

ISTINYE UNIVERSITY
FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE DESCRIPTION

1th SEMESTER

Introduction to Business | ECTS (3+0) 5

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.

Maths For Social Sciences I | ECTS (2+2) 4

A Function Approach Integrating Algebra, Trigonometry, and Differential Calculus, Properties and Graphs of Polynomial, Rational, Exponential, and Logarithmic Functions, Properties and Graphs of Trigonometric Functions, Functions and Limits, Derivatives, Techniques and Applications of Differentiation, Logarithmic and Trigonometric Functions, Integral Calculus, Including Definite and Indefinite Integrals, Techniques of Integration, With Applications in Social and Life Sciences.

Computer Literacy | ECTS (2+2) 5

Email and IM Usage and Etiquette, Computer Security Basics, Mobile and Cloud Computing Basics, Google Apps and Services: Docs, Sheets, Slides, Drive, Calendar, Keep, Scholar, Apple Apps and Services.

2th SEMESTER

Maths For Social Sciences II | ECTS (2+2) 4

Analytic Geometry, Functions and Limits, Derivatives, Techniques and Applications of Differentiation, Logarithmic and Trigonometric Functions, Definite and Indefinite Integrals, Techniques of Integration, With Applications in Social and Life Sciences.

Introduction to Economics | ECTS (3+0) 5

A preparation course for Microeconomics and Macroeconomics course to come, introducing concepts such as; Supply and Demand, Market Equilibrium, Quotas and Price Ceilings, Market Power, Externalities and Property Rights, Information Economics and Adverse Selection, Benefit-Cost Analysis, Income Distribution and Labour Markets, Public Goods and Political Economy, Economic Growth in Long Run, Business Cycles, Income and Spending, Monetary Policy, Macroeconomic Policy, International Economy.

Business Law | ECTS (3+0) 3

Basic Concepts of Law, Legal Transactions, Classification of Agreement, Offer and Acceptance, Competency of Agreement, Consentient, Void Agreements, Representation.

3th SEMESTER

Micro Economics | ECTS (3+0) 5

Price Mechanism, Supply and Demand, Market Equilibrium, Consumer Behavior, Theory Production and Costs, Input Markets and Income Distribution.

Statistics for Life and Social Sciences | ECTS (2+2) 5

Identification of Data, Probability Theory, Discrete Random Variables and Probability Distribution, Continuous Random Variables and Probability Distribution, Sampling and Sampling Distribution, Moments of Distributions, Hypothesis Testing, Logic Problems.

Management & Organization | ECTS (3+0) 6

Introduction to Organization Theory, Classical Management Thought, Human Relations Approach, Behavioral Approach to Management, System Theory, Contingency Approach, Total Quality Approach, Management Inventiveness, Organizational Culture, Entrepreneurship and Innovation, Management Process.

Financial Accounting | ECTS (2+2) 6

Basic Concepts and Principles of Accounting based on International Financial Reporting Standards (IFRS), Business Transactions and Adjustments, Trial Balance, Balance Sheet, Income Statement and Cash Flow Statement, Major Accounts Classification and Analysis, the Use and Interpretation of Financial Reports.

4th SEMESTER

Macro Economics | ECTS (3+0) 5

GDP, Inflation, Unemployment, Fiscal Policy, Monetary Policy, Interest.

Computational Thinking | ECTS (2+2) 5

Fundamental Skills to Tackle Complex Computational Problems; Designing Solutions to Solve Those Problems Using A Computer Program, Concepts from Mathematics and Computer Science – More Precisely, Discrete Mathematics, Data Structures and Algorithm Design.

Organizational Behavior | ECTS (3+0) 6

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 & Stress Management, Current Topics in Organizational Behavior.

Cost & Managerial Accounting | ECTS (2+2) 6

Preparing Annual Reports, Accounting for Merchandising and Cost of Goods Sold, Cost Accounting Systems, Costing and the Value Chain, Cost-Volume-Profit Analysis, Incremental Analysis, Responsibility Accounting and Transfer Pricing, Operational Budgeting, Standard Cost Systems, Planning Information Systems and Managerial Control Systems, Using Accounting Information for Decision Making, Techniques for Estimating Fixed and Variable Costs, Budgeting Process, Bridging Planning and Control, Cash Budgeting, Budgetary Control and Variance Analysis.

5th SEMESTER

Financial Management | ECTS (2+2) 5

Time Value of Money, Basic Financial Analysis, Concepts and Analysis of Risk and Return, Cost of Capital, Corporate Financing Decisions and Introduction to Capital Structure, Capital Budgeting, Investment and Finance Policies, Financial Planning and Forecasting.

Marketing Management | ECTS (3+0) 5

Marketing Principles, Marketing Strategies, Marketing Mix: Product, Price, Place, Promotion, Product Life Cycle, New Product Development, Pricing Strategies, Distribution Channel and Supply Chain Management, Direct Marketing, Consumer Behavior, Competitive Strategies, Integrated Marketing Communications and Positioning.

