

**APPENDIX 2 – Curriculum of the Joint Degree Program**

**Management Curriculum IU - IUS**

<b>First Year (Taken at IUS)</b>					
<b>Fall</b>			<b>Spring</b>		
ECON111	Introduction to Microeconomics	6	ELIT200	Critical Reading and Writing	6
MATH100	Mathematical Skills	6	MATH101	Calculus I	6
ELIT100	Academic English and Effective Communication	6	ECON112	Introduction to Macroeconomics	6
MAN100	Introduction to Management	6	IBF205	Principles of International Business	6
Xxx	University Elective I	3	Xxx	University Elective II	3
Xxx	Language Elective I	3	Xxx	Language Elective II	3
		<b>30</b>			<b>30</b>

<b>Second Year (Taken at IUS)</b>					
<b>Fall</b>			<b>Spring</b>		
ECON211	Business Statistics I	6	ECON221	Business Statistics II	6
ECON201	Intermediate Microeconomics	6	ECON202	Intermediate Macroeconomics	6
IBF102	Managerial Mathematics	6	IBF208	Business Finance	6
MAN231	Financial Accounting	6	ECON470	Work Placement/Internship	6
MAN205	Marketing	6	MAN304	Organizational Behavior	6
			Xxx	University Elective II	6
		<b>30</b>			<b>30</b>

<b>Third Year (Taken at IU)</b>					
<b>Fall</b>			<b>Spring</b>		
ODAI0001	Principles of Ataturk and History of Turkish Revolution I	2	ODAI0002	Principles of Ataturk and History of Turkish Revolution II	2
ODTD0001	Turkish I	2	ODTD0002	Turkish I I	2
INIS3017	Research Methodology	4	INIS2004	Organization and Management	4
INIS3046	Human Resources Management	3	INIS2077	Financial Reporting	5
INIS2039	Computer Applications in Business	4	INIS3078	Operations Research	4

XXXX	Elective	5		INIS3010	Production Management	4
XXXX	Elective	5		INIS3018	Marketing Management	4
XXXX	Elective	5		XXXX	Elective	5
		<b>30</b>				<b>30</b>
<b>Fourth Year (Taken at IU)</b>						
<b>Fall</b>				<b>Spring</b>		
INIS3023	Cost Accounting	5		INIS3079	Managerial Accounting	5
INIS3040	Management Information Systems	5		INIS4019	Marketing Strategies	5
INIS4005	Strategic Management	5		INIS3002	Financial Management	5
INIS3047	Industrial Relations	5		XXXX	Elective	5
XXXX	Elective	5		XXXX	Elective	5
XXXX	Elective	5		XXXX	Elective	5
		<b>30</b>				<b>30</b>
<b>Total: 240/240</b>						

#### ELECTIVE COURSES (IUS)

Elective Courses (IU)						
	Table 3-a				Table 4-a	
INIS2506	Business Law	5		INIS2516	Business Taxation and Procedures	5
INIS2099	Research Techniques in Social Sciences	5		INIS2102	Vocation and Career Consulting	5
INIS2100	Case Studies in Financial Accounting	5		INIS2507	Production and Economy	5
INIS2103	Money and Banking	5		INIS3136	Corporate Social Responsibility	5
INIS3115	Staffing Organizations	5				
INIS2101	Consumer Behavior	5				
INIS3107	Customer Relationship Management	5				
INIS2135	Management, Movies and Communication	5				
	Table 4-a				Table 4-b	
INIS4011	Production Systems	5		INIS4029	International Finance	5
INIS2099	Business Analytics and Big Data	5		INIS4084	Current Issues in HRM	5

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INIS4123	Accounting Information Systems	5		INIS4134	Business Ethics	5
INIS4105	Case Studies in Managerial Accounting	5		INIS4114	Project Management	5
INIS4096	Compensation Management	5		INIS4129	Business Forecasting	5
INIS4821	Brand Management	5		INIS4075	International Financial Reporting Concepts and Techniques	5
INIS3879	Quality Improvement Techniques	5		INIS3892	Production Theory	5
INIS4028	Capital Market and Investment Management	5		INIS4126	Current Economic Issues	5
INIS4798	Sustainability and Innovation Management	5				

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## **COURSE CATALOG DESCRIPTIONS:**

### **SEMESTER I (IUS)**

#### **ELIT100 Academic English and Effective Communication**

**ECTS 6 (2+1)**

This course is designed to help students achieve success in their academic and professional lives by developing fundamental skills necessary for effective communication. The course deals with organizing academic presentations, writing essays, incorporating different types of sources into speeches and writings, and utilizing various communication strategies in formal and informal settings. Students will develop their skills and techniques through frequent assignments and class activities.

