

YALOVA UNIVERSITY
The Faculty of Economics and Administrative Sciences
Department of Management
Course Descriptions
(2012-2013)

Course Code	IBF 101								
Course Name	Introduction to Economics								
					T	A	L	Cr	ECTS
					3	0		3	5
Economics, Scarcity, Demand, Supply, Market equilibrium, Price rationing, Demand and supply applications, GDP and GNP, Inflation, Unemployment, International trade and tariffs, Economic thoughts, Economics history.									
Course Code	IBF 102								
Course Name	Introduction to Business								
					T	A	L	Cr	ECTS
					3	0		3	5
Business Environment, Understanding Business System, Managing The Business Enterprise, Organizing The Business Enterprise, Understanding Entrepreneurship and Small Business, Motivating, Satisfying and Leading Employees, Managing Human Resources, Understanding Marketing process, Developing and Pricing Products, Managing production, Understanding Accounting and Information Systems, Conducting Business Ethically and Responsibly.									
Course Code	IBF 103								
Course Name	Philosophy of Science								
					T	A	L	Cr	ECTS
					3	0		3	4
What is philosophy, what is science, what is scientific method?; Why to study philosophy of science?; Explanation, causation and scientific laws; Scientific laws and its discontents; The structure and metaphysics of scientific theories; Epistemology of scientific theorizing; The challenge of history and post-positivism; The nature of science and the fundamental questions of philosophy; What is the philosophy of social science?; The explanation of human action; From behaviorism to rational choice; Functionalism and science; The role of individualism in social decisions; Social science and the enduring questions of philosophy.									
Course Code	IBF 104								
Course Name	Introduction to Sociology								
					T	A	L	Cr	ECTS
					3	0		3	4
Major Concepts & Theoretical Approaches, Historical Change, Everyday Life, The Life Course, Social Classes and Poverty, Global Inequality, Ethnicity and Migration, Religion, The Media, Education, Work and Economic Life, Cities and Urban Life, The Environment.									
Course Code	IBF 105								
Course Name	Introduction to Political Sciences								
					T	A	L	Cr	ECTS
					3	0		3	4
The Scientific Method, Key Concepts in Political Science, Political Theory and Ethics, Political Ideologies I - Liberalism, Conservatism, Socialism, Political Ideologies II - Fascism, Feminism, Environmentalism, Postmodernism, Democracy and Non-democracy, Interest Groups, Political Parties and Elections, Institutional Design, Economic Development and Democracy Revolutions, Transitions to Democracy, Human Rights, International Relations.									
Course Code	IBF 106								
Course Name	Introduction to Law								
					T	A	L	Cr	ECTS
					3	0		3	4
The resources of law. Development of law. Basic concept of law. The order of law. Legislation, law enforcement, judiciary. Law and constitution and freedom.									
Course Code	ISL 101								
Course Name	Accounting- I								
					T	A	L	Cr	ECTS
					3	0		3	4
Functions, Concepts and Generally Accepted Principles of Accounting, Basic Financial Statements, Accounting Equivalency and the Logic Behind Accounting, Book-keeping by firms and their value for internal and external use, Functioning of Accounts and Transactions, Accounting Records, Introducing Problems and Exercises of Financial Accounting, The Use of a Journal for Opening Entries, General Ledger Trial Balance, Post-closing (Adjusted) Trial Balance, Closing Entries, Value Added Tax, Long Lived Assets and Depreciation, Bad Credits and Provision for Bad/Doubtful Credits, Financial Statement Analysis, Accounting Ratios, Problems and Exercises of Financial Accounting.									
Course Code	ISL 102								
Course Name	Accounting- II								
					T	A	L	Cr	ECTS
					3	0		3	4
Uniform Accounting System, Adjusting processes, Adjusting processes and Adjusting Entries, Valuation Methods, Valuation Methods and Adjusting the Accounts, Valuation of Balance Sheet Accounts, Valuation of Tangible Assets, Intangible Assets and related Expenses, Inventory Costing Methods, FIFO,LIFO, Weighted-Average Cost, Prepaid Expenses, Depreciations, Accrued Expenses, Accrued Revenues, Adjusted Trial balance, Completing the Accounting Cycle, Preparing the Financial Statements, To Account the Gross Profit, To Account Tax and Tax Forms.									
Course Code	ENF 101								
Course Name	Use of Information Technology								
					T	A	L	Cr	ECTS
					1	2		0	4

The Components of a Personal Computer & A Proliferation of Computers, Software & Hardware, Databases & Communication Networks & IT Architectures, Windows Operating System, MS Word.					
