction to Behavioral Science	3	0	5
ECON101	Introduction to Economics I	3	0	5
MAN111	Introduction to Business	3	0	6,5
CMPE105	Introduction to Computers and Information Systems	1	2	3
<b>2 nd Semester</b>				
ENG102	English for Academic Purposes II	4	0	3,5
HIST102	Principles of Atatürk and History of Turkish Revolution II	2	0	2
MAN112	Introduction to Management	3	0	6
ECON102	Introduction to Economics II	3	0	5
MAN122	Quantitative Applications in Business	3	0	5,5
MAN102	Introduction to Law	3	0	5
HIST221	History of Civilization	3	0	3
<b>3 rd Semester</b>				
ENG201	English for Academic Purposes III	3	0	3
MAN241	Principles of Marketing	3	0	5
MAN209	Financial Mathematics	3	0	6
MAN203	Principles of Accounting I	3	0	6
MAN217	Business Law	3	0	5
MAN213	Organization Theory	3	0	5
<b>4 th Semester</b>				
ENG202	English for Academic Purposes IV	3	0	3
MAN214	Quantitative Analysis	3	0	5
MAN206	Organizational Behavior	3	0	6
MAN204	Principles of Accounting II	3	0	6
MAN242	Marketing Management	3	0	5
MAN292	Turkish Tax System	3	0	5

**5 th Semester**

ENG301	English for Occupational Purposes I	3	0	3
MAN311	Production Management	3	0	6
MAN303	Financial Management I	3	0	6
MAN365	Year End Accounting Procedures	3	0	5
	Area Elective (1)	3	0	5
	Area Elective (2)	3	0	5

**6 th Semester**

MAN308	Cost Accounting	3	0	6
ENG302	English for Occupational Purposes II	3	0	3
MAN304	Financial Management II	3	0	6
MAN364	Financial Statement Analysis	3	0	5
	Area Elective (3)	3	0	5
	Area Elective (4)	3	0	5

**7 th Semester**

TURK401	Turkish Language I	2	0	2
MAN401	Managerial Accounting	3	0	7
	Area Elective (5)	3	0	5
	Area Elective (6)	3	0	5
	General Elective	3	0	4
MAN453	Investment Projects Analysis	3	0	7

**8 th Semester**

MAN448	Marketing Research	3	0	7
TURK402	Turkish Language II	2	0	2
MAN402	Strategic Management	3	0	7
	Area Elective (7)	3	0	5
	Area Elective (8)	3	0	5
	General Elective	3	0	4

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## General Electives

PR413, MATH102, HUM212, GET304, ART287, KOR201, ART260, ART280, ART290, ART264, ART263, ART283, ART268, ART267, ART262, ART281, ART289, ART296, ART227, HUM323, HUM204, HUM319, ART293, ART294, ART202, ART235, CHIN201, HUM321, ART265, HUM320, ART282, ART284, HUM331, IR423, HUM360, HUM316, HUM312, ART298, ART297, ART266, ECON318, KOR301, HUM310, ART226, HUM202, PR419, ART228, CHIN302, KOR202, ART295, ART261, HUM105, HUM412, GET305, GET306, GET307, GET315, GET316, GET317, GET325, GET326, GET335, GET336, GET345, GET346, GET355, GET405, GET406, GET415, GET416, GET425, GET426, GET436, ART271, ART201, ART221, ART222, ART223, ART224, ART225, ART251, ART252, ART291, ART292, FRE201, FRE202, FRE301, FRE302, FRE401, FRE402, GER201, GER202, GER301, GER302, GER401, GER402, HUM201, HUM211, JAP201, JAP202, JAP301, JAP302, RUS201, RUS202, RUS301, RUS302, SPAN201, SPAN202, SPAN301, SPAN302, ECON325, CHIN202, CHIN301, HUM203, PR414, MATH292, GET314, SPAN402, RUS402, MAN483, MAN481, ART285, ART286, RUS401, ART288, SPAN401, ART269, ART270, GET324, GET334, GET344, GET354, GET364, GET374, GET384, GET394, GET404, GET414, GET424, GET434,

