

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

1 st SEMESTER

Maths For Social Sciences 1 | ECTS (2+2) 5

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) 6

Introduction to Business Concepts, Business Environment, Business Ethics and Social Responsibility, Entrepreneurship, New Ventures and Business Ownership, The Global Context of Business, Managing and Organizing the Business, Business Functions

Computer Literacy | ECTS (2+2) 6

Basic concepts in Information Technologies , Hardware and software, The usage of computers, File management, Operating systems, -mail messaging, Google Services, Web and Internet, MS Office Programs, MS Word Processing Software, MS Word Processing Software, MS Powerpoint Presentation Program, MS Powerpoint Presentation Program, Project presentations, MS Excel Spreadsheet Program, Project presentations, MS Excel Spreadsheet Program, MS Excel Spreadsheet Program, MS Excel Spreadsheet Program, MS Access and MS Publisher MS Access and MS Publisher, Introduction to Programming, What's computation?, Introduction to Python and Spyder Interfaces, Branching and Iteration, Control Flow and Loops

2 nd SEMESTER

Maths For Social Sciences 2 | ECTS (2+2) 5

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) 6

Introductory 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) 4

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

3 rd SEMESTER

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, Managerial Functions: Planning. & Decision Making, Organizing, Coordinating, Controlling

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.

Micro economics | ECTS (3+0) 5

Contents of the course include the subjects such as Production Possibilities Curve, Supply-Demand and Market equilibrium, Government Interferences, Consumer Balance and Market Types.

4 th SEMESTER**Macro Economics | ECTS (3+0) 5**

GDP, Measuring Price Level and Inflation, Unemployment, Fiscal Policy, Monetary Policy, Interest, Wages and Labour Market, Aggregate Demand, Aggregate Supply and Inflation, Saving, Investment and Wealth, Macroeconomics Policy, Production Function in Macroeconomics, Fiscal Policy

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.

Organizational Behavior | ECTS (3+0) 6

Organizational Behavior is the study of human behavior in organizations in order to improve organizations' effectiveness. The course mainly focus on the individual (i.e. attitudes; personality and emotions; perception and individual decision making; and motivation), the group (i.e. group behavior; work teams; organizational communication; leadership; and power, politics, and conflict), and the organization (i.e. organizational culture; and effects of societal culture on organizational behavior, and the changing working principles and its effects on human resources). Since the prospect students have already taken Introduction to Psychology class, some of the topics on individual behavior is taken out of the content.

5th SEMESTER**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

In this course it is intended to teach interpretation of quantitative and qualitative values, by using theoretical and practical knowledge. This course encompasses various steps of the research process in quantitative research, including theoretical frameworks, literature reviews, research questions, sampling; various methods of data collection, including tests, questionnaires and observation; various quantitative research designs; looking up literature and correctly deal with source material.

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.

Marketing Management | ECTS (2+2) 5

This course is designed to inform students about the concepts and practices in marketing of goods and services in contemporary businesses. The course informs students about marketing strategies and plans, market segments and targets, positioning of a brand, and marketing mix elements of product, price, distribution and promotion. The course also examines the major themes in international marketing management, competing and growing using marketing management, and managing a holistic marketing organization for the long run.

6 th 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.

Business Analytics | ECTS (3+0) 5

Overview of Basic Statistical concepts, R Programming, Data development, Reporting and Analysis, Predictive Analytics, Regression Techniques, Machine Learning, Prediction Evaluation, Visualizing.

Production Management | ECTS (3+0) 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 and 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.

7 th 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 (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.

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

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.

International Business Management | ECTS (3+0) 5

The competitive global business life of the twenty-first century mandates that managers develop the skills necessary to conduct effective cross-national interactions and to manage operations in international business. This means that the success of overseas operations of a multinational firm depends on the international manager's skills and cultural sensitivity, and the ability to carry out the company's strategies within the framework of the host country's business practices. The aim of the course is to enable students to develop the skills needed for effective management of people and processes in a global context in the twenty-first century.

The primary focus will be on the actual management functions and behaviors necessary to develop global vision and management skills at both the organizational and the interpersonal levels.

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.

Game Theory | ECTS (3+0) 5

Decision Theory, Notation of Games, Dominant Strategy, Rationality, Imperfect Competition, Decision under Imperfect Information, Infinite and Finite Repeated Games, Nash Equilibrium, Static Games, Mixed 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.

Money and Banking | ECTS (3+0) 5

Functions of the financial Intermediation, Theory of Interest, Domestic vs. Foreign Currency, Exchange Rate , Asset and Liability Management in Banking, Financial Statements of Banks, Monetary Aggregates, Risk Management, Domestic vs. Foreign Currency, Exchange Rate, Banking Crises, Turkish Banking and Financial System

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.

Sustainable Business | ECTS (3+0) 5

Sustainable Development Indicators, Goals and Global Efforts, Performance Management, Value Chain Definition, Declarations, International Certificates and Standards, Introduction to Relevant Legislation, Raw Materials And Waste Management, Climate Change, Tools of Sustainable Business: Carbon and Water Footprints, Life Cycle Analysis, Life Cost Analysis, Greenhouse Gas Management; Tools of Sustainable Business: Environmental And Social Impact, Environmental Accounting, Natural Capital, Green Value Chain Management

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.

Global Business Trends | ECTS (3+0) 5

Global business trends from past to today, the history of business, industry revolutions, industry 4.0, digitalization and the new business models and trends in the new century.

Digital Human Resources and Data Analytics | ECTS (3+0) 5

The course Digital HR and Analytics aims to contribute to the MSc Management of human resources goals by offering grounded in research and connected to practice tools to understand and manage the intersection of HRM and technology. Students will develop a thorough understanding of the impact of digital technologies on HR systems and will critically reflect upon the new role of the HR function in handling the managerial challenges that such transformation poses. Moreover, since the impact of digital technologies on HR systems has increased human connectivity and thereby transformed the dynamics of social networks, the capability of conducting Social Network Analysis (SNA) is becoming a

critical competence of HRM for efficiently detecting critical connections and understanding the informal hierarchies within an organization.

Introduction to Operating Systems | ECTS (3+0) 5

Introduction to operating systems, memory management, process management, concurrent processes, deadlocks, processor management, I/O and device management, file management and file systems, introduction to distributed operating systems, synchronization in distributed systems, distributed file systems, overview of contemporary OS technology.

Current Topics in Management Information System | ECTS (3+0) 5

Within the context of the course, new technologies that influence the world, daily life and work processes as well as successful application areas and case studies will be introduced; the influence of such technologies on different industries will be emphasized. The goal is for the student to understand how these new technologies can be integrated to work processes and organization through using the right methods and therefore differentiate and gain a competitive advantage. The status of new technologies and how they should be assessed and positioned in business models or plans, and the methodologies in applying new technologies will be presented.

Digital Transformation | ECTS (3+0) 5

Organizational Behavior in MIS | ECTS (3+0) 5

Econometrics in MIS | ECTS (3+0) 5