

ISTINYE UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION (WITH THESIS/MBA)

COURSE DESCRIPTIONS

COMPULSORY COURSES

Business Strategy

Basic Concepts, Strategic Management Process, External Environmental Analysis, Sector Analysis, Enterprise Analysis, Corporate Strategies, Competitive Strategies, Functional Strategies, Social Responsibility, Business Constructs, Leadership, Project Presentation.

Marketing Strategies

Marketing Strategies, Product Marketing Strategies, Product Development and Brand Strategies, New Product Development, MID-TERM EXAM, Pricing Strategies, Pricing Strategies, Marketing Communication Strategies, Strategic Marketing Planning, Market Segmentation, Target Market Selection and Positioning Strategies, Distribution Strategies + (Guest Speaker), Competition Strategies and New Concepts and Applications in Marketing + (Guest Speaker), Marketing and Trends + (Guest Speaker), Evaluation.

Financial Management

Financial Portfolio Theory, Asset Pricing Models and Behavioral Finance, Equity and Share Valuation, Capital Costs, Capital Markets, Financial Markets, Financial Markets Overview, Analysis of Financial Statements, Time Value of Money and Bond Valuation, Yield, Risk and Financial Assets Pricing Model, MIDTERM EXAM, Capital Biotech, Dividend Theories and Stock Repurchases, Capital Structure Decisions, Purchasing and Consolidation Overview, Stock Management, Receivables Management.

Strategic Human Resources Management

Introduction to Course and Introduction of Subjects, Management and Future Human Resources in the Changing World, Human Resources Management, Strategic Management and Human Resources - Case Analysis, Internal and External Environment Analysis in Human Resources Management, Determination of Human Resources Strategies - Case Analysis, Application of Human Resources Strategies, Human Implementation of Resource Strategy - Case Analysis, Evaluation of Human resources Strategy and Development - Case Studies, Cultural Foundations of Strategic Human resources, Cultural Human resources Management in the Context of Strategic Assessment of Human resources Management Approach in Turkey.

Research Methods

Science and Scientific Knowledge, Purpose and Types of Scientific Research, Research Methods, Data Types and Data Collection Methods, Scientific Research Steps: Determination of Universe and Sampling, Scientific Research Steps: Determination of Variables and Scale Types, Data Acquisition and Analysis Process, Data Entry SPSS, Factor Analysis, Normality Analyzes and Homogeneity Analyzes, T Test for Dependent and Independent Samples, Single Factor ANOVA, Correlation Analysis, Simple Linear Regression (Tables) Analysis, Chi Square Analysis, Nonparametric Correlation, Mann Whitney U Test, Kruscal Wallis H Test, Wilcoxon Marked Rank Test.

Seminar

Introduction to Seminar Course, Determination of Research Subject and Literature Scanning, Determination of Research Method / Quantitative - Qualitative Research Examples, Thesis Writing

Process and Rules, Plagiarism / Bibliography / Research Presentation Techniques, Article Analysis, Scientific Research Design (4 Week) 2 Week), Student Presentations (2 Week).

Business Strategy

Basic Terms, Strategic Management Process, External Environment Analyses, Sector Analyses, Business Analyses, Institutional Strategies, Competition Strategies, Functional Strategies, Social Responsibility, Business Structures, Leadership, Project Presentation.

Economics

Supply and Demand, Cost and Cost Functions, Total Revenue and Profit Function, Market Structure and Perfect Competition, Economy Revenues and Expenditures, Economic Effects, Market Equilibrium, Market Equilibrium, Demand and Demand, Market Equilibrium, Elasticity, Ceiling and Base Price Effects, Gross Domestic Product (GDP) and Gross National Product (GDP), Different Ways of Measuring Economic Activity: Spending Approach / Revenue Approach, Functions of Money, Types of Money, Measurement of Money Supply, Banks and Money Supply, Money Multiplier, Central Bank and Money Supply and Demand Interest Rates, National Income and Price Level in Short Term, Aggregate Supply and Demand, Economic Policy and Inflation, Balance of Payments and Exchange Rate.