## Area Elective Course List

AET 305	Area Elective Course	(0-0)5
AET 306	Area Elective Course	(0-0)6
AET 307	Area Elective Course	(0-0)7
AET 315	Area Elective Course	(0-0)5
AET 316	Area Elective Course	(0-0)6
AET 317	Area Elective Course	(0-0)7
AET 325	Area Elective Course	(0-0)5
AET 326	Area Elective Course	(0-0)6
AET 335	Area Elective Course	(0-0)5
AET 336	Area Elective Course	(0-0)6
AET 345	Area Elective Course	(0-0)5
AET 346	Area Elective Course	(0-0)6
AET 355	Area Elective Course	(0-0)5
AET 356	Area Elective Course	(0-0)6
AET 365	Area Elective Course	(0-0)5
AET 366	Area Elective Course	(0-0)6

AET 376	Area Elective Course	(0-0)6
AET 386	Area Elective Course	(0-0)6
AET 396	Area Elective Course	(0-0)6
AET 405	Area Elective Course	(0-0)5
AET 406	Area Elective Course	(0-0)6
AET 415	Area Elective Course	(0-0)5
AET 416	Area Elective Course	(0-0)6
AET 425	Area Elective Course	(0-0)5
AET 426	Area Elective Course	(0-0)6
AET 435	Area Elective Course	(0-0)5
AET 436	Area Elective Course	(0-0)6
AET 445	Area Elective Course	(0-0)5
MAN 310	Financial Markets and Institutions	(3-0)5
MAN 313	Managerial Skills for the 21 st Century	(3-0)5
MAN 315	Personality and Organizational Psychology	(3-0)5
MAN 317	Human Resources Management	(3-0)5
MAN 320	Business and Social Security Law	(3-0)5
MAN 323	Quantitative Decision Making Techniques	(3-0)5
MAN 352	Financial Literacy	(3-0)5
MAN 354	Worksheets and Computer Applications in Accounting	(3-0)5
MAN 371	Law of Obligations	(3-0)5
MAN 374	Digital Age and Industry 4.0.	(3-0)5
MAN 403	Organizational Power and Politics	(3-0)5
MAN 408	Introduction to Sustainability	(3-0)5
MAN 409	Entrepreneurship	(4-0)5
MAN 413	Auditing	(3-0)5
MAN 415	Contemporary Management Approaches	(3-0)5
MAN 416	International Marketing	(3-0)5
MAN 419	International Business	(3-0)5
MAN 421	Public Finance	(3-0)5
MAN 425	International Finance	(3-0)5

MAN 427	Risk Management	(3-0)5
MAN 428	Brand Management	(3-0)5
MAN 436	Supply Chain Management	(3-0)5
MAN 438	Securities Law	(3-0)5
MAN 440	Dijital Pazarlama	(3-0)5
MAN 441	Interorganizational Relations	(3-0)5
MAN 442	Seminar	(3-0)5
MAN 446	Investment Analysis	(3-0)5
MAN 449	Consumer Behaviour	(3-0)5
MAN 451	Enterprise Resource Planning	(3-0)5
MAN 454	Services Marketing	(3-0)5
MAN 477	Business Simulations	(3-0)5
MAN 479	Management Information Systems	(3-0)5
MAN 480	Third Sector-Cooperative Enterprises	(3-0)5
MAN 488	Decentralized Finance and Crypto Assets	(3-0)5
MAN 491	CO_OP Practice I	(3-0)5
MAN 493	CO_OP Practice II	(3-0)5
MAN 495	CO_OP Practice III	(3-0)5

## Course Descriptions

CMPE 105 Introduction to Computers and Information Systems (1-2)3

Fundamentals of information systems, system and application software; input, processing, storage, output and communication; exploring the windows environment; learning management systems; internet applications; use of applications software: word processing, spreadsheets and creating presentations, integrating and sharing information between applica

ECON 101 Introduction to Economics I (3-0)5

Introduction to demand, supply and market price formation; household behaviour; elasticity; production process; profit maximizing firm behavior; different market types such as monopoly, perfect competition, oligopoly.

ECON 102 Introduction to Economics II (3-0)5

Aggregate demand, aggregate supply, unemployment, inflation, aggregate expenditure, aggregate income models, fiscal policy, money demand, money supply, monetary policy, multiplier.

ENG 101 English For Academic Purposes I (4-0)3.5

English language skills, especially academic skills, such as reading comprehension, vocabulary building and critical analysis of texts; listening and note-taking, class discussions, presentations, writing, research assignments and use of technology.