#### **ECON111 Introduction to Microeconomics**

**ECTS 6 (3+0)**

The course introduces the following economic concepts: scarcity and choice; opportunity costs and trade offs; markets and prices; supply and demand; productivity; efficiency; competition and market structure; market failures; role of government; public goods; externalities.

#### **MATH 100 Mathematical Skills**

**ECTS 6 (3+2)**

MATH 100 is an entry level university course. It aims to prepare students in Economics/Management/IBF for their Calculus course, while it provides basic analytical and computational skills for students in social sciences related programs.

#### **MAN 102 Introduction to Management**

**ECTS 6 (3+0)**

This course is designed to introduce students to management concepts, and to provide tools in analyzing and solving management problems that managers face in industry (this will include using business cases and doing qualitative or quantitative analysis). The course is organized around four main functions of management: planning, organizing, leading, and controlling.

### **SEMESTER II (IUS)**

#### **MATH101 Calculus I**

**ECTS 6 (3+2)**

The course is designed to teach the following topics: Functions of a Single Variable, Limits and Continuity, Derivatives, Applications of Derivatives, Sketching Graphs of Functions, Asymptotes, Integration, Fundamental Theorem of Calculus, Applications of Integrals, Polar Coordinates, Transcendental Functions, Techniques of Integration, Indeterminate Forms, L'Hopital's Rule.

#### **ECON112 Introduction to Macroeconomics (3+0)**

**ECTS 6**

This course is an introductory course for basic macroeconomic concepts such as the performance of the economy in the long run and the determination of national income, economic growth, inflation, unemployment, monetary and fiscal policies, budget deficits and government debt and main factors behind economic crisis.

#### **ELIT200 Critical Reading and Writing (2+1)**

**ECTS 6**

This course is designed to teach the organizational and critical thinking skills necessary for logical

written expression. The course focuses on writing a research paper of at least 3000 words based on sound scholarly sources on a topic of interest related to a student's field by conforming to the APA standards of writing without committing plagiarism. In this course the whole research process is taught step by step through skills including research, source selection, choice of topic, construction and defense of a thesis statement, citing sources, outlining, organizing a "References" page and note taking. Critical elements of the course are instruction in paraphrasing and summarizing techniques, use of quotations and the incorporation of these research findings in the paper together with the inclusion of personal comments, avoidance of plagiarism and conforming to ethical rules.

**IBF 205 Principles of International Business**

**ECTS 6 (3+0)**

The purpose of this course is to familiarize students with international business principles. Focus of this course is in doing business in global environment explaining cultural, political, economical, and technological environment. The course will also focus on implementing different strategies as entry modes in international markets.

**SEMESTER III (IUS)**

**ECON201 Intermediate Microeconomics**

**ECTS 6 (3+2)**

This course studies the economic behavior of consumers and firms, exploring how they respond to changes in the opportunities and constraints that they face and how they interact in markets. It further analyzes how different market structures can shape economic results and how markets can help society achieve desirable outcomes.

**ECON211 Business Statistics I**

**ECTS 6 (3+2)**

This course will help students gain an understanding of elementary probability theory and how to apply it to analyze statistical problems. It also provides an opportunity for students to see how various mathematical knowledge and techniques which they have learned in different courses unite together to serve a common purpose.

**IBF102 Managerial Mathematics**

**ECTS 6 (3+2)**

This course provides an economics and managerial major with the necessary background to use mathematical analysis in economics. The course starts with constrained optimization and deriving comparative statics from a model outcome. Then, the course proceeds with differential equations and dynamic optimization.

**MAN231 Financial Accounting**

**ECTS 6 (3+2)**

Financial Accounting course enables students to acquire new conceptual and applied knowledge of financial accounting, theoretical and practical skills that lead to stronger understanding of purposes of accounting. In-depth, it provides insight into core issues like the recording business activities- the source of accounting information, measuring revenues and expenses, transaction analysis, reporting earnings and financial position, reporting cash flows and the time value of money.

**MAN205 Marketing**

**ECTS 6 (3+0)**

Marketing course is designed to prepare students to strategically think about marketing in contemporary business. This is the course that builds on the evolution of modern management toward a marketing-oriented view of business; stressing the underlying principle of the "marketing concept"; and integrating concepts in relation to consumer needs, marketing information, product development, pricing,



distribution, selling, advertising, and promotions.

#### SEMESTER IV (IUS)

##### **ECON202 Intermediate Macroeconomics**

**ECTS 6 (3+2)**

This course is intermediate level course in macroeconomics that develops students' theoretical and practical knowledge of national income accounting, unemployment, inflation, monetary and fiscal policies, central bank and financial system as well as foreign trade and international finance.