Course Code	ENF 102				
Course Name	Business Enformatics				
				T	A
				L	Cr
				ECTS	
				2	2
				3	4
Getting started with EXCEL, Creating Basic Workbooks, Using Ranges, Creating Formulas, Copying &Pasting Formulas, Columns &Rows, Working with Worksheets, Working With Charts, Pivot Tables & Tables, Sorting & Filtering Data, Using What-If-Analysis, Table Related Functions, Making Macros.					
Course Code	AIB 101				
Course Name	Ataturk's Principles and History of Turkish Revolution I				
				T	A
				L	Cr
				ECTS	
				2	0
				0	3
The decline of Ottoman Empire and efforts of improvement (reformation period), Wars of Second Constitutional Period, Causes of The First World War, involvement of Ottoman Empire into the First World War and developments, Results of The First World War, National War of Independence, The period of congresses, National Pact, the opening of Grand National Assembly of Turkey and its qualifications, The first and second Inonu wars, their causes and results, Sakarya War, its causes and results, The Great Offensive and evaluation of results of war, Mudanya cease-fire agreement and Lausanne Conference.					
Course Code	AIB 102				
Course Name	Ataturk's Principles and History of Turkish Revolution II				
				T	A
				L	Cr
				ECTS	
				2	0
				0	3
Preparations for the Republic : The Abolishment of the Ottoman sovereignty, declaration of Republic ; Threats against the Republic; Nationalism: Atatürk's understanding of history and language, the basis of the Turkish educational system according to Atatürk, Atatürk's understanding of nation and culture; Secularism: Caliphate and abolishment of the caliphate, abolishment of tekkes and zaviyes, Atatürk and religion; Populism: Social revolutions; Statism: Economic revolutions (Izmir Economic Congress and its decisions); Reformism: Revolutions on Turkish law, movements of the constitution; Midterm Examination; Foreign Policy: the basis of the foreign policy of Atatürk, solutions of the problems after Lozan; International Unities: Establishment of the United Nations, Balkan Entente, Sadabat pact; Relations between Turkey and Europe before the World War II; Turkey after the World War II; Cyprus Question and Relations between Turkey and Greece; Threatments against Turkey: Threatments against the Atatürk's revolutions, threatments against uniter state structure.					
Course Code	TDB 101				
Course Name	Turkish Language I				
				T	A
				L	Cr
				ECTS	
				2	0
				0	3
Definition and description of the language, Linguistic Works, Classification of languages, The Turkish language uses, The development of the Turkish language and the first works, Spoken language, written language, polish, accent, Grammar outline, Phonology, Vocabulary, Syntax.					
Course Code	TDB 102				
Course Name	Turkish Language II				
				T	A
				L	Cr
				ECTS	
				2	0
				0	3
Types of oral expressions: oratory, symposium, conference, debate, panel discussion. Correspondence: Letter, petition; the rules of academic writing; academic writings and works: conference, abstract, report, index, references, workshops.					
Course Code	YDB 101				
Course Name	Foreign Language I (English)				
				T	A
				L	Cr
				ECTS	
				2	0
				0	3
The aim of this course is to equip the students with the English required for both daily and academic life at a basic level. In this course, not only the basic structure and rules of English grammar are taught, but the speaking, writing, reading and listening skills of the students are developed integratedly. The grammar to be thought within the term is as follows: verb 'to be', possessive's, possessive pronouns and adjectives, adverbs of frequency, have / has got, articles, have to, can / can't, there is / there are, some / any, countable / uncountable nouns, how much / how many, object pronouns, tenses (present simple tense and past simple tense) and regular / irregular verbs.					
Course Code	YDB 102				
Course Name	Foreign Language II (English)				
				T	A
				L	Cr
				ECTS	
				2	0
				0	3
The aim of this course is to equip the students with a higher level of English grammar and skills by enriching and building-up on the grammar and skills previously gained in English – I. The students are provided with materials related to their departments in order to develop their speaking, writing, reading and listening skills. The grammar to be thought within the term is as follows: indefinite pronouns, comparative and superlative adjectives, modal verbs (must / mustn't, should / shouldn't), ever / yet / just / already, adverbs and tenses (present continuous tense, future tense: will / going to, present perfect tense)					
Course Code	ISL 201				
Course Name	Microeconomics				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4
Demand and supply, Elasticity, Indifference curve theories, Consumer behavior, Production and technologies, Competitive market pricing and equilibrium, Monopoly production, Monopoly regulations, Oligopoly production, Oligopoly pricing, Labor market.					
Course Code	ISL 202				
Course Name	Macroeconomics				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4

Measuring National Income, Unemployment, Inflation, Economic growth, Aggregated demand and supply, Keynesian economics, Classical economics, Money and the banking system, Monetary policy, Investment, Consumption and saving, International trade.					