Financial Management

Financial Portfolio Theory, Asset Pricing Models and Behavioral Finance, Equity and Share Valuation, Capital Costs, Capital Markets, Financial Markets, Financial Markets Overview, Analysis of Financial Statements, Time Value of Money and Bond Valuation, Yield, Risk and Financial Assets Pricing Model, Midterm Exam, Capital Budgeting, Dividend Theories and Stock Repurchases, Capital Structure Decisions, Overview of Purchasing and Consolidation, Stock Management, Receivables Management.

Strategic Human Resources Management

Introduction to Course and Introduction of Subjects, Management and Future Human Resources in the Changing World, Human Resources Management, Strategic Management and Human Resources - Case Analysis, Internal and External Environment Analysis in Human Resources Management, Determination of Human Resources Strategies - Case Analysis, Application of Human Resources Strategies, Human Implementation of Resource Strategy - Case Analysis, Evaluation of Human Resources Strategy and Development - Case Studies, Cultural Foundations of Strategic Human Resources, Cultural Human Resources Management in the Context of Strategic Assessment of Human Resources Management Approach in Turkey.

ELECTIVE COURSES

Digital Marketing

Basic Marketing Concepts, Digitalization and Digital Marketing, Human-Based Marketing and Content Marketing, Customer Relationship Management, e-commerce, Social Media-1, Social Media-2, Webpage/E-mail Marketing, Blog, Search Engines Optimization, Performance Measurement, Digital Ethics, Project Evaluation, Final Exam.

Industry 4.0 And The Future Of Leadership

Leadership in Different Perspectives, On Leadership - Theories and Stories, A Leader's Profile -The Past: Atilla, From Today: Bill Gates, On Industry 4.0 and Smart Business, The Impact of Industry 4.0 and Leadership Profiles, Emotional and Social Intelligence in Leadership, Power and Impact on Leadership,

Case Study 1-2, Be able to manage Z chain and differences, Strategic Thinking and Prediction in Leadership Decision Making, Intuition and Leadership, Leadership and 6i Approach and Case Study 3, Leader-Member Interaction and Conflict Management, A Leader Profile - Past: Jose Mujika, From Our Day: Ümit Boyner, On Unsuccessful Leaders, Panel on the Future of Leadership.

Administrative Law

Concept of Administration, Administrative Law and its features, Freedom of movement within the Rules of Law, Discretionary Authority, Sources of Administrative Law, Basic Principles of Public Administration Organization, Administrative Structure of Turkey, Central Administration, Decentralization, History and Public Officials of Turkish Public Personnel Management, Entrance and Candidacy to Civil Service, Constitutional Principles in Civil Service, Midterm Exam, Disciplinary and Criminal Prosecution of Civil Servants, End of Termination and Retirement, Property Assets and Acquisition Methods, The actions of the Acquaintance, the Separation of Legal Proceedings, Administrative Courts, Administrative Jurisdiction, Full Judicial Case, Cancel Case, Final Exam.

Taxes Received From Wealth And Expenditure

Tax Types and Definitions Taken Over Wealth and Expenditure, Value Added Tax Liability, Subject, Taxpayer and Tax Liability, Taxable Event, Exceptions, Tax Base, Proportion, Discount, Declaration, Transactions that Give Rise to the Right of Return, Calculation of Return Conditions and Return Amount, Calculation of Tax Exemption, Customs Tax, Taxpayer and Tax Responsibility, Taxable Income, Exceptions, Tax Base, Rate / Amount, Declaration, Refund Conditions and Refund Amount, Midterm Exam, Calculation of Tax Exemption, Customs Tax, Taxpayer and Tax Responsibility, Taxable Income, Exceptions, Tax Base, Rate / Amount, Declaration, Refund Conditions and Refund Amount, Inheritance and Transfer Tax / Stamp Tax Subject, Exemption, Exception, Tax Base, Rate, Declaration.

Managerial Accounting

Management Accountability Conceptual Framework, Classification of Expenditures, Costing Methods, Cost - Volume - Profile Analyzes, Business Budget, Current Cost Approaches, Stock Planning Optimal Stock Management, Standard Cost Management and Implementation, Activity Based Cost and Application, Target Cost - Cost Method, Profit Centers and Decision Making.