##### **ECON221 Business Statistics II**

**ECTS 6**

**(3+2)**

This course is designed to enhance the student's basic knowledge and understanding of the statistical method as it pertains to hypothesis testing. Several fundamental reoccurring themes are emphasized. At the end of the semester a student should be able to read and intelligently assess the majority of the research literature in his or her own particular field. Also, at the end of the semester a student should be able to apply the statistical techniques presented in the course to his or her own research projects.

##### **ECON470 Work Placement/Internship**

**ECTS 6 (0+14)**

An internship experience provides the student with an opportunity to explore career interests while applying knowledge, skills, and competences gained in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks.

##### **IBF208 Business Finance**

**ECTS 6 (3+0)**

The course introduces the students to the business finance theory and practice with the emphasis on goal-setting in business entities. This course provides students with an opportunity to obtain knowledge and skills in capital budgeting, financial analysis, working capital management, financial planning and risk, and return of the business.

##### **MAN304 Organizational Behavior**

**ECTS 6 (3+0)**

The aim of this course is to introduce students to organizational behavior (OB) as an interdisciplinary social science. In addition, this course gives students' the exposure to its complementary sciences, such as psychology, managerial psychology, sociology and anthropology. This course analyzes OB as complex science at an individual, group/team and organizational level(s) where it addresses interested theories of motivation along with needs theories, concept of power, conflict and politics.

#### SEMESTER V (IU)

##### **ODAI0001 Principles of Atatürk and History of Turkish Revolution I** **(2+0)**

**ECTS 2**

The Decline Period of the Ottoman State and the Modernization Efforts / Ottoman State from Tanzimat to Mesrutiyet / War, Politics, Constitutional Monarchy and II.Abdulhamid / The Second Constitutional Era / Developments in Europe and the Ottoman State / The First World War and



Turkey / The Armenian Question from the Ottoman to the Republic / Turks Testing with the International Community: Armistice of Moudros and Its Implementation / National Organization and Congresses / Change in the Parliament Mentality: The Structure and Works of the I. Grand National Assembly of Turkey / Wars and Agreements in the National Struggle / Economical Developments from the Ottoman to the Republic / From Sevres to Lausanne, from War to Peace / Formation of the II. Grand National Assembly of Turkey and Proclamation of the Republic

**ODTD0001 Turkish I**

**ECTS 2**

**(2+0)**

Language Skills, Language and Culture Relations / The Place of Turkish Between the World Languages / Current Status and Spreading Areas of the Turkish Language / Grammar Parts / Turkish Sound Events / Spelling Rules and Implementation / Punctuation and Implementation / Suffixes and Implementation / Turkish nouns and verbs / Expression Plan / Paper Plan / Phrases

**INIS3017 Research Methodology**

**ECTS 4**

**(3+0)**

Research Need in Business Decision Making / Role of Research in Decision Making / Formulating a Research Problem / Conceptualizing a Research Design / Measurement and Scaling in Research / Constructing an Instrument for Data Collection / Census versus Sampling / Sampling Methods- Probabilistic versus Non-probabilistic Sampling / Writing a Research Proposal / Collecting Data / Processing Data and Tabulation / Data Analyses: Univariate Analyses, Bivariate Analyses, Multivariate Analyses, Nonparametric Techniques, Different Research Applications / Writing a Research Report

**INIS3046 Human Resource Management**

**ECTS 3**

**(3+0)**

Introduction to Human Resources Management / The Strategic Role of HRM / Human Resources Planning / Selection and Recruitment / Training and Development / Performance Management / Career Management / Job Evaluation / Compensation Management / Orientation / Occupational Safety and Health / Employer-Employee Relations / Human Resources Information Systems / Managing Global Human Resources

**INIS2039 Computer Applications in Business**

**ECTS 4**

**(3+0)**

Introduction to MS Excel / Microsoft Excel Lookup, Logical and Reference Functions and Business Problems / Microsoft Excel Breakeven Analysis, Business Charts and Problem Solving Using / Goal Seek Tool / Introduction to Statistical Functions in MS Excel / Large, Small, Frequency Functions and Data Pivot Application in MS Excel / Microsoft Excel IF-And

**SEMESTER VI (IU)**

**ODAI0002 Principles of Atatürk and History of Turkish Revolution II**

**ECTS 2**

**(2+0)**

The System of Ottoman Empire / Reasons of Collapse of the Ottoman Empire / Political Reforms / Social Reforms / Reform in Law / Reform in the Fields of Education and Culture / Reform in the Field of Economics / Domestic and Foreign Political Events (1923-1938) / Principles of Turkish Revolution