Course Code	ISL 203				
Course Name	Business Mathematics				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4
Permutation and combination, Finance Math, Equalities and inequalities, Linear functions and business applications, Non-Linear functions and business applications, Limit and Continuity, Derivatives and Derivative Applications, Multiple Variable Functions, Vectors and matrices, Linear Programming, Applications and Problem Solutions.					
Course Code	ISL 204				
Course Name	Commercial Law				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4
Practice area of Commercial Law, its history, definition and characteristics of commercial corporation, its transfer and mortgage, commercial transactions, commercial terms, commercial adjudication, acquisition and loosing the statute of being a merchant, commercial registry, commercial title and corporation name, unjust competition, brands, commercial books, current account, merchant assistant (representative of merchant, agent, commission agency, broker) Ordinary partnership, characteristics, establishment, activities and its liquidation. The importance of ordinary partnership in Commercial Law, the similarities and differences from commercial corporations; the general characteristics of commercial corporations, the applicable provisions and their orders, classification of commercial corporate, merger, acquisition and switching to another type, establishment activities of collective, limited partnership, joint stock companies, jointly owned limited partnership, and their legal bodies and their authorities, responsibilities, duties. Dissolution of the aforementioned companies					
Course Code	ISL 205				
Course Name	Management and Organization				
				T	A
				L	Cr
				ECTS	
				3	0
				3	5
Innovative Management for Turbulent Times. The Evolution of the Management Thought. The Environment and Corporate Culture. Managing in a Global Environment. Ethics and Social Responsibility. Managerial Planning and Goal Setting Strategy Formulation and Implementation. Managerial Decision Making. Design Adaptive Organizations. Managing Change and Innovation. Human Resource Management. Meeting The Challenge of Diversity. Managerial and Quality Control. Information Technology and E-Business. Operations and Value Chain Management. Dynamics of Behavior in Organizations. Leadership and Motivation.					
Course Code	ISL 206				
Course Name	Organizational Behavior				
				T	A
				L	Cr
				ECTS	
				3	0
				3	5
Introduction to Organizational Behavior and Diversity in Organizations; Attitudes and Job Satisfaction; Emotions and Moods Personality and Values; Perception and Individual Decision Making; Motivation: Concepts and Applications; Motivation: Applications; Groups; Teams and Communication; Leadership; Power and Politics; Conflict and Negotiation; Organization Structure and Design; Organizational Culture; Organizational Change and New Horizons for Organizational Behavior.					
Course Code	ISL 207				
Course Name	Statistics I				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4
Importance of describing data and summarizing descriptive relationships. Classification of variables. Graphs to describe categorical variables. Graphs to describe time-series data. Graphs to describe numerical variables. Tables and graphs to describe relationships between variables. Data presentation errors. Measures of central tendency. Measures of variability. Random experiment, outcomes, events. Probability Theory. Statistical independence. Bayes' theorem. Random variables. Probability distributions for discrete random variables. Probability distributions for continuous random variables..					
Course Code	ISL 208				
Course Name	Statistics II				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4
Distributions of Sample Statistics; Confidence Interval Estimation: One Population; Hypothesis Tests of a Single Population; Two Population Hypothesis Tests; Two Variable Regression Analysis; Multiple Variable Regression Analysis; Introduction to Nonparametric Statistics; Comparison of Subpopulation Means; Forecasting with Time-Series Models.					
Course Code	ISL 209				
Course Name	Marketing Management				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4
Marketing Concept; Marketing Strategies; Marketing Environment / Managing marketing information; Consumer Markets/ Business Markets; Segmentation, Targeting and Positioning; Product Strategies/ New product Development; Pricing / Pricing Strategies; Marketing Channels; Retailing and wholesaling; Promotion; Advertising; Personal Selling; Direct and online marketing / Creating competitive advantage.					
Course Code	ISL 210				
Course Name	Consumer Behavior				
				T	A
				L	Cr
				ECTS	
				3	0
				3	4
Consumer Behavior and Marketing Strategy, Cross-Cultural Variations in Consumer Behavior, The Changing Society Families and Households, Group Influences on Consumer Behavior, Perception, Learning, Memory and Product Positioning, Motivation, Personality and Emotion, Attitudes and Influencing Attitude, Self-concept and Lifestyle, Situational Influences,					

Consumer Decision Process and Problem Recognition/ Information Search/ Alternative Evaluation and Selection, Outlet Selection and Purchase.					
Course Code	ISL 211				
Course Name	Inventory Valuation				
				T	A
				L	Cr
				ECTS	
				3	0
Uniform Accounting System, Adjusting Processes, Adjusting Entries, Valuation Methods, Adjusting the Accounting, Valuation of Balance Sheet Accounts, Valuation of Tangible Assets, Intangible Assets and related Expenses, Inventory Costing Methods, FIFO, LIFO, Weighted Average Cost, Prepaid Expenses, Depreciations, Accrued Expenses, Accrued Revenues, Adjusted Trial Balance, Completing the Accounting Cycle, Preparing Financial Statements, Accounting Gross Profit, Accounting Tax and Tax Forms.					