Operations Research | ECTS (2+2) 5

Modeling Approach, Linear Programming, Simplex Method, Sensitivity and Duality, Network Models, Integer Programming, Dynamic Programming, Decision Analysis, Markow Chains.

Research Methods | ECTS (2+2) 4

Research Problem Formulation and Definition, Research Ethics, Finding and Reviewing the Literature, Primary and Secondary Data Collection Methods, Analysis of Qualitative Data, Analysis of Quantitative Data, Writing the Proposal and the Research.

6th SEMESTER

Human Resources Management | ECTS (3+0) 4

Definition and Scope of Human Resource Management, Human Resource Planning Including Job Design and Analysis, Recruitment and Selection, Compensation, Employee Development, Workplace Health and Safety, Employee Relations.

Production Management | ECTS (2+2) 5

Productivity, Competitiveness and Strategy, Decision Making and Forecasting, Process Selection and Capacity Planning, Facilities Layout, Location Planning and Analysis, Quality and Quality Control, Inventory Management, Supply Chain Management, Maintenance.

Feasibility & Valuation | ECTS (2+2) 5

Project Evaluation and Company Valuation, The Methods for Both are Discussed, Highlighting Their Strengths and Weaknesses as Available Tools for Decision Making in Different Contexts.

7th SEMESTER

Strategic Management | ECTS (3+0) 5

Strategic Management, Development of Strategic Management, Social Responsibility and Ethics, External and Internal Environmental Analysis, Organizational Analysis, Institutional Selection, Business and Operational Strategies, Implementation of Strategies and Control of Strategies.

Entrepreneurship | ECTS (2+2) 5

Entrepreneurship Culture, Types of Entrepreneurship, Entrepreneurship Process, Business Idea and Business Idea Development, Organizations Supporting Entrepreneurship and Support Conditions in Turkey, Business Plan and its Parts, Business Plan Writing.

Business Game | ECTS (3+0) 5

A Simulation of a Strategic Business Environment where Students Role-Play a Manager and Real-Life Executives Role-Play a Board Member in Imaginary Firms Competing Amongst Themselves, Inputs are Provided to a Computerized Competitive Model and Then Outputs and the Possible Future Strategic Decisions are Discussed in Each Imaginary Firm's Realistic Board Meetings.

AREA ELECTIVE COURSES

Advanced Statistics Using R | ECTS (3+0) 5

R Programming Language Characteristics, Data Collection, Data Cleaning, Distributions, Statistical Tests and Interpretation of Their Results, Writing, Editing, Using R Codes to Perform the Appropriate Tests on Selected Data.

Advertising | ECTS (3+0) 5

The Role of Advertising in the Marketing Communication Elements and Its Economic and Social Effects, Advertising Types, Advertising Agencies, Advertising Campaign Management, Budgeting, Media and Message Selection, Creation of the Advertisement Measurement of the Effectiveness of Advertising.

Auditing | ECTS (3+0) 5

Audit Process and Reports, Professional Responsibilities and Ethics, Auditing Objectives and Evidence, Audit Planning and Analytical Procedures.

Bank Management | ECTS (3+0) 5

Evolution and Growth of Banking System, Liquidity / Profitability Problem, Capital Adequacy in Banks, Credit Management, Investment Management, Asset Liability Management, Non-performing Assets, Bank Marketing, Relationship Banking.

Brand Management | ECTS (3+0) 5

Branding and the Marketing Mix, Building Strong Brands, Marketing and Communication Programs, Measuring Brand Performance, Brand Audit, Brand Design and Structures, Managing Brand Equity for Long-Term Success.

Business Ethics | ECTS (3+0) 5

Ethical Sensitivity and Awareness in the Decision-Making Processes, Moral Codes and Problems in the Global Business Environment, the Rights and Responsibilities of the Stakeholders, Institutionalization of the Ethical Approach, Ethics and Information Technology, Controversial Cases regarding Different Ethical Theories and Stakeholders.

Business Etiquette | ECTS (3+0) 5

First Impression, Polite Conversation, Personal Appearance, Office Politics, Diplomacy, Telephone and Cell Phone Etiquette, Proper Oral and Written Communication, and the Protocol of Meetings.

Consumer Behavior | ECTS (3+0) 5

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.

Corporate Finance | ECTS (3+0) 5

Security Valuation, Techniques for Capital Investment Decisions, Portfolio Theory and Capital Market Theory, Corporate Capital Structure, Cost of Capital, Dividend Decision and Policy.

Customer Relationship Management | ECTS (3+0) 5

Comprehensive Set of Processes and Technologies (CRM Applications) for Managing the Relationships with Potential and Current Customers and Business Partners across Marketing, Sales, and Service Areas.

E-Commerce | ECTS (3+0) 5

E-Commerce Business Models and Marketplaces, E-Commerce Payment Solutions, Logistics and Fulfillment for E-Commerce, Legal & Ethical & Tax Issues, Interface Design and User Experience, E-Commerce Security, Strategy and Global Issues in E-Commerce.

Financial Institutions and Markets | ECTS (3+0) 5

Overview of Interest Rates and Security Valuation, Central Banking System and Monetary Policy, Securities Markets (Money, Capital, Foreign Exchange, and Derivatives), Commercial Banks, Investment Banks, Insurance Companies, Mutual Funds.