**ODTD0002 Turkish II****ECTS 2****(2+0)**

Language Skills, Language and Culture Relations / The Place of Turkish Between the World Languages / Current Status and Spreading Areas of the Turkish Language / Grammar Parts / Turkey Turkish Sound Events / Spelling Rules and Implementation / Punctuation and Implementation / Suffixes and Implementation / Turkish nouns and verbs / Expression Plan / Paper Plan / Phrases

**INIS2004 Organization and Management****ECTS 4****(3+0)**

Basis Concepts, Characteristics of Management Process / Evolution of Management Thought, Classic and Neo-Classic Approach / System and Contingency Theory / Total Quality Management / New Management Concepts and Techniques / Decision Making / Leading: Leadership / Motivation / Management Functions: Planning / Organization / Execution / Coordination / Control

**INIS2077 Financial Reporting****ECTS 5****(3+2)**

International and Turkish Accounting Standards / Uniform Accounting System in Turkey / Cash Flow Statement / Issues About Valuation of Assets / Long Tem Leasing / Associate Companies / Consolidation / Construction Contracts / Provisions / Shareholders' Equity / Deferred Tax / Derivatives / Review

**INIS3010 Production Management****ECTS 4****(3+0)**

Production and Production Management / Definition and Classification of Production Systems / Location Strategies and Models / Capacity Planning and Breakeven Point Analysis / Layout Strategies / Work Analysis / Maintenance Planning / Project Type Production System

**INIS3018 Marketing Management****ECTS 4****(3+0)**

Elements of Marketing Strategy, Quality and Customer Satisfaction / Environment and Marketing / International Marketing / Marketing Planning / Marketing Research, Marketing Information Systems / Segmentation, Targeting and Positioning / Consumer Behavior / Business to Business Marketing, Relationship Marketing / Product Strategy, New Product Planning / Pricing Strategy, Managing Pricing / Service Marketing, Distribution Strategy, Retailing, Physical Distribution / Marketing Communication, Advertising, Sales Promotion and PR Personal Selling, Sales Management

**SEMESTER VII (IU)****INIS3023 Cost Accounting****ECTS 5****(2+2)**

Cost, Expense, Expenditure Concepts / Cost Behavior / Direct and Indirect Costs / Factors of Production / Direct Material / Direct Labor / Manufacturing Overhead / Income Statement in Manufacturing Companies / Unit Cast Calculation / Cost Allocation Table / Job Order Costing / Process Costing / Joint Production Costs





**INIS3040 Management Information Systems****ECTS 5****(3+0)**

Business Information Systems 1 / Business Information Systems 2 / Business Information Systems 3 / Hardware 1 / Hardware 2 / Software 1 / Software 2 / Telecommunication and Network Systems 1 / Telecommunication and Network Systems 2 / Telecommunication and Network Systems 3 / Security 1 / Security 2 / Security 3

**INIS4005 Strategic Management****ECTS 5****(3+0)**

Strategic Management and Strategic Competitiveness / The External Environmental Opportunities / Threats, Industry Competition / The Internal Environment Resources / Capabilities / Core Competences / Applying the Strategic Management Process / Generic Strategy Alternatives and Strategy Variations / Business-level Strategies / Corporate-level Strategies / Acquisition and Restructuring Strategies / Cooperative Strategies

**INIS3047 Industrial Relations****ECTS 5****(3+0)**

Industrial Relations System, Concept, Components, Historic Development / Individual Relations: Labor Law (Scope, Basic Principles and Components) / Labor Contract: Definition, Components, Types, Obligations of Employee / Obligations of Employer, Severance Pay / Principles Concerned with Security / Principles Concerned With Job Stability / Hours of Work, Weekly Rest, Annual Leave / Introduction to Collective Labor Law: Labor Unions, Types, Parts, Activities and Union Liberty / Collective Bargaining: Concept, Principles / Collective Agreement: Authorization, Invitation, Bargaining Process / Collective Agreements Disputes, Peaceful Solution / Strike and Lockout, Basic Principles / Strike and Lockout Laws, Postpone and End

**SEMESTER VIII (IU)****INIS3079 Managerial Accounting****ECTS 5****(2+2)**

The Relation Between Managerial Accounting and Cost Accounting / Standard Costing with Regard to Control of Activities / Variance Analysis and Performance Reports / Variable Costing / Cost Concepts Affecting Business Decisions / Breakeven Analysis / Opportunity Costs / Controllable and Uncontrollable Costs / Short Term Pricing Decisions / Formation of Product Mix / Budgeting / Strategic Cost Approaches

**INIS4019 Marketing Strategies****ECTS 5****(3+0)**

Marketing Strategy: The Concept and Trends in Its Management / Strategy Formulation / Environmental Analysis / Marketing Planning / Strategic Analysis Such as Swot, BCG, GE, PIMS / External and Customer Analysis / Competitor Analysis, Market Analysis / Alternative Business Strategies / Obtaining a Sustainable Competitive Advantage / Differentiation Strategies, Diversification / Strategic Positioning, Growth Strategies: Penetration, Product-Market Expansion, Vertical Integration / Global Strategies / Implementation