Course Code	ISL 212				
Course Name	Financial Statement Analysis				
				T	A
				L	Cr
				ECTS	
				3	0
Financial decisions and accounting information, Users of accounting information and necessary knowledge, The balance sheet and income statement, The source and application of funds statement, information on cash flow statement, The meaning and significance of analysis of the financial statements, Finding correct resources, using the resources in the right assets and using the assets efficiently with profit, Types of financial analysis, Techniques of financial analysis, Interpretation of financial analysis results, Horizontal analysis, Vertical analysis, Trend analysis, Ratio Analysis.					
Course Code	ISL 213				
Course Name	Obligation Law				
				T	A
				L	Cr
				ECTS	
				3	0
Sources of obligations, obligations deriving from contracts, establishment of contracts, invalidity, collusion, cancellation of contracts, obligations deriving from unjust act, obligations deriving from unjust enrichment, fulfilment of obligations, default, kinds of obligations, transfer of credits, transfer of debts, terminations of obligation.					
Course Code	ISL 214				
Course Name	Corporate Accounting				
				T	A
				L	Cr
				ECTS	
				3	0
This course aims to develop a knowledge base with respect to characteristics of partnerships and corporations; establishment and liquidation of business entities, admission and withdrawal of partners in proprietorships and partnerships, distribution of profit and liquidation of partnerships. Forming a corporation, distribution of corporate income, ownership rights of stockholder, stock issue considerations and the recording of these transactions are the fundamental topics emphasized in the course.					
Course Code	ISL 215				
Course Name	Production Systems				
				T	A
				L	Cr
				ECTS	
				3	0
Production techniques and their uses, stock, quality, flexible production management concepts will be reviewed.					
Course Code	ISL 216				
Course Name	Tax Law				
				T	A
				L	Cr
				ECTS	
				3	0
Basic Issues in Taxation: Definition of Tax, Principles of Taxation, Tax Burden, Taxpayer and Persons Liable for Payment, Taxation Process, Taxpayer's Responsibilities and Calculating Periods, Tax Loss, Tax Evasion and Related Penal Provisions, Tax Authorities and Tax Audit, Tax Disputes and Methods of Resolution, Personal Income Tax, Corporate Income Tax, Value Added Tax, Banking and Insurance Transaction Tax, Private Communication Tax, Motor Vehicle Tax, Inheritance and Gift Tax, Real Estate Tax, Fiscal Stamp Tax.					
Course Code	ISL 217				
Course Name	Services Marketing				
				T	A
				L	Cr
				ECTS	
				3	0
Service Goals: The use of metaphors, Customer interactions in services, Customer interactions in services, Consumer experiences, Service design, Service employees as operant resources, Service quality and customer satisfaction, Relationship marketing, Service profitability.					
Course Code	ISL 218				
Course Name	Business English				
				T	A
				L	Cr
				ECTS	
				3	0
Selected business readings, discussions on selected topics and student presentations.					
Course Code	ISL 219				
Course Name	Business Readings				
				T	A
				L	Cr
				ECTS	
				3	0
Selected business readings and student presentations.					
Course Code	ISL 220				
Course Name	Brand Management				
				T	A
				L	Cr
				ECTS	
				3	0
What is Strong Brand?; The Saturn Story; The Brand Identity; Organizational Associations; Brand Personality; Identity Implementation; Brand Strategies Over Time; Managing Brand Systems; Leveraging the Brand; Measuring Brand Equity Across Products & Markets; Organizing for Brand Building.					
Course Code	ISL 221				

Course Name	Management Information Systems				
	T	A	L	Cr	ECTS
	3	0		3	4
Management Information Systems is the study of why and how organizations use computerized information systems. This course provides an overview of the concepts and methodologies of information systems in business applications. The course focuses on the idea of information system support for competitive decision-making, thus blending technical with managerial topics.					
Course Code	ISL 222				
Course Name	Public Relations				
	T	A	L	Cr	ECTS
	3	0		3	4
A new force in contemporary business and public relations functions as a place of importance and development. Objectives and basic principles of public relations. Organization of public relations: public relations unit within the organization in general, the public relations unit of the organizational structure, public relations professionals must have the features. In terms of public relations in the workplace must have features. Public relations management. Public relations and politics in business audience. Used in public relations and communications tools.					
Course Code	ISL 223				
Course Name	Civil Law				
	T	A	L	Cr	ECTS
	3	0		3	4
Basic principles of civil law, capacity to acquire rights, capacity to act, right of personality and protection of the personality, kinship, domicile, associations, foundations.					
