

ISTINYE UNIVERSITY
FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES
DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS
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.

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 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.

4 th SEMESTER**Managing Human Resources | ECTS (3+0) 5**

Attitudes & Job Satisfaction, Motivation, Group & Teams, Leadership, Communication & Power, Conflict & Negotiation, Human Resource Planning, Training & Development & Perception, Performance Evaluation, Job Design and Analysis, Recruitment and Selection, Compensation, Positive Employee Attitudes: Employee Commitment, Employee Involvement, Employee Engagement; Deviant Behaviours & Employee Violence

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.

International EU AND Trade Law | ECTS (3+0) 4**International Business Management | ECTS (3+0) 6**

Expanding abroad: Motivations, means, and mentalities, Organizational structure & beyond structural solutions in international business, Leadership in international business, HRM in multinational firms, Managing corporate culture in multinational companies, Creating worldwide innovation and learning, Technology management in international businesses, Marketing management in multinational settings

5 th 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, Risks in Trade

International Political Economy and Emerging Markets | ECTS (3+0) 5

Introduction to international political economy, ideologies and political economy of international trade. The role of international organizations, organizations and power, institutional change and economic performance. Transatlantic economic relations, regionalism versus international organizations, regional economic integration and the European Union, the globalization debate. Interest groups and corporatism, emerging economies.

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

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.

6 th SEMESTER

E-Business | ECTS (3+0) 5

Technology Infrastructure of Electronic Commerce, Examples of Web Based Businesses; Internet Economy and Business Models. Internet Security, Electronic Commerce; Social, Legal, Business Ethics and Public Policy Aspects of E-Commerce; Creating a Business Plan for a Web Based Business. Development, Development and Implementation of Web Based Business Project in Virtual Business Environment.

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.

Investment Analysis & Project Management | ECTS (3+0) 5

Definition of investment, feasibility, financial aspects of investment analysis, project management tools and techniques, Feasibility and the methods of preparing feasibility, Market analysis, marketability analysis, cost analysis, risk analysis, Integration and Scope Management, Procurement and Stakeholder Management, Quality and Risk Management

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.

7 th SEMESTER

Global Business Strategy | 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 Marketing and Sales Management| 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.

Logistics and Supply Chain 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.

8th SEMESTER

Area Elective | ECTS (0+30) 30 ECTS

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.

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. tudents 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.

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.

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.

Global Business Trends | ECTS (3+0) 5

Global Business Trends From Past till Today, The History of Business, Industry Revolutions, The Economic Underpinnings of Globalization, Industry 4.0, Business Environment in Other Countries - Including Economic and Financial Structures, Institutions and Institutional Voids, Business Practices, Regulatory Systems, Cultural and Social Conditions, Digitalization and the New Business Models and Trends.

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 Mangement, Domestic vs. Foreign Currency, Exchange Rate, Banking Crises, Turkish Banking and Financial System

Professional Practice | ECTS (3+0) 30 ECTS

Professional Practice in other terms Workplace (Industry) Practice is a program with two routes. Students can find a work placement within an organization, or if they are interested in starting their own businesses, they can spend the year in self-employment developing your business ideas in an incubation center. Students record their daily activities in the Workplace Practice Booklet every day. The advisor of the course, contacts and evaluates the situation of the students by meeting with the manager in charge every 2 weeks. The students submit the booklet at the end of week 15 and will be evaluated by the presentations made to the Committee at week 16. This course is only for permanent ISU students.

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