**INIS3002 Financial Management****ECTS 5****(3+0)**

Company Valuation / Company Valuation / Company Valuation / Mergers and Acquisition / Mergers and Acquisition / Initial Public Offering / Capital Structure Theories / Capital Structure Theories / Dividend Policy / Dividend Policy / Financial System and Institutions (TCMB, SPK, BDDK, TMSF, etc) / Financial System and Institutions (TCM, SPK, BDDK, TMSF, etc) / Financial Instruments / Financial Instruments

### Elective Courses in Istanbul University

#### **INIS2506 Business Law (3+0)**

**ECTS 5**

Commercial Law Principles and Law Resources / Trading Firms / Trading Affairs and Commercial Rules / Tradesman (Merchant) – Consequences and Determination of Being Tradesman / Trade Register / Trade Name and Other Trade Names / Trademark / Unfair Competition / Commercial Books / Currents Account / Auxiliaries of Tradesman: Commercial Representative, Mercantile Agent and Commercial Traveler / Auxiliaries of Tradesman: Agency, Commission Agent and Broker

#### **INIS2103 Money and Banking (3+0)**

**ECTS 5**

Money, Financial System and the Economy: An Introduction / The Nature and Origins of Money: Alternative Approaches / Money Supply Process: Endogenous and Exogenous Money / Theories of Money Demand and Money Demand Function / Goals and Instruments of Monetary Policy / Central Bank Balance Sheet / Nominal Anchors and Monetary Policy Strategies / Theories of Interest and Risk and Maturity Structure of Interest Rates / International Finance and Exchange Rate Regimes / New Monetary Consensus and Monetary Transmission Mechanism / Money and Production: Alternative Approaches / Financial Crises and Monetary Policy

#### **INIS4011 Production Systems (3+0)**

**ECTS 5**

Demand Management / Inventory Management and Models / Stochastic Inventory Control / MRP-Materials Requirement Planning / DRP-Distribution Resource Planning / Aggregate Production Planning / Scheduling

#### **INIS4114 Project Management (3+0)**

**ECTS 5**

Introduction to Project Management: Basic Concepts and Definitions / Lean Canvas Model, Project Life Cycle / Strategic Management and Project Selection / Planning: Work Breakdown Structure, Defining the Activities, Scheduling / Hands-on Applications in the Computer Lab with MS Project / Planning: Scheduling, Budgeting, Resource Allocation, Resource Leveling, Resource Constrained Planning / Execution: Schedule and Cost Performance Analysis and Control / The Project Manager and the Project Team / Communication and Project Documentation / The Project in the Organizational Structure Types

#### **INIS4129 Business Forecasting (3+0)**

**ECTS 5**

Introduction to Forecasting / R and R-Studio / Preparing Time Series Data for the Analysis / Simple



Linear Regression Analysis / Time Series Decomposition Methods / Time Series Smoothing Techniques / Autocorrelation and Stationarity Analysis / Autoregressive (AR) Models / Moving Averages (MA) Models / Autoregressive Integrated Moving Averages (ARIMA) Models / Seasonal ARIMA Models / Autoregressive Distributed Lag Models

**INIS2099 Research Techniques in Social Sciences**

**ECTS 5**

**(3+0)**

Introduction to Research Methods in Social Sciences / Research Process / Experimental Design / Communication and Observational Methods / Qualitative Studies / Article Search in Databases / Introduction to Meta-Analysis / Articles: Meta-Analysis / Articles: Experimental Design / Articles: Communication Studies / Articles: Observational Studies

**INIS4123 Accounting Information Systems**

**ECTS 5**

**(3+0)**

Accounting Information Systems: An Overview / Overview of Transaction Processing and Enterprise Resource Planning Systems / Systems Documentation Techniques / The Revenue Cycle: Sales to Cash Collections / The Expenditure Cycle: Purchasing to Cash Disbursements / The Production Cycle / The Human Resources Management and Payroll Cycle / General Ledger and Reporting System / Control and Accounting Information Systems / Auditing Computer-Based Information Systems