Course Code	ISL 224				
Course Name	Public Finance				
	T	A	L	Cr	ECTS
	3	0		3	4
The application of economic theory to the analysis of the issues pertaining to public expenditures and taxation. Theories on public expenditures, such as theories on public goods and social cost benefit analysis. The principles and theories of taxation.					
Course Code	ISL 302				
Course Name	Financial Management II				
	T	A	L	Cr	ECTS
	3	0		3	5
***Financial analysis and planning ,working capital management cash, receivables, inventory management, fixed assets management, sources of long term financing including dividend policy, capital structure and firm valuation, cost of capital, Short-Term Finance and Planning, Cash and Liquidity Management, Credit and Inventory Management.					
Course Code	ISL 303				
Course Name	Production Management				
	T	A	L	Cr	ECTS
	3	0		3	5
Forecasting Sales/Production Requirements, Location Planning, Capacity Planning, Facilities Layout,Aggregate Planning, Inventory Control, Inventory Control continued, Materials Requirements Planning, Scheduling, Project Control with PERT/CPM, Behavioral issues in Operations Management, International Issues in Operations Management, Service Operations Management, Quality Management.					
Course Code	ISL 305				
Course Name	Financial Management I				
	T	A	L	Cr	ECTS
	3	0		3	6
Introduction to Corporate Finance, Financial Markets and the Corporation, Financial Statements and Cash Flow, Working with Financial Statements, Long-Term Financial Planning and Growth, Introduction to Valuation: The Time Value of Money, Discounted Cash Flow Valuation, Interest Rates and Bond Valuation & Stock Valuation, Net Present Value And Other Investment Criteria, Project Analysis And Evaluation, Cost of Capital, Short-Term Finance and Planning, Cash and Liquidity Management, Credit and Inventory Management.					
Course Code	ISL 306				
Course Name	Human Resources Management				
	T	A	L	Cr	ECTS
	3	0		3	6
The Nature of Human Resource Management, Strategic Human Resource Management, Planning Jobs and People, Recruitment Selection Method and Decision, Ending the Contract, Individual Performance Management, Managing Absence and Attendance, Learning and Development, Career Development, Recognition and Consultation, Health, Safety and Welfare, Strategic aspects of Payment.					
Course Code	ISL 307				
Course Name	Cost Accounting				
	T	A	L	Cr	ECTS
	3	0		3	6
Cost and Expenditure Definitions, Cost Classifications, Cost Objects, Cost Centers and Cost Allocation Methods ,Materials, Labor and Overhead Costs, Preparation of Statement of Cost of Goods Manufactured, Statement of Cost of Finished Goods Sold, Production Cost Report, Manufacturing and Service Costing, Cost Allocation, Job Order Costing, Hybrid costing and new costing systems, Absorption Costing, Job and Batch Costing, Process Costing.					
Course Code	ISL 308				
Course Name	Managerial Accounting				
	T	A	L	Cr	ECTS
	3	0		3	6
Cost-Volume-Profit Analysis, Operating Budgets, Flexible Budgets, Variances, and Management Control, Inventory Analysis, Decision Making and Relevant Costs, Pricing Products & Services.					

Course Code	ISL 309					
Course Name	Research Methodology					
		T	A	L	Cr	ECTS
		3	0		3	5
Research Definition, Types and Scope, The Scientific Method, Decision Making, Types of Research, Business Research Problems, Principles of Effective Writing, Surveys, Making Research on Search Engines, Using the Statistical Software WinQSB, Observation, Experimental Research, Experimental Design, Designing a Questionnaire, General Guide for Academic Writing and Presentation of Written Assignments.						
Course Code	ISL 310					
Course Name	Marketing Research					
		T	A	L	Cr	ECTS
		3	0		3	5
The definition and contents of marketing research, the relationship between marketing research and the marketing system, the available topics for a marketing research, types of marketing research according to their relevance to the decision making process, the steps of a marketing research process, ethical topics related to marketing research.						
Course Code	ISL 311					
Course Name	Organization Theory					
		T	A	L	Cr	ECTS
		3	0		3	4
Basic concepts and introduction to organization theory, causes of the need for the organization theory and the development of organizational theory in the historical process, fundamentals of classical organization theory, emergence and development dynamics, fundamentals of neo-classical organization theory, emergence and development dynamics, modern management and organizational theory, contingency approach, organizational strategy approach, organizational economy, organizational economy, resource dependency theory, organizational ecology theory, institutional theory, alternative approaches in organization theory and chaos theory, and comparative analysis of post modern organization theory.						
