

**ISTINYE UNIVERSITY**  
**FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES**  
**DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS**  
**COURSE DESCRIPTIONS**

**1<sup>st</sup> SEMESTER**

**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.

**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 Mergers.

**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.

**2<sup>nd</sup> 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, Consentment, Void Agreements, Representation.

### **Fundamentals of International Trade | ECTS (3+0) 5**

Introduction to International Trade, Dynamics of World Trade, Basic Components of International Trade, Theories of International Trade, Global Trade Regime, Free Trade Rhetoric and Protectionism Reality in WTO, Change in Global Trade Regime, International Financial Institution, Management of Foreign Operations And International Trade, Strategies of Firms in International Trade, Economic Cooperation and International Trade, Trade Policies and Economic Depression.

### **3<sup>rd</sup> SEMESTER**

#### **Economic Integration & Global Trade | ECTS (3+0) 5**

Sources of Comparative Advantages, Trade and Profits, Trade Financing and Debts, Export Taxes, Debt Policies, Economic Policies, Economic Unions, Non-Economic Objectives of Economic Integration.

#### **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.

#### **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.

#### **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.

### **4<sup>th</sup> SEMESTER**

#### **Export and Import Management | ECTS (3+0) 6**

Introduction to Foreign Trade, Foreign Trade Legislation and Documents to be Used, Forms of Delivery in International Trade, Forms of Payment in Exports, Prepayment, Goods Payment, Voucher Payment, Letter of Credit, Special Transactions, Exports and Varieties, Market Selection, Pricing, Transactions in Exports, Incentives in Exports, Export Financing, Exports Risks and Protection Methods.

#### **Macro Economics | ECTS (3+0) 5**

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

#### **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.

### **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.

## **5<sup>th</sup> SEMESTER**

### **Turkish Foreign Trade Policy | ECTS (3+0) 5**

Economic Development Process and Alternative Development Strategies; Inward-Oriented and Outward-Oriented Development Policies, Exports, Employment and Effects on Growth; Critical Analysis of Trade Liberalization in Some Developing Countries; Turkey's Trade Liberalization Process and Growth Performance From An International Perspective; Import-Substitute Policies in the 70's, Liberalization in Foreign Trade and Foreign Exchange Policies, Reform in the Agricultural Sector and Public Economic Sector; the Role of the Growth Potential and Foreign Trade Policies of the Turkish Economy in the Framework of the European Union.

### **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, Product Life Cycle, New Product Development, Pricing, Distribution Channel and Supply Chain Management, Direct Marketing, Consumer Behaviour, 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, Markov 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.

## **6<sup>th</sup> SEMESTER**

### **International Logistics Management | ECTS (3+0) 5**

The Birth and Development of Logistics Sector in Turkey and in the World, Technological Developments in the Forms of Transportation, Logistics Sector and Air / Land / Maritime /Iron Transport, System and Management Forms, Transportation Systems and Land Use Relation, Social Cost of Transportation, Transportation and Environment, Transportation Policies, Total Transportation Logistics, Logistics, Global Logistics, Land-Sea-Air-Railway Transport, Case Studies.

### **International and EU Trade Law | ECTS (3+0) 5**

International Law; International Commercial Contracts; Documentation in International Business Transactions; Payments Methods; Supranational Integration; Legal System of European Union; Supremacy of the European Union Law; Regulatory Powers of the Union Organs.

### **Risk and Insurance Management | ECTS (3+0) 5**

Hedging and Speculation With Financial Futures, Types of Forward Contracts, General Information on Option Markets, Swaps, Derivative Market Strategies, Derivative Markets in Turkey.

### **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.

### **Organizational Behavior & Human Resources Management | ECTS (3+0) 4**

The importance of behavior in organizations, the Place and Importance of Psychology in Management; Job Satisfaction; Motivational Measures; Organizational Behavior; Group, Leader Formation; Psychological Complaints in Organizations; Physical Problems of the Work Environment; Interpersonal Relations and Communication, Leadership, Definition and scope of Human Resources Management, its Place and Importance in Organizational Structure, Personnel Management, Functions which Form the Basis of Human Resources Management; Job Analysis and Job Design, Human Resource Planning, Human Resources Procurement Process, Performance Evaluation System, Wage Concept; Wage Systems, Business Appraisal, Occupational Safety and Employee Health.

## **7<sup>th</sup> 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.

### **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 Marketing | ECTS (3+0) 5**

Introduction to International Markets, International Economic Environment, International Trade Environment, Global Information Systems and Marketing Research, Global Segmentation, Target Marketing and Positioning, Strategies For International Markets, Product and Brand Decisions on International Markets, International Marketing Decisions, Distribution Channels in International Markets and Physical Distribution, Marketing Communication Decisions in International Markets, International Marketing in the Digital Era, Leadership in International Markets, Ethics and Corporate Social Responsibility.

## **AREA ELECTIVE COURSES**

### **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.

### **Commerical Communication | ECTS (3+0) 5**

Development of Correspondence Skills Related to Commercial Communication; Writing of Academic and Commercial Reports, Commercial Letters and Proposals; Verbal Communication, Use of Communication Technology; Communication in Global Markets.

### **Consumer Behavior | ECTS (3+0) 5**

Introduction to Consumer Behavior, Consumer Behavior and Marketing Relationship, Consumer Behavior Models, Individual Differences, Consumer Lifestyles and Market Segmentation, Psychological Processes and Contingency Effects on Consumer Behavior, Socio-Cultural Factors Shaping Consumer Behavior, Consumer Decision Making and Buying Behavior, Post-Purchasing Behaviors, Cognitive Structures of Consumers, Consumer Behavior Researches, New Consumer Tendencies, Consumption Society and Consumption Culture.

### **Current Issues in International Trade | ECTS (3+0) 5**

The Economies of the Eu and Selected Eu Countries; Free Zones and Coastal Banking, and Experiences of Hong Kong, Bahrain and Turkey; Exchange Rates and Japan's Experiences With the U.S.A.; Islamic Countries and Economic Relations of These Countries With Turkey.

### **Current Issues in Turkish Economics | ECTS (3+0) 5**

Analysis of Contemporey Developments in Turkish Economy; Analysis of Basic Concepts and Data; Using Basic Identities in Economic Policy Analysis; Growth and İnflation Performance in Turkey; Measuring the Financial Situation, Financial Compliance and Debt Sustainability; Balance Sheet Analysis of the Central Bank; Application of Monetary Policy; Balance of Payments Development; Fragility and Country Risk Analysis.

### **Entrepreneurship | ECTS (3+0) 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.

### **Exchange Rate Management | ECTS (3+0) 5**

Foreign Trade Finance, Exchange Regime, Foreign Exchange Transactions, Foreign Exchange Applications, Foreign Exchange Transactions, Foreign Exchange Theories, Foreign Exchange Markets, Exchange Rate Systems, Payment Forms in Foreign Trade, Exchange Regimes, Obligations of Parties in Exchange Procedures, Obligations of Banks and Intermediary Institutions, Foreign Exchange Legislation.

### **Sales and Negotiations Techniques | ECTS (3+0) 5**

Introduction of Negotiation, Negotiation Tactics, Stages of Negotiation Process, Maneuvers and Games in Negotiations, Alternative Forms of Negotiation, Administrative and Commercial Negotiations, Negotiation Skills, Legal Factors in the Negotiation Process, Ethics in Negotiations, Case Analysis.

### **Tax Applications | ECTS (3+0) 5**

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.