T.C.

OSMANIYE KORKUT ATA UNIVERSITY

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE DESCRIPTIONS

FIRST YEAR – FIRST SEMESTER

ISL103 Introduction to Business Science I (3 - 0) 3
This course aims to introduce students to the basic concepts of Business Science, provide background information on management, leadership, entrepreneurship, establishing and managing a business, and to build a foundation for learning business functions. Topics include fundamental business and economic concepts, types of businesses and business establishment, business ethics and social responsibility, international business, management approaches, organizational approaches, human resource management, production and production management.

ISL105 Financial Accounting I (3 - 0) 3
The aim of this course is to teach the accounting recording system by utilizing the basic principles of accounting and valuation methods. Topics include: definition and scope of accounting, fundamental concepts, the account concept, journal entries, general and subsidiary accounts, an overview of the uniform chart of accounts, balance sheet—assets accounts, cash and cash equivalents, securities, trade receivables and other receivables, inventories, VAT and its applications, perpetual and periodic inventory systems.

ISL107 Business and Economics Mathematics I (3 - 0) 3
The purpose of this course is to help students understand the importance of mathematics as a foundation for scientific studies in business and to learn how to benefit from mathematical relationships. Topics include review of algebra, equations, inequalities, functions and graphs, straight lines and systems of equations, exponential functions, logarithmic functions, limits and continuity, differential calculus, and applications of differential calculus.

ENF1 Basic Information Technologies I (2 - 2) 3
This course covers basic computer hardware and operating system concepts, basic features of Windows, use of MS-DOS commands and directory structures, file and folder management, creating tables in Word, Excel basics, and the use of the Internet and search engines.

ISL101 Introduction to Economics I (2 - 0) 2
The aim of this course is to introduce students to the economic way of thinking and to show that humans have faced the problem of scarce resources versus unlimited wants for millions of years. It also aims to demonstrate that the world we live in is surrounded by economic problems and requires tools to understand them. Topics include: definition, emergence, and development of economics; fundamental concepts; economic systems; demand, demand function and law, demand curve, changes in demand and shifts in the demand curve, demand elasticity; supply, supply function and law, supply curve, supply elasticity; market equilibrium, demand/supply shifts and equilibrium; utility approaches and consumer equilibrium; and production factors.

YDI I Foreign Language I (2 - 1) 3
The aim of this course is to teach the basic rules of English grammar and to help students acquire speaking, writing, listening, and reading skills. Topics include: managing simple, routine exchanges; "to be" and possessive adjectives; questions and negatives; countries; everyday objects; opposite adjectives; prepositions of place; giving and receiving information about travel and buying tickets; agreeing and disagreeing with others; describing events and activities; expressing likes and dislikes; describing family and living conditions; relating personal experiences; and simple past tense.

TD I Turkish Language I (2 - 0) 2
The aim of this course is to improve basic language skills. Topics include: definition and characteristics of language, languages, phonetics, sound features of Turkish, spelling rules, punctuation, word structure, roots and suffixes, derivational and inflectional suffixes, word meanings, euphemisms, proverbs and idioms, nouns, adjectives, and phrases.

FIRST YEAR – SECOND SEMESTER

ISL104 Introduction to Business Science II (3 - 0) 3
The aim of this course is to provide a general level of knowledge about basic business functions. Topics include production management and planning, marketing management (4Ps) and marketing research, explanation of accounting functions, financial management, money and banking, capital markets, risk management, public relations, information systems, and the decision-making process in business management.

ISL106 Financial Accounting II (3 - 0) 3
This course focuses on accounting procedures during and at the end of an accounting period and the preparation of financial statements. Topics include tangible and intangible fixed assets, depreciation, liabilities, equity, trial balance, period-end accounting transactions, adjusted trial balance, balance sheet, and income statement.

ISL108 Business and Economics Mathematics II (3 - 0) 3
The purpose of this course is to provide the necessary background knowledge of mathematics, introduce mathematical concepts, and show their applications in business. Topics include integral calculus, integration methods and applications, multivariable calculus, multiple integrals, optimization, Lagrange multipliers, homogeneous functions, matrix algebra, determinants, and systems of linear equations.