Course Code	ISL 312					
Course Name	Business Ethics					
		T	A	L	Cr	ECTS
		3	0		3	4
Ethical Issues in Business, Applying Moral Philosophies to Business Ethics, Social Responsibility, Stakeholders and Corporate Social Responsibility, An Ethical Decision-Making Framework, How the Organization Influences Ethical Decision Making, The Influence of Significant Others in the Organization, The Role of Opportunity and Conflict, Controlling Organizational Ethics, Evaluating Corporate Ethics, International Business Ethics.						
Course Code	ISL 313					
Course Name	Sales Management					
		T	A	L	Cr	ECTS
		3	0		3	4
Basic concepts of sales management, phases of sales process, planning of sales management, improving sales techniques, choosing and training sales personnel, sales strategies to protect and increase market share, creating sales areas, and case studies.						
Course Code	ISL 314					
Course Name	Investment Project Analysis					
		T	A	L	Cr	ECTS
		3	0		3	4
Basic principles of investment, related legal order concerning investment, the preparation of investment projects, operation and evaluation from an economic perspective, the effects of subsidies on the investment projects, the preparation of investment projects, operation and evaluation from a technical perspective, monitoring investment projects.						
Course Code	ISL 315					
Course Name	Leadership					
		T	A	L	Cr	ECTS
		3	0		3	4
Theories of Leadership: Historical Progress, Trait Approach, Behavior Approaches, Individualized Leadership and Leadership Roles, Contingency Theories of Leadership, Influence Theories of Leadership, Overview of Leadership Theories/Followership, Emotional Intelligence and Leadership, Ethical Issues and Challenges to Leadership.						
Course Code	ISL 316					
Course Name	Supply Chain Management					
		T	A	L	Cr	ECTS
		3	0		3	4
The supply chain: strategies, network design, demand forecasting, inventory management and risk pooling, logistics management, coordination. Transportation models; decision-support models.						
Course Code	ISL 317					
Course Name	Entrepreneurship					
		T	A	L	Cr	ECTS
		3	0		3	4
Enterprise, entrepreneurship and historical background, entrepreneurship characteristics , creativity, innovation and risk taking, the ways of taking entrepreneurial risks, entrepreneurship and culture, e-entrepreneurship, intrapreneurship and female entrepreneurs, global aspects of entrepreneurship, planning in entrepreneurship.						
Course Code	ISL 318					
Course Name	Technology and Innovation Management					
		T	A	L	Cr	ECTS
		3	0		3	4
General concepts about technology management; Classification of technology and information technology; Management and management of technology; Types of technology : Information Technology; Technology strategies; Methods for technology planning; Technology transfers; Technology production and R&D; Science and technology policies and Technoparks; Strategic						

decisions about technology and future of technology.					
Course Code	ISL 319				
Course Name	Business Communication				
				T	A
				L	Cr
				ECTS	
				3	0
Definition and meaning of communication concept, fundamental elements and functions of communication, communication process, verbal communication, non-verbal communication, written communication, problems and barriers in communication process, effective communication methods, function and importance of organizational communication, information and communication technologies, mass communication.					
Course Code	ISL 320				
Course Name	Forecasting Models				
				T	A
				L	Cr
				ECTS	
				3	0
Trend Analysis, Autocorrelation Analysis, Advanced Forecasting Techniques, Winter's Method, adaptive - Response - Rate Exponential Smoothing, Holt's Method, Turning Point Efficiency of Modelling.					
Course Code	ISL 321				
Course Name	Problem Solving Techniques				
				T	A
				L	Cr
				ECTS	
				3	0
Analysis of problem, collecting data about problem, to do plan about problem solution, to applicate of solution, to control of solution.					
Course Code	ISL 322				
Course Name	Financial Mathematics				
				T	A
				L	Cr
				ECTS	
				3	0
Simple and compound interest, simple and compound discount, investment, amortisation and sinking funds, annuities, current account.					
Course Code	ISL 323				
Course Name	International Financial Reporting Standard				
				T	A
				L	Cr
				ECTS	
				3	0
Overview of the issues involving implementation of the International Financial Reporting Standards (IFRS). Recognition and measurement issues, practical issues in adopting IFRS, on-going issues post-adoption, and disclosure issues under IFRS. The implementation of some of the more complex issues that accountants encounter when adopting IFRS, such as financial instruments, leases, employee benefits, business combinations, share-based transactions, and accounting for deferred taxes.					
Course Code	ISL 324				
Course Name	Labor Law				
				T	A
				L	Cr
				ECTS	
				3	0
Individual labour law (employment contracts) and collective labour law: trade unions, the collective bargaining process, collective agreements, collective labour disputes and their peaceful settlement, labour conciliation, mediation and arbitration of industrial conflicts, strikes and lockouts as well as labour courts.					
