

BUSINESS ADMINISTRATION COURSE DESCRIPTIONS

1st SEMESTER

BUSINESS

Basic concepts and principles of organization and management, Description of function of management: Planning, organizing, directing and controlling, Motivation, Leadership, Role of the Manager in organization, Role of the Entrepreneur in organization, Legal Structures of Enterprises, Business combination.

CRITICAL THINKING

Everyday life displays a rich dynamics within which we try to think things through to logical conclusions; distinguish between solid arguments on the one hand and stupid ones on the other; determine the value of claims, often for competing goods, that others are presenting and make efforts to figure out what to believe or not to believe based on the evidence that is given; gauge the probability of whether something might or might not occur; and thoughtfully construct arguments to present to others in a variety of conversational situations. The purpose of this course is to make you more skilled in these kinds of everyday reasoning.

2nd SEMESTER

ECONOMICS

Thinking like an economist, Supply and Demand, Market Equilibrium, Quotas and Price Ceilings, Shifting and Tilting Supply and Demand Curves, Market Power, Regulating Monopoly and Strategic Interactions, Externalities and Property Rights, Information Economics and Adverse Selection, Benefit-Cost Analysis, Income Distribution and Labour Markets, Public goods and political economy, Measuring the macroeconomy, Economic growth in long run, Introduction to finance and business cycles, Income and spending, monetary policy, AS-AD analysis, Macroeconomic policy, International economy

MATHS FOR SOCIAL SCIENCES

Sets, Linear Equations, Inequalities, Identity and factorization, Functions, Limits, Continuity, Derivative, Integral, Matrix.

3rd SEMESTER

GENERAL ACCOUNTING I

Accounting equation, Concepts of accounting, principles of accounting, accounting record, uniform chart of accounts, double entry bookkeeping, annual closing, concepts of account and auxiliary account, concept of debt-equity, concepts of income and expense, balance sheet, income statement.

BUSINESS FINANCE

Basic concepts of investment and finance, financial decisions and processes, financial leverage and capital structure.

MARKETING MANAGEMENT

Marketing principles, marketing strategies, product life cycle, new product development, pricing, distribution channel and supply chain management, direct marketing, consumer behaviour, competitive strategies, integrated marketing communications and positioning.

4th SEMESTER

GENERAL ACCOUNTING II

Asset accounts, income-expense accounts, memorandum accounts, analysis of income statement and balance sheet, real assets, financial fixed assets, shareholders equity, financial debts, trade debts.

FINANCIAL MANAGEMENT

Basic financial analysis, concepts and analysis of risk and return, cost of capital, corporate financing decisions and introduction to capital structure, investment and finance policies, capital budgeting, break-even analysis.

INFORMATION MANAGEMENT SYSTEMS

Concept of information, the transition process to information society and its effect on business management, computer aided information system applications in enterprises.

5th SEMESTER

ORGANIZATIONAL BEHAVIOR

This course which designed to expose students to essential theories and concepts for analyzing, understanding, and managing human behavior in organizations gives an overview of all essential aspects of organizational behavior: Attitudes & Job satisfaction/ Emotions & Moods/ Personality & Values/ Perception & Individual decision making/ Motivation / Group & Teams/ Leadership/ Communication & Power/ Conflict & Negotiation/ Organizational culture/ Organizational change & Stres management/ Current topics in Organizational behavior.

BUSINESS LAW

Basic concepts of law, legal transactions, classification of agreement, offer and acceptance, competency of agreement, consentment, void agreements, representation.

6th SEMESTER

ORGANIZATION THEORY

Basic concepts of management, management theories, developments in organization and management thinking, Classical Organization Theory, Neoclassical Organization Theories, System and Contingency Approach, Mintzberg and Hofstede Approach, Postmodern Theory and Concepts.

COMMERCIAL LAW

Commercial Enterprise Law: Commercial Enterprise, Commercial Transaction, Merchant, Commercial Registry, Commercial Agency, Trademark, Unjust Competition, Commercial Books. Company Law: Ordinary Partnership, General Partnership, Joint Stock Company, Limited Liability Company.

7th SEMESTER

STRATEGIC MANAGEMENT

Within the scope of this course the terms and concepts of strategic management/ development of strategic management/ social responsibility and ethics/ external and internal environment analysis/ organizational analysis/ selection of corporate, business and operational strategies/ implementation of strategies and control of the strategies topics are placed.

INTERNATIONAL FINANCE

Definition of financial terms, international financial markets, international monetary system, structure of balance of payments, currency markets, futures markets, exchange rates, forward markets, international capital markets, international banking, international monetary fund (IMF).