ISL114 Introduction to Law (3 - 0) 3
This course examines the definition of law, objectives of law, legal rules, sources of law and interpretation of legal rules, the systematics of law, and the fundamental concepts and institutions of law.

ISL102 Introduction to Economics II (2 - 0) 2
The aim of this course is to enhance economic thinking and provide students with the necessary background to understand economic problems in today's world. Topics include factor demand, factor supply, interest, profit, functional and personal income distribution, measuring inequality in personal income distribution, GNP, GDP, NNP, national income, personal income, disposable income, per capita national income, nominal and real national income, determination of national income equilibrium according to aggregate demand–aggregate supply and investment–saving approaches, multiplier,

inflationary and deflationary gaps, government expenditures, taxes, foreign trade, employment, labor force, and unemployment.

YDI II Foreign Language II (2 - 1) 3
The aim of this course is to develop basic language skills. Topics include present continuous tense, adjectives, adverbs, simple past tense (regular and irregular), comparatives and superlatives, present perfect tense, present perfect continuous tense, and simple future tense.

TD II Turkish Language II (2 - 0) 2
The aim of this course is to help students who have completed secondary education to become enlightened individuals capable of meeting contemporary needs through improved language skills. Topics include the concept and characteristics of expression, methods of developing ideas in oral and written expression, objective vs. subjective expression, direct vs. indirect expression, literal and figurative expression, reading, listening, speaking and writing analysis, the development of the short story genre in Turkish literature, and an overview of short stories in the Republican era.

SECOND YEAR – THIRD SEMESTER

ISL201 Microeconomics (3 - 0) 3
The aim of this course is to inform students about how rational producers and consumers make and implement decisions to maximize their benefits under limited resources. Topics include consumer equilibrium, price-consumption curve and demand function, demand elasticity, supply function and supply elasticity, producer behavior, types of production functions, production costs and cost functions, perfect competition market and firm equilibrium, imperfect markets, factor markets, general equilibrium, and welfare.

ISL203 Management and Organization (3 - 0) 3
The aim of this course is to introduce students to the emergence of management science, classical, neo-classical, and modern management theories, and management functions. Topics include basic concepts and importance of management, development of management science (classical, behavioral, modern approaches and comparison), management systems, management functions (planning, organizing, directing, coordinating, controlling, supervising), concept of organization (characteristics, principles, and process), planning process and comparison, organizational design, and new concepts and approaches in organization.

ISL207 Statistics I (3 - 0) 3
The aim of this course is to provide students with the theoretical foundations of statistical methods required for making inferences about data-based relationships. Topics include basic concepts, frequency tables, charts and graphs, measures of central tendency and calculation, measures of dispersion and calculation, discrete and continuous probability distributions, probability theory and types, random variables, expected value, permutation and combination, probability distributions, sampling theory and methods, estimation of confidence intervals, indexes, measures of association, scatter plots, covariance, and correlation.

ISL213 Principles of Marketing (3 - 0) 3
This course aims to equip students with knowledge about the basic concepts and applications of modern marketing. Topics include the basic concepts and development of marketing, marketing environment, strategic marketing, marketing research, consumer markets and consumer behavior,

industrial markets, market segmentation, target market selection, market positioning, and marketing mix (product, price, distribution, promotion).

ISL215 Inventory and Balance Sheet (3 - 0) 3
This course covers the concept and types of inventory, end-of-period procedures for current and non-current asset accounts, applications regarding equity, short- and long-term liabilities, and basic processes related to the preparation of financial statements.

AITT I Atatürk's Principles and History of Reforms I (2 - 0) 2
The aim of this course is to introduce Atatürk's ideology and contribute to sustaining it in contemporary times. Topics include Turkish revolutionary movements, reforms, foreign policy during Atatürk's era, foundations of the Turkish Revolution and Kemalism, Atatürk's principles, the fundamental and unchanging qualities of the Republic of Turkey, nationalism, populism, statism, secularism, reformism, complementary principles, national sovereignty, national independence, national unity and solidarity, scientific thinking, rationalism, modernization, and Westernization.

ISL211 Professional English I (3 - 0) 3
The aim of this course is to introduce and teach in English the general contents of the main courses taught under the Department of Business Administration. Topics include general words in business English, personnel management, money, international trade, balance of payments, economic growth, unemployment, and economic systems.

