

ISTINYE UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION

MBA - NON THESIS					
1st - 2nd Semesters					
C. Code	Course	T	P	ECTS	Total ECTS
	5 Compulsory Courses	3	0	6	30
	5 Elective Courses	3	0	6	30
3rd Semesters					
	Project				30
Total					60

MBA WITH THESIS					
1st - 2nd Semesters					
C. Code	Course	T	P	ECTS	Total ECTS
	4 Compulsory Courses	3	0	6	24
	4 Elective Courses	3	0	6	24
	Research Methods	3	0	6	6
	Seminar	3	0	6	6
3rd - 4th Semesters					
	Thesis				30
Total					90

Must Courses					
C. Code	Course	T	P	ECTS	Language of Instruction
	Financial Management	3	0	6	TR
	Economics	3	0	6	TR
	Management and Organization	3	0	6	TR
	Marketing Strategy	3	0	6	TR
	Business Strategy	3	0	6	TR
	Strategic Human Resources Management	3	0	6	TR

Elective Courses (General)					
C. Code	Course	T	P	ECTS	Language of Instruction
	Merging and Purchasing	3	0	6	TR
	History of Economy on East-West	3	0	6	TR
	Entrepreneurship	3	0	6	TR
	Current Approach on Hospital Management	3	0	6	TR
	Participation Banking	3	0	6	TR
	Institutional Finance	3	0	6	TR
	Current Trends on Global Economy	3	0	6	TR
	Macro Economy	3	0	6	TR
	Game Theory	3	0	6	TR
	Competitiveness	3	0	6	TR
	Capital Markets	3	0	6	TR
	Insurance	3	0	6	TR
	International Health Systems and Politics Management	3	0	6	TR
	Industry 4.0 and Future of Leadership	3	0	6	TR
	Project Management	3	0	6	TR

Elective Courses (Marketing Major)					
C. Code	Course	T	P	ECTS	Language of Instruction
	Digital Marketing	3	0	6	TR
	Integrated Marketing Communication	3	0	6	TR
	Service Marketing	3	0	6	TR
	Brand Management	3	0	6	TR
	Customer Relations Management	3	0	6	TR
	Marketing Plan	3	0	6	TR
	Consumer Behavior	3	0	6	TR
	Negotiation Techniques	3	0	6	TR
	Institutional Ethic Management	3	0	6	TR
	Entrepreneurship	3	0	6	TR
	Project Management	3	0	6	TR

Elective Courses (Human Resources Major)					
C. Code	Course	T	P	ECTS	Language of Instruction
	Industry 4.0 and Future of Leadership	3	0	6	TR
	Labour Selection and Placement	3	0	6	TR
	Performance and Wage Management	3	0	6	TR
	Talent Management	3	0	6	TR
	Business Law	3	0	6	TR
	Institutional Ethic Management	3	0	6	TR
	Organizational Sociology	3	0	6	TR
	Organizational Behavior	3	0	6	TR

Elective Courses (Tax Auditing Major)					
C. Code	Course	T	P	ECTS	Language of Instruction
	Auditing and Standards in Business Law	3	0	6	TR
	Cost Accounting	3	0	6	TR
	Taxes on Wealth and Expenditure	3	0	6	TR
	Revenue-Taking Taxes	3	0	6	TR
	Revision in Taxes	3	0	6	TR
	Tax Technique	3	0	6	TR

DESCRIPTION
T: Theoric
P: Practice
ECTS: European Credit Transfer System