Management And Organization

Management Term ve Process (Basic Terms, Planning, Organizing, Directing and Control), Theories of Management and Organization I (Classic and Neo-Classic Management Approach), Theories of Management and Organization II (Modern and Post Modern Approach), Social Responsibility and Ethics (Social Responsibility in Business and Management Ethics), Planning and Decision Making (Strategic Management), Organization (Organizational Structure in Organizations), Directing I (Organizational Structure in Organization), Directing II (Motivation Theories), Control (Control in Organization and Total Quality Management), Change and Innovativeness (Change and Innovation Management in Organization), Contemporary Terms in Management (Organizational Justice, Organizational Citizenship, Organizational Learning), Strategic Thinking (Game Theory Approach), General Revision.

Organizational Sociology

An overview of organizational sociology; definition; a list of "relatives" disciplines, What is business and why do people work?, The organization of work and bureaucracy / genetics as an early model (M. Weber); Scientific Management (USA, FW Taylor), Classical Organization (France, H. Fayol), An accidental discovery by Elton Mayo and his friends (early 1930s); development of the theory of human relations, Modern understandings of administration; ("Z-model" developed by William Ouchi, the American ruler of Japanese origin), Healthy communication in the workplace (communication): Elements of communication (process), The position of the person in the institution; conformity, harmony, confusion, personality of groups corporate culture and climate, Conflicts and solutions in the

workplace; transforming the tension and managing the lucency and transforming the productivity, Inspecting the crew (employee / occupant) is problematic (matter) and the concept of leadership; Leader types and characteristics, In-service training; Sensitivity training example and Self-Recognition Window, Decision-making processes and procedures in organizations (Delphi technique, thinking in group [negativity], group polarization, brainstorming, hypnotism, immediate strapping); the presence of a potential danger in resolutions in any event (P. Drucker's analysis), Behavior patterns that undermine work; with their narrative conclusions and as a successful manager / leader, ways to deal with them, In the business environment, forms of politeness (âdâb-ı müaşeret) and their contribution to a smooth and smooth process.

Revision In Taxes

Record Inventory Applications, Efficiency Applications, Determination of unregistered tax base differences, Penalties for unregistered tax base differences, Income Tax, Institutions Tax and Tax Procedural Law.

Institutional Ethics Management

Comparison of Ethics and Ethics Concepts, Ethics Vision and Global Ethics Concepts, Ethical Standards, Ethical Benefits? Who benefits from not being ethical? Who can use ethics? Who benefits from not being ethical? When does ethics work?, What if we do not become ethical? What are the basic values we admit?, Institutional Management Principles (Good Governance) and Ethics Compliance, Correct-Incorrect, Good-Bad, Relation of Ethics and Laws, Ethical Decision Making in Non-Black and White Gray Areas, Ethical Decision Making in Case of Conflict of Interest, Midterm Exam, Conflict Prevention Methods, Ethical Dilemma Where to Take Decision Making Ethical Decisions When There Is a Difference, Is this decision ethical? Evaluation Methods, How Does Business Ethics Code Work? What are Ethical Code Features and Basic Elements? Ethic Code training, practices and supervision, Ethical Decision Filter, Ethical Goggle, Is This Ethics?, Ethical Case Analysis: Enron, Arthur Andersen, Worldcome, Roche, Imar Bank.

Entrepreneurship

Entrepreneurship Theory (Entrepreneur, Entrepreneurship and basic concepts about entrepreneurship), Process of Entrepreneurship (Business Idea Development and Creativity), Dynamics of New Economy, Internet and Marketing, Business Plan and Preparing, Case 1 – Entrepreneurship, Case 2 – Finance in Entrepreneurship, Case 3 – Human Resources in Entrepreneurship, Case 4 – Marketing in Entrepreneurship, Case 5 - Investor Presentation, Business Plan Presentations.