ISL217 Financial Institutions and Markets (3 - 0) 3
The aim of this course is to introduce students to financial markets, the financial assets traded in these markets, and financial institutions. Topics include financial system theory, introduction to financial institutions, savings-investment relationship, economic structure of financial markets and their role within the financial system, money and capital markets in Turkey and worldwide, money and bonds, stocks, foreign exchange and derivative products markets, definition, role, and types of financial institutions, banking and types of banks, central banks, banks' sources and uses of funds, risk management, and money-creating financial institutions in Turkey.

ISL219 Constitutional Law (3 - 0) 3
The aim of this course is to examine the fundamental structure of states and constitutions within the general framework of constitutional law. Topics include the subject and method of constitutional law, meaning and types of constitutions, concepts and forms of state and power, constitutional developments in the context of Turkish Constitutional Law, and the basic functioning of legislative, executive, and judicial organs in Turkey.

ISL221 Business Ethics and Social Responsibility (3 - 0) 3
The aim of this course is to analyze ethical behavior in the business environment, explain the relationships between ethical, religious, and business values, and focus on social responsibility and social auditing. Topics include business ethics and corporate social responsibility, evaluation of business ethics in terms of business strategy, business functions, and competition.

ISL223 Total Quality Management (3 - 0) 3
The aim of this course is to introduce students to the concept of quality, the historical development of quality and total quality, and the implementation of total quality management. Topics include definition and basic elements of total quality management, historical development, factors affecting quality, quality in industry, total quality management implementation process, quality control techniques, and quality costs.

ISL225 Turkish Management Culture (3 - 0) 3
This course examines Turkish management culture in depth through historical analysis and sheds light on current management practices. Students gain the ability to discuss Turkish management values and style within a social and historical context. Topics include introduction and classification of culture, pre-Islamic Turkish management understanding, Seljuk and Byzantine management systems, philosophy of the Ottoman State, social trends influencing Republican Era management (1923–1946, 1946–1980, post-1980), and intercultural comparison of Turkish management culture with Western and Eastern societies.

ISL227 Sociology of Organizations (3 - 0) 3
The aim of this course is to analyze sociologically the stages organizations have gone through in their historical development, the theoretical dimensions of organizations, the definition of organizational sociology, and the relations of organizations with employees and the external environment.

SECOND YEAR – FOURTH SEMESTER

ISL202 Macroeconomics (3 - 0) 3
The aim of this course is to examine the subjects of macroeconomics within the framework of basic concepts and theoretical approaches, to explain how equilibrium conditions in the economy are ensured in the long run, and to provide students with the ability to interpret current data related to macroeconomic variables. Topics include basic concepts, classical macroeconomic analysis, Keynesian macroeconomic analysis, factor markets, money supply and demand, monetary policy, public debts and deficits, IS model in the goods market equilibrium, LM model in the money market equilibrium, open economy and IS-LM, aggregate demand and aggregate supply model, unemployment and inflation, and economic growth.

ISL208 Statistics II (3 - 0) 3
The aim of this course is to provide students with the theoretical background of statistical methods necessary for making inferences about data-based relationships. Topics include hypothesis testing (Z and t statistics), comparison of two groups using Z and t statistics, Chi-square tests, Analysis of Variance (ANOVA – F test, one-way ANOVA, multiple comparisons), two-way ANOVA (Scheffé test), nonparametric tests (Mann-Whitney-Wilcoxon test, Mood test, Kruskal-Wallis test), simple regression analysis, multiple regression analysis, time series analysis, trend analysis (semi-averages, moving averages, calculation of trend values), cyclical and seasonal fluctuations.

ISL210 Commercial Law (3 - 0) 3
The aim of this course is to examine commercial enterprise law, company law, and negotiable instruments law. Topics include commercial enterprise, commercial transactions, commercial jurisdiction, merchant, trade registry, trade name, unfair competition, commercial books, general provisions for commercial companies, partnerships (general, limited, limited liability, joint-stock), cooperatives, negotiable instruments, general provisions of negotiable instruments law, and bills of exchange (promissory note, bill of exchange, check).