ENG 102      English for Academic Purposes II      (4-0)3.5

Academic skills such as reading comprehension, class discussions, use of academic vocabulary and critical analysis of texts; research assignments and review of the English language structure; skills such as listening and note-taking, analysis of written products, writing, presentation and use of technology.

ENG 201      English for Academic Purposes III      (3-0)3

Advanced reading and writing skills, applying critical reading skills and strategies, identifying the organization of a reading text, main ideas of the texts, and the author's main purpose, summarizing a given text, outlining and writing an argumentative essay.

ENG 202      English for Academic Purposes IV      (3-0)3

Preparing and writing research reports and delivering effective oral/written informative and persuasive presentations; gathering information, organizing data, outlining, using appropriate techniques in presentation and delivering for a maximum impact, using visual aids and citation effectively.

ENG 301      English for Occupational Purposes I      (3-0)3

Job-related communication skills;the functions such as describing relationships at work,discussing performance reviews and giving feedback,discussing plans and arrangements,using social media for professional communication,discussing on recruitment tests and job interviews,presenting a service or product,writing reviews on websites

ENG 302      English for Occupational Purposes II      (3-0)3

More detailed job-related communication skills;describing and organising meetings,developing communicational styles in various cultural settings,handling mistakes and apologizing,getting familiar with marketing styles and advertising,deciding how to adapt and market a product in different countries,

HIST 101      Principles of Atatürk and History of Turkish Revolution I      (2-0)2

French Revolution; structure and geopolitic positioning of Ottoman Empire, reasons of its decline; Westernization movements, First and Second Constitutional Monarchy declarations; Libya and Balkan wars; First World War; period before the War of Independence, congresses, National Pact, establishment of Turkish Grand National Assembly.

HIST 102      Principles of Atatürk and History of Turkish Revolution II      (2-0)2

War of Independence; Lausanne Treaty; declaration of the Republic; removal of sultan rule and caliphate; Atatürk's revolutions; establishment of national economy; Second World War, before and after; Turkish Republic after 1960.

HIST 221      History of Civilization      (3-0)3

A chronological order of the rise of civilizations from Sumer until the Scientific Revolution.

MAN 101      Introduction to Behavioral Science      (3-0)5

Thinking critically with behavioral science, exploring the biology of mind, discription of human diversity,

sensation and perception, learning process and conditioning, the phenomenon of memory and memory construction, thinking and language, motivation and work, emotions, personality.

MAN 102 Introduction to Law (3-0)5

Basic concepts of law and preliminary matters, general legal concepts and institutions of law, overview of the Turkish Legal System, interaction of law and economics, interrelated areas, basic concepts of competition law.

MAN 111 Introduction to Business (3-0)6.5

Fundamentals of business, global business, small business, forms of business, functions of business namely, management and organization, and information technology.

MAN 112 Introduction to Management (3-0)6

Organization, teamwork, technology and information management, production, operations management, human resources, marketing, accounting and finance.

MAN 122 Quantitative Applications in Business (3-0)5.5

Statistical data; application of various numerical methods and ways in business sector.

MAN 203 Principles of Accounting I (3-0)6

Accounting concept, generally accepted accounting principles, accounting equation, accounting transaction, the accounts and recording process, balance sheet and income statement, all of the asset, equity, revenue and expense accounts transactions.

MAN 204 Principles of Accounting II (3-0)6

Determination of quantity and value of all the assets and liabilities, month/year end transactions, trial balance, incorrect entries, detailed financial statements.

MAN 206 Organizational Behavior (3-0)6

Organizational behavior in historical and global context, individuals in organizations, personality, motivation, groups, communication, leadership, conflict, organizational system, organizational structure, technology and job design, socio-technic system, organizational culture, organizational change and development.

MAN 209 Financial Mathematics (3-0)6

Calculations on percentage, calculations related to cost, profit and sales, calculation of interest, annuities, debt repayment, internal and external discount, bond valuation, stock valuation and project evaluation.

MAN 213 Organization Theory (3-0)5

Fundamental concepts of organization structure and design; the evolution of organization theory, organizational effectiveness, organizational structure and environment.