8th SEMESTER

ENTREPRENEURSHIP

The following topics are included in the scope of this course: framework and definition of entrepreneurship/ Small businesses and entrepreneurship/ Creativity and innovation/creating or recognition and evaluation of the opportunity/ Preparing a business plan/ funding the venture/ raising money as seed and growth capital/ venture capital/ valuation of ventures. Succession planning/ selling a venture; mergers and acquisitions for ventures.

BUSINESS ANALYTIC

Basic data analysis information, data-oriented basic programming, workflow, modelling and optimization.

ELECTIVE COURSES

HUMAN RESOURCE MANAGEMENT

The course is designed to provide the students with the knowledge and ability to apply the HRM theories and functions. The topics is placed in this course as follows: defination and scope of human resorce management/ human resource planning including job design and analysis; recruitment and selection; compensation; employee development; workplace health and safety; and employee relations.

COST ACCOUNTING

The course gives an overview of all essential aspects of the cost accounting for students includes following topics: Preparing Annual Reports/Accounting for Merchandising and Cost of Goods Sold / Accounting for Plant and Intangible Assets/ Accounting of Financial Assets and Liabilities/ Cost Accounting Systems/ Costing and the value Chain/ Cost-Volume-Profit Analysis/ Incremental Analysis/ Responsibility Accounting and Transfer Pricing/ Operational Budgeting/ Standard Cost Systems/ Rewarding Business Performance

FINANCIAL MARKETS AND INSTITUTIONS

The topics are included In the scope of this course the topics like; Structure of financial markets and financial institutions/ Overview of interest rates and security valuation/ Central banking system and monetary policy/ Money, capital, foreign exchange, and derivatives markets/ Commercial banks/ investment banks/ insurance companies/ mutual funds/ financial risk management.

MARKETING COMMUNICATION

Followings are the basic topics included in this course: Introduction to Marketing Communications/ Consumer Behaviour Communication Process/ Organisational Aspects of An Advertising Campaign/ Planning & Budgeting/ Creative Strategy & Development/ Media Strategy & Planning/ Direct & database Marketing/ Direct Response/ Telemarketing & Relationship Marketing-CRM/ Internet and Interactive Media/ Public Relations- Cause Related Marketing/ Sales Promotion/ Personal Selling.

INTERNATIONAL MARKETING

Introduction to International Markets, International Economic Environment, International Trade Environment, Socio-Cultural Circles, Political-Legal Circles, Global Information Systems and Marketing Research, Global Segmentation, Target Marketing and Positioning, Introduction Strategies for International Markets, Product and Brand Decisions on International Markets, International Marketing Decisions in Markets, Distribution Channels in International Markets and Physical Distribution,

Marketing Communications Decisions in International Markets, International Marketing in the Digital Era, Leadership in International Markets, Ethics and Corporate Social Responsibility.

TURKISH TAX LAW

Uniform accounting system and monotonous cost applications in Turkey, comparative analysis of Turkish accounting applications with international accounting standards, application of financial leasing and inflation accounting in Turkey. Analysis of the Turkish Tax System, Tax Procedure Law, Income Tax Law, Institution Tax Law, Systematic Analysis of Value Added Tax Laws. Forms of social security discontinuities and withholding in Turkey.

CONSUMER BEHAVIOUR

Introduction to Consumer Behavior, Consumer Behavior Marketing Relationship, Consumer Behavior Models, Consumer Behavior, Individual Differences, Consumer Lifestyles and Market Segmentation, Psychological Processes and Situational Effects of Consumer Behavior, Socio-Cultural Factors shaping Consumer Behavior, Consumer Decision Making and Buying Behaviors Consumers' purchasing and post-purchase behaviors, Cognitive structures of consumers, Consumer behavior researches, New consumer tendencies, Consumption society and consumption culture debates.

INTERCULTURAL MANAGEMENT

Cross Cultural Management and Competitive Advantage, Culture and Diversity, Dimensions of Cultural Differences, Culture and Diversity, Dimensions of Cultural Differences, Cross Cultural Negotiation Management, Cross Cultural Conflict Management, Cross Cultural Communication Differences and Barriers, Motivation and Reward in Cross Cultural Management, Cross Cultural Leadership, Organizational Change and Perception of Change in Different Cultures, Monochronic ve Polychronic Time Management, Ethical Values and Beliefs in Different Cultures

PROJECT MANAGEMENT

Definition and classification of projects, organization of project, programming methods, time-resources-cost planning, project risk analysis, documentation of projects, computer aided project planning

STATISTICAL ANALYSIS

One and two sample problems, multivariate normal distribution, estimation of mean and covariance, estimation of likelihood of estimation of mean vector and covariance matrix, principles component analysis, factor analysis, classification analysis, discriminate analysis, cluster analysis, correlation analysis, multiple regression analysis.