Course Code	ISL 401				
Course Name	Strategic Management				
				T	A
				L	Cr
				ECTS	
				3	0
Strategy, policy, long term planning, tactics, strategic management, operational management, strategic analysis (external environment analysis, internal analysis, SWOT analysis), definition of goals and objectives (strategic goals, vision, mission), analysis of strategic alternatives (strategic business units, production life curve analysis, PIMS analysis) definition of business policies and designing organizational structure.					
Course Code	ISL 402				
Course Name	Business Skills				
				T	A
				L	Cr
				ECTS	
				3	0
Problem solving in business management, communications, human relations and group work, self-improvement and self-managing techniques.					
Course Code	ISL 403				
Course Name	International Business				
				T	A
				L	Cr
				ECTS	
				3	0
International sense of job in today's, different cultures and business world, political and legal problems of organization, ethic of global business environment, economic systems and development of countries, international trade theory, government effect, direct foreigner investment, regional economic unities, international finance system, international business system, to plan and organize of international operations, improvement of product and marketing, to start of product and management.					
Course Code	ISL 404				
Course Name	Auditing				
				T	A
				L	Cr
				ECTS	
				3	0
Auditors Responsibilities and Reports, Professional Ethics, Auditors Legal Liability, Auditing Planning, Overview of the Financial Statement Audit, Audit Evidence, Audit Risk, Understanding the Internal Control, Auditing Procedures in Response to Assessed Risks: Test of Controls & Substantive Test, Auditing Sampling, Auditing the Transaction Cycles, Completing the Audit, Attest and Assurance Services and Related Reports, Internal, Operational, and Governmental Auditing.					
Course Code	ISL 411				
Course Name	International Human Resources Management				

		T	A	L	Cr	ECTS
		3	0		3	4
International Human Resource Management Definition, an affiliate that will work on managers' selection, international human resource management function, supply and selection, training and development, performance appraisal, wage, International Human Resource Management and the competitive advantage.						
Course Code	ISL 412					
Course Name	Family Business Management					
		T	A	L	Cr	ECTS
		3	0		3	4
Family businesses life cycle, the research found in the problem instances; Princess syndrome; institutionalization and institutionalization process of institutional recovery criteria, professionalism, family constitution, family constitution to exist in the items required; family council and meetings arrangement; family of companies board of directors of the operating principles, internal controls and benefits; Basel 2 criteria and the effects of family businesses, family companies and education of future generations; leading candidate for the mentoring, enterprise management, strategic management of the family business.						
Course Code	ISL 413					
Course Name	Financial Institutions and Instruments					
		T	A	L	Cr	ECTS
		3	0		3	4
The Role of The Financial System; Money Markets; Bond Markets; Mortgage Markets; Stock Markets; Foreign Exchange Markets; Derivative Securities Market; Commercial Banks; Insurance Companies; Mutual Funds; Pension Funds; Risk Management In Financial Institutions.						
Course Code	ISL 414					
Course Name	World Economy					
		T	A	L	Cr	ECTS
		3	0		3	4
Tools for international trade models; Classical model of the international trade; Hecksher-Ohlin theory; Leontief paradox; Tariffs; Nontariff barriers and protection; International trade and economic growth; Balance of payments; Foreign exchange market; Purchasing power parity; Interest rate and parities; International investment and risk; International banking.						
Course Code	ISL 415					
Course Name	Advertising					
		T	A	L	Cr	ECTS
		3	0		3	4
Integrated Marketing Communications / The Role of IMC in the Marketing Process; Organizing for Advertising and Promotion / Perspectives on Consumer Behavior; The Communication Process / Source, Message, and Channel Factors; Establishing Objectives and Budgeting for the Promotional Program / Creative Strategy: Planning and Development; Creative Strategy: Implementation and Evaluation / Media Planning and Strategy; Evaluation of Broadcast Media / Evaluation of Print Media; Support Media / Direct Marketing and Marketing on the Internet; Sales Promotion; Public Relations, Publicity, and Corporate Advertising; Measuring the Effectiveness of the Promotional Program; International Advertising and Promotion; Regulation of Advertising and Promotion; Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion.						
Course Code	ISL 416					
Course Name	Change Management					
		T	A	L	Cr	ECTS
		3	0		3	4
Foundations of Organizational Change and Development, Fundamental Interventions, Cutting-Edge Change Strategies, Implementations Guidelines and Issues, Challenges and Opportunities for the Future, Case Studies.						
Course Code	ISL 417					
Course Name	Organizational Culture					
		T	A	L	Cr	ECTS
		3	0		3	4
Definition of culture, elements of culture, relations between culture and human beings, social culture, relations between culture and communication, organizational culture, entrepreneurship culture, leadership culture, culture and organizing, ideology of organization, mental programming, values and applications, comparative examples about organizational culture.						