MAN 214 Quantitative Analysis (3-0)5



Quantitative approaches to decision making; prior, posterior, pre posterior analysis; linear programming, transportation, assignment, network analysis, inventory models, queing models, Markov chains.

MAN 217 Business Law (3-0)5

The concept of enterprise law, dealer concept, mercantile affair, tradename, unfair trade.

MAN 241 Principles of Marketing (3-0)5

Main principles of marketing, strategies, marketing environment, marketing mix, market segmentation and product life cycle.

MAN 242 Marketing Management (3-0)5

Definition and explanation of basic concepts, consumer products, product mix, new product development, product lifecycle, distribution channels, promotion, advertising, sales management, pricing, elasticity.

MAN 292 Turkish Tax System (3-0)5

Definition of the tax law, general rules of tax law, tax criminal law, tax execution law, tax judgment law and tax administration.

MAN 303 Financial Management I (3-0)6

The cash flow, ratio analysis, the time value of money, stock and bond valuation, capital budgeting, project analysis, operating leverage.

MAN 304 Financial Management II (3-0)6

Risk and return, cost of capital, financial leverage, capital structure, short-term financial planning.

MAN 308 Cost Accounting (3-0)6

Fundamentals of cost accounting within an industrial organization, the cost accounting functions relative to materials, labor, and factory overhead, job order and process cost systems, cost allocation, standard costing systems, activity-based costing systems.

MAN 310 Financial Markets and Institutions (3-0)5

Financial markets, financial institutions, financial instruments and role of financial instruments in the economy.

MAN 311 Production Management (3-0)6

Operation strategy, product and service design, production and inventory management, quality management and quality control.



responsibilities, types of contracts

MAN 374 Digital Age and Industry 4.0. (3-0)5

Industry 4.0 components: big data, internet of things, augmented reality, robotic technologies, artificial intelligent, integrated systems, 3D Printer, cloud computing systems.

MAN 401 Managerial Accounting (3-0)7

Theory and technique of cost determination under the job costing and process costing methods of cost finding, budgeting, cost-volume-profit analysis, analysis of financial statements, cost allocations, basics of accounting concepts.

MAN 402 Strategic Management (3-0)7

Strategic planning of the business, scope, organization, coordination, application and control of activities of the business.

MAN 403 Organizational Power and Politics (3-0)5

The political strategies within the organizational settings; relationship between power and politics.

MAN 408 Introduction to Sustainability (3-0)5

What is sustainability; sustainability and related policies; climate and global change; environmental and resource economics; sustainable business practices; sustainability: ethics, culture, and history; sustainable development; sustainability indicators.

MAN 409 Entrepreneurship (4-0)5

The nature, importance and history of entrepreneurship, the entrepreneurial mind, creativity, innovation and the business idea, marketing and financial planning, franchising, entrepreneurial strategy and strategic management in operations, entrepreneurship background of Turkey, changes in Turkish entrepreneurial features and activities, characteri

MAN 413 Auditing (3-0)5

The nature and objectives of audit in general as well as audit procedures and techniques practiced today; the audit risks involved in various situations; how to audit the risk area of financial statements.

MAN 415 Contemporary Management Approaches (3-0)5

This course is designed to provide deep knowledge regarding the ways organizations use different and contemporary managerial approaches and practices in order to gain, manage and sustain certain resources and compete within an uncertain environmental conditions.

MAN 416 International Marketing (3-0)5

Topics related to international marketing, definition of international markets, international marketing strategy and market entry methods, planning, implementing and controlling of product, price, place and promotion strategies for global marketplace

MAN 419 International Business (3-0)5

Instrumental concepts for understanding international business literature; globalization of markets and the internationalization of the firm; organizational participants that make international business happen; cultural environment of international business; ethics and international business; theories of international trade and investment; politic

MAN 421 Public Finance (3-0)5

The concept and the definition of the public finance, the relationship between public finance and management, public income definition and arms, public income types, tax theory and its application.

MAN 425 International Finance (3-0)5

International monetary system, the International Monetary Fund (IMF), international liquidity, foreign exchange market, currency and interest rate derivative products, trade finance and international banking concepts.

MAN 427 Risk Management (3-0)5

Financial risk and the sources of risk, calculation and management of portfolio risk, exchange rate, interest rate and credit risk, traditional risk management methods, risk management instruments.