ISL214 Marketing Management (3 - 0) 3
The aim of this course is to teach students how to develop and implement marketing programs. Topics include decision-making in marketing and the stages of the marketing management process, product and product life cycle, new product development, packaging, branding, pricing and pricing

methods, pricing strategies and flexibility in pricing, promotion and marketing communication, personal selling and sales management process, body language in personal selling, personal selling and sales development, advertising and public relations, direct marketing and tools, e-commerce and internet marketing, distribution channels and physical distribution, organization of the marketing department, and marketing control.

ISL216 Human Resources Management (3 - 0) 3
The aim of this course is to teach students the activities related to determining in advance the number and qualifications of people an organization will need to achieve its future goals effectively and how and to what extent this need will be met.

AITT II Atatürk's Principles and History of Reforms II (2 - 0) 2
The aim of this course is to introduce Atatürk's ideology and contribute to sustaining it in contemporary times. Topics include Turkish revolutionary movements, reforms, foreign policy during Atatürk's era, foundations of the Turkish Revolution and Kemalism, Atatürk's principles, the fundamental and unchanging qualities of the Republic of Turkey, nationalism, populism, statism, secularism, reformism, complementary principles, national sovereignty, national independence, national unity and solidarity, scientific thinking, rationalism, modernization, and Westernization.

ISL212 Professional English II (3 - 0) 3
The aim of this course is to present and explain in English the general content of the main courses taught in the Department of Business Administration. Topics include general words in business English, personnel management, money, international trade, balance of payments, economic growth, unemployment, insurance, and economic systems.

ISL220 Company Accounting (3 - 0) 3
This course covers basic concepts related to companies, establishment procedures, profit distribution and liquidation in partnerships (general, limited, and limited liability), company-related general information, establishment procedures, capital changes and bond issuance in joint-stock companies, profit distribution and liquidation, establishment procedures and objectives of holding companies, special operations in exchange offices and factoring companies, establishment procedures of cooperatives, distribution of income–expense differences, and liquidation processes.

ISL222 Management Information Systems (3 - 0) 3
The aim of this course is to equip future managers with the necessary hardware, knowledge, and infrastructure about computer-based systems that provide the information required for making sound decisions in businesses. Topics include the data–information–knowledge process, types of information and information sharing, the role of data and information in the management process, knowledge management models, strategic knowledge management and strategies, computer-based information systems, information system and security, and decision-making strategies and techniques based on information in management.

ISL224 Contemporary Management Techniques (3 - 0) 3
This course covers modern management techniques widely used in almost every field, with a particular emphasis on total quality management. Other topics include learning organizations, virtual organizations, balanced scorecard, benchmarking, business process reengineering, and related concepts.

THIRD YEAR – FIFTH SEMESTER

ISL303 Cost Accounting (3 - 0) 3
This course explains how cost information, which is essential for managers in organizations to perform planning, control, and decision-making functions, is determined and used.

ISL305 Business Finance (3 - 0) 3
The course introduces financial structures, financial statements, and financial analysis in businesses. It aims to familiarize students with the basic principles and introductory topics of financial management and help them approach initial financial decisions from the perspective of a financial manager. Topics include finance, financial objectives and financial system, the concept of interest, time value of money, financial analysis, ratio analysis, financial planning, budgeting, profit planning, working capital management, cost of capital, and calculation of cost of capital.

ISL345 Operations Research (3 - 0) 3
The aim of this course is to teach students decision-making techniques and effective use of resources, and to enable them to conduct related analyses. Topics include definition, aims and characteristics of quantitative methods, decision theory and process, development and application areas of linear programming, linear programming solution methods, duality, sensitivity analysis and shadow prices, transportation model, PERT-CPM basic concepts, PERT cost method, decision tree concepts, stages and applications, queuing models (types, single- and multi-channel notations and formulas), and simulation models.

ISL359 Computerized Accounting (2 - 1) 3
The aim of this course is to teach the application of previously acquired theoretical accounting knowledge through computerized methods. Topics include preparation, evaluation, and interpretation of financial statements, introduction and application of accounting software packages, business ledger module, transactions and examples, introduction to the general accounting module, company creation procedures, parameter settings, and capital commitment entries.