Course Code	ISL 418					
Course Name	Productivity Management					
		T	A	L	Cr	ECTS
		3	0		3	4
The definition of efficiency, efficiency for businesses of the importance, efficiency-enhancing factors, productivity analysis, total efficiency, the partial productivity calculations, efficiency increasing program productivity, improve techniques, behavioral techniques, capital resources productivity, quality through productivity improvement, human resource efficiency, management's role, productivity training, importance for the organization's productivity, efficiency, organizational factors affecting the study of active control techniques, the balanced score card technique.						
Course Code	ISL 419					
Course Name	Career Management					
		T	A	L	Cr	ECTS
		3	0		3	4
Definition and dimension of career, career planning, factors that impact the career choice, self-recognition, process of individual career decision, concept of career development, goals and programs of career development, contribution of organization in career development process, career consulting.						
Course Code	ISL 420					
Course Name	Securities Analysis					
		T	A	L	Cr	ECTS
		3	0		3	4
Stocks And Stock Markets, Bonds And Bond Markets, Cost Of Capital, Raising Capital, Financial Leverage And Capital						

Structure Policy, Dividends And Dividend Policy, Risk And Returns, Capital Market Efficiency, Portfolios, Risk, Capital Asset Pricing Model, Diversification, Derivative Markets: Forwards, Futures, Derivative Markets: Options And Option Valuation.					
Course Code	ISL 421				
Course Name	Quality Control				
				T	A
				L	Cr
				ECTS	
				3	0
What is the quality?, cost of quality, historical development of quality control, total quality management, Kaizen, classification standards, statistical process control, process efficiency analysis, acceptance sampling, tolerancement, product and process design.					
Course Code	ISL 422				
Course Name	Quality Management Systems				
				T	A
				L	Cr
				ECTS	
				3	0
Definition of Quality, Dimensions of Quality, Quality Planning, Quality Statements, Strategic Planning, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Quality costs, Deming Philosophy, Customer satisfaction, Employee Involvement, Continuous Process Improvement, Supplier Partnership, Performance Measures, Statistical Quality Control, Need for ISO 9000 and Other Quality Systems.					
Course Code	ISL 423				
Course Name	Quantitative Methods				
				T	A
				L	Cr
				ECTS	
				3	0
Decision Making and Decision tree analysis, Integer Programming with binary variables; branch & bound technique, Solving Mixed Integer Linear Programs, Project Management, Quantitative Statistical Quality Control Applications, Network Models, Dynamic Programming, Simulation, Waiting Line Models, Markov Processes, Calculus based optimization.					
Course Code	ISL 424				
Course Name	International Marketing				
				T	A
				L	Cr
				ECTS	
				3	0
The Scope of IM & Environment; Cultural Environment; Political & Legal Environment; Marketing Research & Emerging Markets; Multinational Market Regions; Int. Marketing Channels; Pricing for International Markets.					
Course Code	ISL 425				
Course Name	Corporate Governance and Social Responsibility				
				T	A
				L	Cr
				ECTS	
				3	0
Introduction to the theoretical, conceptual and ethical issues which impinge on the way in which corporate directors and managers work, solve problems and interact with their employees, shareholders, clients, government and statutory agencies, and the community at large. The nature of governance will be examined against a background of ethical theory and how ethical perspectives influence decision-making will be discussed. The point of profit and the relationship of corporations to the wider community, particularly in the global context, will be critically examined, as well as the question of the responsibilities corporations and their executives have to their stakeholders.					
Course Code	ISL 426				
Course Name	E-Commerce				
				T	A
				L	Cr
				ECTS	
				3	0
Introduction to E-Commerce; E-Commerce Infrastructure; Business Models and E-Commerce; E-Commerce Strategy; Supply Chain Management and E-Commerce; Marketing Strategies and E-Commerce; E-Commerce Security and Controls; Electronic Payment Systems; Mobile Computing and Commerce, and Pervasive Computing; Legal and Ethical Issues in E-Commerce; Global, Social, and Other Issues in E-Commerce					
Course Code	ISL 427				
Course Name	New Product Development				
				T	A
				L	Cr
				ECTS	
				3	0
Design for manufacturability; Assessing the market; Imposing discipline on the new product development process; Selecting the appropriate portfolio of new product development projects; Disruptive technology; Product development at internet speed; Uncertainty in product development; Role of experimentation in new product development; Creating an effective development organization; Developing products to hit cost targets.					
Course Code	ISL 428				
Course Name	Service Management				
				T	A
				L	Cr
				ECTS	
				3	0
Service management from an integrated viewpoint with a focus on customer satisfaction. Operations, marketing, strategy, information technology and organizational issues.					