MAN 428 Brand Management (3-0)5

Definition of a brand, brand name, brand attributes, brand positioning, image building, the difference between brand image and brand identity, sources of brand identity, methods to build brand awareness, brand loyalty, brand association, the relationship between brand equity and customer equity.

MAN 436 Supply Chain Management (3-0)5

The basic SCM concepts include purchasing, manufacturing flow management, production, marketing, sales, distribution, customer relationship and service management, demand management, order fulfillment, supplier relationship management, IT, product development and commercialization, returns management from functional and process perspective.

MAN 438 Securities Law (3-0)5

Definition and properties of securities, securities law, legal attributes of securities, payment and demonstration, limitation.

MAN 440 Dijital Pazarlama (3-0)5

The aspects of Internet, social media and mobile marketing that are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR.

MAN 441 Interorganizational Relations (3-0)5

This course focuses on the relationships between the organizations and explains how these relationships may help organizations to increase their effectiveness within the competition. Also, the course will focus on the effect of such relations on the creation of networks among the organizations.

MAN 442 Seminar (3-0)5

Main aspects of business research; the scientific approach and alternative approaches to research; the broad problem area and defining the problem statement; the critical literature review; theoretical framework and hypothesis development; elements of research design; data collection methods: introduction and interviews, observation, questionnaires

MAN 446 Investment Analysis (3-0)5

Risk and return relationship, portfolio theories and portfolio management, asset pricing models, derivative instruments.

MAN 448 Marketing Research (3-0)7

Definition and function of marketing research, marketing research process, identification of research problem and hypothesis proposal, data types and sources, identification of research models, exploratory research, descriptive research, causal research, sampling, measurement and scales, questionnaire design, descriptive data analysis, hypothesis

MAN 449 Consumer Behaviour (3-0)5

Consumer actions, experiences, feelings, and judgement processes; consumer buying behavior and the theories concerning the factors affecting the consumer behavior process such as perception, motivation, demographics, culture, etc.

MAN 451 Enterprise Resource Planning (3-0)5

Introduction to ERP, ERP Modules, ERP Selection, ERP Project Management, ERP integration with Supply chain Management and Customer Relationship Management.

MAN 453 Investment Projects Analysis (3-0)7

Conceptual basics of investment projects, main analysis in project development, project evaluation, risk analysis in project evaluation, other profitability and economic analysis.

MAN 454 Services Marketing (3-0)5

Differences between service products and manufactured goods, classification of services, positioning strategies and competition analysis, production perspective to service enterprises, place and capacity issues in service enterprises, service quality.

MAN 477 Business Simulations (3-0)5

Designing a product, positioning, target market selection, capacity plans, process design, production planning, financing methods, financial table analysis, balanced scorecard

MAN 479 Management Information Systems (3-0)5

Information systems in today's global businesses, information systems organizations and strategy, corporate practices, e-commerce: digital markets, digital products, decision making, information systems building, managing projects, managing global systems.

MAN 480 Third Sector-Cooperative Enterprises (3-0)5

Definition of 3rd sector cooperative enterprises, their relationship with other branches of science, the classification of cooperatives, their difference from other enterprises, the reasons for establishing

cooperatives and establishment studies, contemporary cooperative enterprises, the place and importance of cooperatives in the economic system, management, planning, financing, audit.

MAN 488      Decentralized Finance and Crypto Assets      (3-0)5

Bitcoin and cryptoassets functioning, importance, effects on financial and economic structure, legal regulations, blockchain technology and crypto assets accounting.

MAN 491      CO\_OP Practice I      (3-0)5

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MAN 493      CO\_OP Practice II      (3-0)5

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MAN 495      CO\_OP Practice III      (3-0)5

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MATH 101      Introduction to Calculus      (3-0)5

Basic algebra, graphs, functions and their graphs, equations and inequalities, polynomials and rational functions, exponential and logarithmic functions, system of equations, matrices, determinants.

TURK 401      Turkish Language I      (2-0)2

Languages and their classification; history of Turkish language, its spread over the world and its place among other languages; Turkish language in the republic era; orthography; expressions; foreign words, suffixes and prefixes; punctuation; language and verbalism.

TURK 402      Turkish Language II      (2-0)2

Written expression and its genres; bibliography; sentence structure and types; misexpression; verbal expressions.