ISL317 Organization Theories (3 - 0) 3
The aim of this course is to reveal and discuss changes in business management related to social, cultural, and economic transformations over the past century. Topics include Classical (traditional) organization theory, scientific management approach, management process approach, bureaucracy, neo-classical theory, systems approach, contingency approach, project management and matrix structures, adaptation approaches, total quality management, corporate governance, outsourcing, business process reengineering, benchmarking, empowerment, strategic alliances, downsizing, and learning organizations.

ISL327 Simulation Applications (3 - 0) 3
The aim of this course is to teach students the simulation model both theoretically and practically. Topics include the concept of simulation, simulation modeling, using simulation in laboratory settings (e.g., Arena software), building own Arena models, input-output analysis in simulation, data collection, and simulation models.

ISL333 Law of Negotiable Instruments (3 - 0) 3
The aim of this course is to provide students with a detailed understanding of the principles, theories, and practical problems of negotiable instruments law. Topics include the concept of negotiable instruments, general principles of negotiable instruments law, features and classification of

negotiable instruments, order, bearer, and registered instruments, conversion of negotiable instruments (e.g., bonds), loss and cancellation of negotiable instruments, and bills of exchange (bill of exchange, promissory note, check).

ISL347 Professional English III (3 - 0) 3
The aim of this course is to present and teach in English the general contents of the main courses taught in the Department of Business Administration. Topics include general words in business English, personnel management, money, international trade, balance of payments, economic growth, unemployment, insurance, and economic systems.

ISL349 Organizational Communication (3 - 0) 3
The aim of this course is to introduce students to organizational communication models necessary for transmitting and sharing knowledge in organizations and to explain the relationships among variables affecting organizational communication. Topics include basic concepts, communication resources, importance and effects of organizational communication, growth and complexity in organizations, excessive conflicts in organizations, technological development, communication in management processes, challenges in organizational communication, group dynamics and communication, organizational communication and change, organizational communication and leadership, organizational communication and motivation, innovation and organizational communication.

ISL351 Computer-Aided Statistics (3 - 0) 3
The aim of this course is to teach how to perform basic statistical calculations using computer software. Topics include problem analysis, instructional objectives and goals, instructional theories and strategies, media selection, material development, instructional design and theories, formative and summative evaluation, project development and evaluation.

ISL353 Marketing Research (3 - 0) 3
The aim of this course is to provide students with the skills necessary to conduct marketing research. Topics include marketing research process, qualitative research techniques, secondary data, survey data collection, research design and potential error sources, observation/experiment, measurement and scaling, questionnaire design, sampling process, hypothesis testing I (Z-test), hypothesis testing II (t-test), goodness-of-fit tests, and chi-square test.

ISL355 Banking Management (3 - 0) 3
The aim of this course is to introduce students to banks and other financial institutions, their emergence, development, structure, and economic functions, as well as non-bank financial institutions and their roles. Topics include financial system, financial institutions and money and capital markets, asymmetric information, central banking, historical development of central banks, central bank functions, duties and independence debates, central banking in Turkey, financial and real sector relations, emergence, types and functions of banks, banks' fund-raising activities, banks' fund utilization, financial development, and financial innovations.

ISL357 Public Administration (3 - 0) 3
This course provides an overview of public administration and the distinction between public and private administration. Topics include the concept and elements of the state, bureaucratic organization at central and local levels, public interest and public service approaches, civil service and public officials, globalization and its effects on public administration, postmodernism and public administration, new developments and techniques in public administration, governance concept, fundamental problems of public bureaucracy, ethical issues and corruption in public administration, civil society and public sphere interaction, New Public Management movement, the modern nation-

state and public administration in the globalization process, public choice theory, e-government applications, and the constitutional principles and current structure of Turkish public administration.

Management Science (Elective) (2 - 0) 2
This course covers the definition, characteristics, and development of management science and its relationship with other sciences. Topics include management processes (planning, organizing, directing, coordinating, controlling), new management approaches, systems approach, management by objectives, operations research, cybernetics, contingency approach, strategic management and planning, crisis management, total quality management, new public management, and bureaucracy.