Integrated Marketing Communications

Basic Marketing Terms, Marketing Communication Process, Advertisement, Sales Promotions, Public Relations, Public Relations, Personal Sales, Direct Marketing, Digital Marketing, Preparing of Integrated Marketing Communication Plan, Measurement of Integrated Marketing Communication Performance, Final Exam.

Consumer Relations Management

Marketing Strategies In Competition, Development and Definition of Customer Relationship Management, Purposes and Benefits of Customer Focused Strategies, Customer Definition and Customer Relationship Life Cycle, Creating Customer-Focused Service Culture: Relationship Management in Internal Markets, Analytical, Operational and Collaborative Customer Relationship Management, Customer Knowledge, Database Analysis and Data Mining, Segmentation Strategies and RFM Analysis, Customer Winning Strategies, Customer Retention Strategies, Creating Customer Loyalty, Analytical CRM: Clustering Analysis and Data Base Marketing Practice (SPSS).

Consumer Behaviour

Introduction to Consumer Behaviour, Interdisciplinary Approach to Consumer Behaviour, Principles of Marketing (Fundamentals of Marketing, Evolution of Marketing Approach, Marketing Mix), Perception, Learning and Memory, Motivation and Involvement, Attitude, Self and Personality, Values, Lifestyles and Culture, Reference Groups, Family and Gender, Purchase Decision Process

International Finance

Introduction: An Outlook On International Finance, International Monetary System, International Funding, International Financial Institutions, Balance of Payments, Uluslararası Parite Koşulları, Derivative Instruments for Foreign Exchange Markets, International Financial Crisis, Exchange Rate Management, International Portfolio Management, International Capital Budgeting, Student Presentations: Case Studies.

Business Law

Business and Commercial Business, Commercial Affairs and Provisions, Merchant Revision and Provisions of Being a Merchant, Merchant Merchants, Unfair Competition and Deceptive Advertisements, Corporate Law, Law of Commercial Papers, Industrial Property Law, Law of Contracts, Freedom of Contract, Limits of Business Contract Release, Tax Law.

Labour Law

Constitution of Turkey (Related Provisions), The Turkish Code of Obligations (Related Provisions), Turkish Commercial Code (Related Provisions), Labour Law No.4857, Labour Law No.1475 (Article 14), Abbreviations, Labour Law No.4857, Labour Law No.1475.

Brand Management

Significance of Brand: Brand Definition, Reasons to Need, Brand Value; Building Brand: Brand Strategy, Brand Culture; Implementation of Brand: Brand Design, Brand Identity, Brand Implementation; Sustainability of Brand: Standards of Brand, Protection of Brand, Service of Brand

Current Approaches In Hospital Management

Concept of Health Improvement, Communication in Health, Health Management for Health Promotion, Chronic Disease Management, Public Health, Regular Health Check, Health Services Standards, Problems of Employees in Health Services, Organization of Health Services, Leadership in Health Services, Empowerment of Healthcare Workers, Health Law and Ethics.

Service Marketing

Concept of Service, The Structure of Service Industry, The Differences Between Service and Goods Marketing, Concept of Service Marketing, Marketing Mix in Service Marketing: Product, Price, Place, Promotion, Physical Evidence, People, Process, Marketing Environment of Service Establishments, Strategies of Service Establishment, Service Management Process, Service Quality in Service Marketing, Customer Satisfaction in Service Marketing, Service Communication

International Health Systems And Policies

Health, Government and Society, Public Policy, Corporate Map and Political Economy, Health Systems Reform, Health Insurance Models and General Health Insurance in Low and Middle-Income Countries, Strengthening Health Systems, Basic Initiatives in Global Health and Health Systems, The Role of Community and Non-Governmental Organizations in Health System and Politics, Health Professions: Key Profiles and Skills, Research Challenges for Health Systems and Policy.