Financial Mathematics | ECTS (3+0) 5

Revision of Probability Theory and Distributions, Time Value of Money, Interest Rates, Arbitrage, Stochastic Analysis, Black-Scholes Option Pricing Model.

Financial Risk Management | ECTS (3+0) 5

Measuring Risk for Asset(s), Derivatives, Forwards, Futures, Duration, Hedging, Volatility and Correlations, Value at Risk, Monte Carlo Simulation, Credit Analysis Models, Default Probabilities.

Financial Statement Analysis | ECTS (3+0) 5

A Closer Look at Balance Sheet, Income Statement, and Cash Flows; for Credit and Security Analysis, Lending and Investment Decisions and Other Decisions that Rely on Financial Data. The aim is enabling a Sound Financial Comparison of Companies and a Thorough Understanding of Cash Flows, Basic Profitability Issues, and Risk Analysis Concepts.

Integrated Marketing Communications | ECTS (3+0) 5

Examination of the Integrated Marketing Communications Mix with regards to Design and Management of Marketing Communication Campaigns in the Context of Traditional, Online, Social, Mobile and Other Digital Media.

International Finance | ECTS (3+0) 5

International Financial Markets, International Monetary System, Structure of Balance of Payments, Currency Markets, Futures Markets, Exchange Rates, Forward Markets, International Capital Markets.

International HRM | ECTS (3+0) 5

The Context of International HRM, Strategic and Functional HRM in International Contexts and Comparative International Contexts, Globalization, Work and Labor Regulation, Strategic HRM Issues in International Contexts, Issues Related to Host, Home and Third Country Nationals, Recruitment, Selection, Training, Development and Compensation in International Contexts.

International Marketing | ECTS (3+0) 5

Introduction to International Markets, Socio-Cultural Circles, 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.

Investment Management | ECTS (3+0) 5

Overviews of the Investment Decision-Making Process, Behavioral Biases, Asset Pricing Models, Modern Portfolio Theory, Measurement of Investing Performance, Strategies for Asset Allocation, Fixed Income Securities, Derivatives, Strategies for Risk Management.

Management in Different Cultures | ECTS (3+0) 5

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 and Polychronic Time Management, Ethical Values and Beliefs in Different Cultures.

Management of Technology & Innovation | ECTS (3+0) 5

The Relationship between Technology and Management Techniques, Technological Interdependence and Design Parameters, Effective Ways of Getting Things Done in Different Technologies, Technological Innovation and an Appreciation of the Relevant Skills Needed to Manage Innovation at both Strategic and Operational Levels.

Marketing Communications | ECTS (3+0) 5

Introduction to Marketing Communications, Consumer Behavior Communication Process, Organizational Aspects of an Advertising Campaign, Planning & Budgeting, Creative Strategy & Development, Media Strategy & Planning, Direct & Database Marketing, Direct Marketing, Telemarketing & Relationship Marketing-CRM, Interactive and Digital Media, Public Relations, Cause Related Marketing, Sales Promotion, Personal Selling.

Money and Banking | ECTS (3+0) 5

Determination of Interest Rates, Money Creation by the Banking System, Central Banks, Banking Crises, Monetary Policies, Interactions between Industries and the Financial Sector, Interrelationships between the Domestic and the International Financial Sectors.

Retail Management | ECTS (3+0) 5

Location and Layout of Store, Purchase, Inventory, Control, Price, Promotion, Customer Service, Personnel Management, and Coordination in Retail Management.

Sales Management | ECTS (3+0) 5

Sales and Forecasting Techniques, Interaction of Buyer and Seller, Nature of the Sales, Marketing Mix and Personal Selling, Measurement of Potential Shares in Markets.

Small Business Management | ECTS (3+0) 5

Comparison of Small Organizations with Large Ones, How a Person Decides to Start a Business and the Social Factors that Foster Entrepreneurship, Analyzing the Operational Problems and Opportunities, The Nature of the Relationships that Exist in Small Businesses.

Supply Chain Management | ECTS (3+0) 5

A Comprehensive Coverage of Topics in the Design and Management of the Supply Chain, Supply Chain Modelling, Inventory Management, Risk Pooling, Value of Information, Supply Chain Partnerships, International Issues, and Decision Support Systems.

Turkish Labor Law | ECTS (3+0) 5

The Sources of Labor Law and the Formation, Content and Termination of the Individual Labor Contract; focusing especially on Job-Security, Notice Pay, Severance Pay, Rights and Obligations of the Employer and the Employee, and the Rules regarding Administration of Wages, Hours of Work, Overtime, Paid Vacations.

Turkish Tax System | ECTS (3+0) 5

Uniform Accounting System, Analysis of the Turkish Tax System, Tax Procedure Law, Income Tax Law, Institution Tax Law, Systematic Analysis of Value Added Tax Laws.

Women in Management | ECTS (3+0) 5

Issues of Women in Managerial Positions, Career Problems and the Nature of the Relationships that Women Face in Organizations which have an Impact on the Power and Influence.