**INIS4096 Compensation Management**

**ECTS 5**

**(3+0)**

Definition and Importance of the Compensation, Compensation Management Concept, the Total Salary Package, Wage Concepts / Compensation Management System and Process / Theories of Wages, Wage Satisfaction and Motivation / Environmental Compensation Factors, Strategy and Policies / Surveys and Factors Affecting the Level of Salary / Pay Structures, Job Based-Person Based Pay Structures, Job Evaluation, Job Evaluation Methods / The Design of the Pay Structure, Individual and Collective Pay, Brackets and Bands, Person Based Pay Structures / Pay Systems / Traditional Pay Systems, Incentive Pay Systems / Additional Benefits / Social Benefits / Private Employee Groups-Manager, Salesperson and Professional Employees-Salaries, Equality in Compensation / Rewarding Systems / Management of Compensation Programs / Adjustment on Wages/Salaries / Current Issues and Problems of Compensation

**INIS4084 Current Issues in HRM**

**ECTS 5**

**(3+0)**

Theories and Approaches Related to Current HRM Developments / Strategic HRM / International HRM / Diversity Management / HRM and The Principle of Equal Treatment / Competency Based HRM / Flexible Working and HRM / Organizational Culture and HRM / HRM in Family Business and Small Scale Businesses / Current Developments in the National and International Labor Legislation / Other Current Issues: Mobbing-Organizational Citizenship / Person Based Compensation Structures / Public Personnel System, Job Security

**INIS4821 Brand Management**

**ECTS 5**

**(3+0)**

What is a brand? Benefits, Functions, Product-Brand Relationship / Types of Brand, Brand Size and Brand Ownership / Visual Components Brand: Name, Logo, Emblem, Slogan / Brand Components: Brand Identity and Brand Personality / Brand Components: Brand Image and Brand Value / Brand

Equity / Brand Loyalty and Brand Awareness, Perceived Quality and Brand Association / Brand Strategy: Positioning Perception Maps / Brand Strategy: Brand Expansion / Brand Communication / Branding and Strategic Brand Management Process Steps / Global Brand Management

**INIS3879 Quality Improvement Techniques**

**ECTS 5**

**(3+0)**

Introduction to Quality / Introduction to Business Process Management / Business Process Improvement Tools / Tools for Collecting Data About the Performance Shortcoming / Tools for Analyzing the Performance Shortcoming (Scatter diagram, Pareto chart) / Tools for Analyzing the Performance Shortcoming (cause and effect diagram, five ways analysis) / Tools for Analyzing the Performance Shortcoming (Histogram, Relations Diagram) / Tools for Analyzing the Performance Shortcoming (Matrix Diagram, Affinity Diagram) / Tools for Generating Ideas and Choosing Among Them (Brainstorming, nominal group technique, six thinking hats) / Tools for creating improvements (Quality Function Deployment) / Tools for Implementing Improvements (Three diagram, eight disciplines for problem solving etc.) / More Process Improvement Tools (Continuous Improvement and KAIZEN) / More Process Improvement Tools (FMEA, SERVQUAL)

**INIS4028 Capital Market and Investment Management**

**ECTS 5**

**(3+0)**

Introduction, Financial System, Financial Institution and Financial Instruments / Capital Market and Market Structure / Risk, Profit / Portfolio Theory and Diversification / Efficient Market Hypothesis / Valuation of Financial Assets / Technical Analysis / Fixed Income Securities / Portfolio Management / Portfolio Performance Assessment

**INIS4798 Sustainability and Innovation Management**

**ECTS 5**

**(3+0)**

Key Concepts: Value, Business Model, Innovation and Strategic Innovation / New Economy, Knowledge Economy / The Essence of Differentiation in Contemporary Strategies / Typology of Innovation / Factors of the Innovation Process / Managing and Organizing the Innovation Process / Intellectual capital Management and Innovation Process / Customer Experience Innovation, Business Model Innovation / Strategic Alliances and Contemporary Networks / Strategic Contribution of Knowledge, Technology and R&D Activities in the Innovation Process / Strategic Contribution of New Product Development Activities in the Innovation Process / Integration of Operations and Quality Management With Innovation Management Process / National Innovation Systems, Innovation Movement in Developing Economies and the case of Turkey

**INIS4134 Business Ethics**

**ECTS 5**

**(3+0)**

Basic Concepts, Difference Between Ethics and Morality / Ethical Theories I / Ethical Theories II / Ethical Theories III / Lying, Stealing, Cheating and Breaking Promises / Reward, Punishment and Justice / The Individual in the Organization / Discrimination and Mobbing / Ethics in the Marketplace / Social Responsibility, Moral Responsibility and Environmental Ethics / Trade Secrets, Conflicts of Interests and Whistleblowing / Media, Technology, Mass Manipulation and Ethics / Setting Up a Moral System

**INIS4105 Case Studies in Managerial Accounting**

**ECTS 5**

**(3+0)**

The Nature and Purpose of Accounting / Cost Concepts and Classification / The Nature of