Organizational Behaviour

Attitudes and Job Satisfaction, Emotional and Emotional Situations, Personality and Values, Perception and Individual Decision Making, Motivation, Groups and Teams, Leadership and Leadership with different leadership approaches, Communication and Power, Conflict and Negotiation, Organizational Change and Stress Management, Business Ethics, Current Issues in OB: Organizational Commitment and Trust, Organizational Justice, Psychological Capital, Organizational Citizenship Behavior, Psychological Empowerment, Emotional and Social Intelligence, Organizational Identification, Silence in Organizations, Violence and Bullying in the Workplace, Whistleblowing, Organizational Cynicism, Burnout Syndrome.

Negotiation Techniques

The Basics of Conflict and Negotiation in Organizations, Types of Negotiations, Negotiation Strategies, Dimension of Negotiation, Culture and Negotiation, International Negotiations, Relationships and Communication in Negotiations, Impact on Negotiation and Persuasion Negotiation Process, Emotion and Perception Management in Negotiations, Ethics in Negotiations, Negotiation Tactics and Games, Negotiation Stages.

Mergers And Acquisitions

Introduction to Purchasing and Mergers; Causes of Purchasing and Mergers; Do Purchasing and Mergers Create Value is?; Strategies in Purchasing and Mergers; Company Valuation in Purchasing and Mergers; Company Valuation in Purchasing and Mergers: Synergies; Company Valuation in Purchasing and Mergers: Liquidity and Control; Financing of Purchasing and Mergers; Configuring of Transactions; Cross-Border Purchasing and Mergers; Bargaining Elements; Non-Friend Purchasing and Mergers; Protection Methods from Purchasing and Mergers

Participation Banking

Introduction: Trade and Interest by Islam; Interest-free finance system; ; Interest-free finance products; Interest free bond; Asset and Debt Management as Islam; Structured Products in Islamic Finance; Risk Protection Pruducts Used in Islamic Finance; Risk Management and Corporate Management in Islamic Finance; Islamic Financial Systems in Global Dimension; Islamic Financial Systems in Turkey

Corporate Finance

Introduction and Investment Decision Rules; Capital Markets and Riskin Pricing; Financial Assets Pricing Model; Investor Behavior and Effectiveness of Capital Markets; Debt and Taxes; Debt Financing; Equity Financing; Leasing; Theory related to Capital Structure; Dividend Payment Policies; Overview of Purchasing and Mergers; Corporate Management; Risk Management

Financial Markets And Institutions

Introduction, General Review of Financial System, Interest rate and Its Impact on Evaluation, Risks, Credit Structure and Interest Rate, Monetary Market and Capital Market, Stoke Markets, Currency Markets, Banks and Their Functions, Regulatory Institutions and Their Functions, Capital Market Tools, Public Disclosure, International Money and Capital Markets, Monetary Policy and Its Functions

Advanced Macro Economy

General Review of Macro Economy, National Income, Monetary Systems, Inflation, Unemployment, Economic Growth, Economic Fluctuations, Total Demand, Total Supply, Optimum Consumption

Advanced Micro Economy

Preferences and Benefit, Consumer Preferences and Demand, Welfare Economy, Firm Theory, Perfect (Pure) Competition Market, Non-Perfect Competition Markets, General Balance, Deficiencies of Market, Choice Under Uncertainty, Uncertainty and Information Asymmetry

Talent Management

The Concept of Talent, Historical Evolution of Talent, Talented Employees, Talent Models, The Case of Talent Wars, McKinsey Research, Talent Management Process, Responsibility Distribution in Talent Management, Talent Pool, Appraisal and Development Centers, Talent Management Practices (Identification of Key Positions, Identification and Classification of Talented Employees, Selection and Placement of Talented Employees, Retention of Talented Employees, Creation of Employer Brand), Benefits of Talent Management to Business, Barriers in Talent Management.

Performance And Wage Management

Human Resources Management Process, Performance Related Concepts, The Importance of Performance Management, Objectives and Features; Performance Evaluation Process, Performance Evaluation Methods, Definition and Importance of Business Assessment, Business Valuation Process, Business Valuation Methods, Wage and Performance Relations, Aims of Management and Principles of Remuneration, Wage Management Process, Factors Affecting Wage and Salary Policy, Wage Theories, Wage Systems, Wage Control, Wage-Efficiency Relationship, Reward Management