Artificial Neural Networks and Applications (Elective) (2 - 0) 2
This course introduces the basic concepts of artificial neural networks. Topics include biological and artificial neurons, structure of artificial neural networks, classification of artificial neural networks according to learning strategies, single-layer perceptrons, multi-layer perceptrons, forward computation, backpropagation, neural network applications, ANN models, algorithms used in neural networks, recurrent networks, MATLAB applications, and presentations.

THIRD YEAR – SIXTH SEMESTER

ISL304 Management Accounting (3 - 0) 3
This course explains the nature of management accounting, its role in management, cost concepts and classifications, cost-volume relationships, total and unit cost functions, cost-volume relationships and identification methods, cost-volume-profit analysis, and its application to managerial decisions.

ISL306 Financial Management (3 - 0) 3
Students will learn to interpret financial statements, perform financial analysis, conduct financial planning, and carry out fixed asset investment analyses.

ISL346 Production Management (3 - 0) 3
The aim of this course is to provide students with the understanding of decision-making processes in production management and the significance of concepts and strategies related to marketing elements. Topics include objectives and classification of production management functions, continuous, order-based and project-based production systems and their characteristics, just-in-time production systems, flexible production systems, decision-making in production/operations, production/operations strategy (stability, growth, development), and strategy formulation in production management.

ISL326 Statistical Quality Control (3 - 0) 3
The aim of this course is to provide students with the ability to apply and control statistical principles and techniques to production data and to use these principles and techniques in process improvement. Topics include the importance of quality improvement, modeling process quality, statistics and sampling distributions, methodology of statistical quality control, system capacity analysis, process and measurement, quality costs, univariate statistical process control, multivariate process monitoring and control, control charts for qualitative data, moving averages, process capability analysis, and unit control charts.

ISL348 Money and Banking (3 - 0) 3
The aim of this course is to provide students with knowledge of banking, explain monetary and

interest systems, and help them conceptualize and work with money and capital market instruments. Topics include the concept of money and monetary systems, definitions of money demand and supply, banking and financial markets, general framework of monetary policy, monetary policy in open economies, main theoretical approaches to money and monetary policy, financing of public deficits and monetary instability, inflation, alternative monetary policy strategies, inflation in Turkey, and monetary policy in Turkey.

ISL350 Professional English IV (3 - 0) 3
The aim of this course is to present and teach in English the general contents of the main courses taught in the Department of Business Administration. Topics include general words in business English, personnel management, money, international trade, balance of payments, economic growth, unemployment, insurance, and economic systems.

ISL352 Organizational Behavior (3 - 0) 3
The aim of this course is to enhance students' awareness of organizational behavior issues encountered in business life and to help them understand the importance of human factors and human relations in complex organizations that emerged during industrialization. Topics include historical development of organizational behavior, methodology of organizational behavior, research methods in organizational behavior, organizational culture, classical and neo-classical organizational theory, organizational behavior and systems approach, motivation processes and theories, tools of motivation, group behaviors, and leadership.

ISL354 Law of Obligations (3 - 0) 3
The aim of this course is to provide knowledge about the subject of the law of obligations, sources of obligations, provisions of obligations, and termination of obligations. Topics include debt, liability, legal transactions, contracts, representation, torts, unjust enrichment, performance of obligations, default (conditions and consequences), conditional obligations, termination of obligations, statute of limitations (rules, interruptions, suspensions), assignment of receivables and assumption of debt, transfer of ownership, and contracts for the use of property.

ISL356 Sales Management (3 - 0) 3
The aim of this course is to provide students with the knowledge and skills related to the effectiveness of the sales force. Topics include definition and functions of sales management, organization of the sales force, coordination and control of sales activities, recruitment and training of sales representatives, compensation of sales force, personal characteristics and responsibilities of salespeople, handling and overcoming customer objections, follow-up and control of sales, ethical and legal aspects of sales management, and ethics in sales management.

ISL358 Consumer Behavior (3 - 0) 3
The aim of this course is to provide students with knowledge about consumer behavior, which is highly significant in business marketing activities. Topics include importance of consumer behavior in marketing, concept and characteristics of consumer behavior, relationship between consumer behavior and marketing strategy, psychological influences, learning and memory, personality and self, values and lifestyle, socio-cultural influences, group dynamics and reference groups, family, social class, and culture.