Managerial Accounting / Cost Behavior / Absorption and Variable Costing / Standard Costing / Financial Control / Strategic Planning and Budgeting / Short-run Alternative Choice Decisions / Long-run Alternative Choice Decisions: Capital Budgeting

**INIS4029 International Finance**

**ECTS 5**

**(3+0)**

Introduction to International Finance / Balance of Payments (BOP) / Balance of Payments (BOP) (Continuation) / Types of Quotation Currency Converter / The International Monetary System / Financial Crisis / Monitoring of Exchange Rate Risk and Positions in Foreign Currencies / Monitoring of Exchange Rate Risk and Positions in Foreign Currencies (Continuation) / Parity Theorems of International Finance / Futures Contracts / Options / Swaps, and Other Over-the-counter Financial Derivative Instruments / International Monetary and Capital Markets / Derivative Products

**INIS4075 International Financial Reporting Concepts and Techniques**

**ECTS 5**

**(3+0)**

Conceptual Framework for Financial Reporting / IAS 1 – Presentation of Financial Statements / IAS 7 – Cash Flow Statement / IFRS 15 – Revenue / IAS 2 – Inventories / IAS 16 – Property, Plant and Equipment / IAS 38 – Intangible Assets / IAS 36 – Impairment of Assets / IAS 40 – Investment Property / IFRS 5 – Non-Current Assets Held for Sale and Discontinued Operations / IAS 23 – Borrowing Costs / IAS 37 – Provisions, Contingent Liabilities and Contingent Assets / IAS 19 – Employee Benefits / IAS 12 – Income Taxes / IAS 21 – The Effects of Changes in Foreign Exchange Rates / IAS 32 – Financial Instruments: Presentation / IFRS 9 – Financial Instruments / IFRS 7 – Financial Instruments: Disclosure / IAS 28 – Investments in Associates and Joint Ventures / IAS 27 – Separate Financial Statements / IFRS 3 – Business Combinations / IAS 8 – Accounting Policies, Changes in Accounting Estimates and Errors / IAS 10 – Events After the Reporting Period / IAS 24 – Related Party Disclosures / IAS 34 – Interim Financial Reporting

**INIS2100 Case Studies in Financial Accounting**

**ECTS 5**

**(3+0)**

The Nature and Purpose of Accounting / Balance Sheet / The Income Statement/ Accounting Records and Systems / Monetary Assets / Cost of Sales and Inventories / Property, Plant and Equipment / Intangible Assets / Depreciation, Amortization and Impairment / Current Liabilities / Provisions / Non-current Liabilities / Sources of Capital: Owners' Equity / Revenue Recognition / Understanding Financial Statements

**INIS3115 Staffing Organizations**

**ECTS 5**

**(3+0)**

Introduction to Staffing / Human Resources Planning / Recruitment Strategies for the Organizations / External Recruitment and Internal Recruitment / Selection / Interviews / Staffing System Management / Retention Management / The Effectiveness of Staffing Function

**INIS2101 Consumer Behavior**

**ECTS 5**

**(3+0)**

Introduction to Consumer Behavior / Perception / Learning and Memory / Motivation and Values / The Self, Personality and Lifestyles / Attitudes and Persuasion / Decision Making Process, Buying and Disposing / Reference Groups, Organizational and Household Decision Making Process / Income and Social Class / Cultural Influences on Consumer Behavior and Subcultures

**INIS3107 Customer Relationship Management****ECTS 5****(3+0)**

CRM Definition and Course Introduction / Sales Oriented Marketing and Customer Oriented Marketing / Customer Oriented Perspective: Advantages and Goals / Customer Definitions and Customer Relationship Lifecycle / Internal CRM and Customer Oriented Company Culture / Creating Customer Value and Brand Loyalty / Operational CRM: Supply Chain and Retail Channel Management-ERP / Operational CRM: Call Center, Direct Mail and Web Management / Analytical CRM: Consumer Data and Consumer Information Systems / Analytical CRM: Data Base Marketing and Data Mining Techniques / Analytical CRM: Segmentation with RFM Analyses / Analytical CRM: Cross Sales and Personalized Product and Services / Analytical CRM: Loyalty Programs

**INIS2135 Management, Movies and Communication****ECTS 5****(3+0)**

Management Theory and Case / Making Decision Theory and Case / Communication Theory and Case / Leadership Theory and Case / Economy Theory and Case / Innovation Theory and Case / Project Organization Theory and Case / Ego Theory and Case / Strategy Theory and Case / Sustainability Theory and Case / Management Communication Concept / Body Language / Fundamentals of Communication Inside Business / Practices of Communication Inside Business

**INIS2102 Vocation and Career Consulting****ECTS 5****(3+0)**

Basic Concepts Work, Vocation and career / Psychological and Sociological Factors Affecting Career Development / Trait and Factor Theories: Parson's Theory / Trait and Factor Theories: Holland's Typology Theory / Career Anchors Theory / Status Attainment Theory / Family Systems Theory / Developmental Approach: Ginzberg and His Colleagues' Theory / Developmental Approaches: Super's Theory

**INIS2099 Business Analytics and Big Data****ECTS 5****(3+0)**

Introduction to Data Analytics / Data Modeling – Descriptive Analytics, Predictive Analytics, Prescriptive Analytics / Big Data and Knowledge Discovery in Databases / Clustering / Case Studies with R / Association Rules and Sequential Patterns / Case Studies with Weka / Decision Rules and Classification / Marketing Analytics, Social Media Analytics, Financial Analytics and Fraud Detection, Human Resources Analytics

**INIS2516 Business Taxation and Procedures****ECTS 5****(3+0)**

Basic Principles of Tax and Major Taxes Within the Company / Taxation Process and Tax Audit / Tax Compliance, Tax Disputes and Resolutions / Basic Architecture of Turkish Tax Law / Main Tax Law Basic Architecture / Accounting and Tax Regulations Basic Relations, Current Situation in Turkey / Business Profits and Principal Valuation Provisions in Balance Sheet Taxation Method / Accounting and Tax Regulations-Basic Valuation Differences / Accounting for Income Taxes / Tax Planning and Tax Avoidance / Tax Criminal System / Procedures of Collection of Public Claims / International Current Tax Issues



**INIS2507 Production and Economy****ECTS 5****(3+0)**

Principles of Economics and Measurement of Economic Efficiency / Factors of Production, Labor, Capital, Land, Technology, Entrepreneur, Economies of Scale, Law of Diminishing Returns, Contemporary Economic Outlook; Concepts of Production, Ownership, Price and Money, Economic Units, Circulation of Economic Activities, Development of National Production / Sectoral Production and Producer Cooperatives / Production Function in Terms of Growth and Economic Improvement / Interrelationships of Supply, Demand, Employment and Production Equilibrium / Equilibrium within Companies / Quantitative Research and Model building, Sources of Production Data and Information, Introduction to Matrix Algebra / Mathematics and Operations Research Techniques in Production / Macroeconomic Production Models, Input-Output Analysis / Time Series Analysis in Production Research / Connection Between Production and Macroeconomic Outlook, Industrial Production Index and Capacity Utilization Rate / Case Studies and Introduction to Computer Programming / Case Studies with Computer Programming

**INIS3136 Corporate Social Responsibility****ECTS 5****(3+0)**

Introduction to Corporate Social Responsibility: Obligation, Responsibility and Responsiveness / Effects and Principles of Corporate Social Responsibility / Stakeholder Theory and Regulations / Sustainability and Sustainable Development / Environment, Society and Sustainable Resource Management / Sustainable Markets and Developing Responsible Strategies / Diversity Management / Inclusion at Work, Ethics, Corporate Social Responsibility and Corporate Behavior / Globalization and Corporate Social Responsibility / Corporate Social Responsibility and Leadership / Corporate Social Responsibility in Not-for-Profit Organizations / Example Cases and Discussion

**INIS3892 Production Theory****ECTS 5****(3+0)**

Economic Activity, Production, Microeconomic Production Functions, Production Data and Production Control / Production and Input Relationship, Costs of Production, Production Planning and Analysis / Technology and Standardization in Production Processes / Optimum Efficiency, Lean Thinking, Theory of Constraints and Agile Production / Quantitative Research and Model Building, Sources of Production Data and Information, Introduction to Matrix Algebra / Mathematics and Operations Research Techniques in Production / Production Theory and Optimization / Sensitivity Analysis in Production Models, Duality, Sand Shadow Prices / Optimization Applications in Production / Production and Microeconomics Connection, Introduction to microeconomic Production Functions / microeconomic Production Functions and Their Applications / Matching Supply with Demand, Operations-finance interphase / Case Studies and Introduction to Computer Programming / Case Studies with Computer Programming

**INIS4126 Current Economic Issues****ECTS 5****(3+0)**

Fundamental Subjects and Problems of Macroeconomics / An Overview of Schools of Orthodox and Heterodox Macroeconomic Thought / Principles of Orthodox/neo-classical Macroeconomics / Principles of Heterodox Economics: Keynes and Post Keynesians / Principles of Heterodox Economics: Marx and Marxist Macroeconomics, Institutional Economics / National Income and Product Accounts / Price Indices and Inflation Measures / Labor Market Concepts and Indicators / Money and Banking and Interest Rates / Monetary Policy and the New Monetary / Macroeconomic Consensus / Fiscal Policy / Unemployment, Inflation and Full-Employment Policy / Exchange