ISL360 Research Methods (3 - 0) 3
The aim of this course is to provide students with fundamental knowledge of research methodology, science, and philosophy of science; to enable them to design, conduct, and report a scientific study (article, paper, report, book); and to cultivate an investigative and critical mindset. Topics include definition, characteristics, and stages of research; identification of research problems and strategy;

hypothesis development; research population, sampling and methods; characteristics of qualitative and quantitative methods; primary and secondary data collection; measurement and scales in research; basic data analysis methods; scientific writing rules; and research ethics.

ISL364 Modern Financial Techniques (3 - 0) 3
The aim of this course is to provide students with knowledge of financial concepts, techniques, and instruments, their operations, and alternative financial techniques. Topics include capital structure and dividend distribution.

FOURTH YEAR – SEVENTH SEMESTER

ISL 403 Capital Market Analysis (3-0)3

This course aims to introduce financial markets and the financial assets traded in these markets, and to demonstrate their valuation methods. The course covers fundamental concepts, bond valuation, government bond, treasury bill, and commercial paper valuation, stock valuation, technical analysis, the efficient market hypothesis and random walk theory, behavioral finance, and market anomalies.

ISL 451 Financial Statement Analysis (3-0) 3

This course aims to enable businesses to realistically present their financial positions using various financial statements and to take the necessary precautions accordingly.

The course covers basic financial statements (balance sheet), basic financial statements (income statement), supplementary financial statements (funds flow statement), supplementary financial statements (cash flow statement), working capital and net working capital change statement, and financial analysis techniques.

ISL 453 Foreign Trade Transactions and Accounting (3-0) 3

Understand and complete transportation, financing, and insurance documents prepared during foreign trade transactions, and understand the payment methods and parties used in foreign trade.

ISL 455 Accounting Standards (3-0) 3

The purpose of international accounting standards, the International Accounting Standards Board, the development of international accounting standards, the elements of international accounting standards, and accounting for transactions according to international accounting standards.

ISL 457 Risk Management (3-0) 3

The objective of this course is to equip the practical tools and conceptual foundation necessary for risk management, as well as to develop analytical thinking and interpretation skills by observing current and future value chain changes. The course covers risks and insurance, the concept of risk, its classification, risk management, the definition of insurance, its terms and purpose, its history, capital markets, functions, types, insurance in Turkey and globally, fundraising capacity, mortgage, private pension, and social security companies, insurance and marketing systems, risk management, and legal aspects.

ISL 459 Capital Budgeting (3-0) 3

The objective of this course is to teach the stages of investment projects and project valuation methods, considering the factors that determine capital budgeting decisions. It examines long-term capital investment decisions and long-term financing, general valuation principles, capital budgeting methods, project ranking, cost of capital, capital structure, and the relationship between investment and financing decisions.

ISL 461 Company Valuation (3-0) 3

Due to the increasing number of mergers, acquisitions, and privatizations, company valuation has become a significant topic. Therefore, this course aims to provide business graduate students with a foundational knowledge base on these increasingly important topics.

ISL 409 International Marketing (3-0) 3

This course examines fundamental marketing concepts such as macro-environmental factors affecting marketing strategies, marketing research, market segmentation, target marketing, and positioning from an international marketing perspective. It also covers international market entry strategies and how marketing mix decisions are made in international marketing.

ISL 425 Logistics Management (3-0) 3

This course examines the planning and management of logistics services and supply chain activities. Introduction to physical distribution and logistics, logistics systems, logistics and supply chain management, order management and customer service, inventory management principles, distribution centers and warehousing, logistics cost analysis and tradeoffs, information technologies, and electronic logistics are the main topics covered.

ISL 441 Service Marketing (3-0) 3

The primary objective of this course is to explain to students that organizations operating in the service sector (such as banks, educational institutions, hospitals, hotels, insurance companies, transportation companies, and consulting firms) require a distinct marketing strategy approach in their implementation and development. The secondary objective is to focus on the role of service in manufacturing companies to explain the necessity of positioning "service" as the basis of competitive advantage in manufacturing companies.

ISL 475 Retail Store Management (3-0) 3

This course will enable students to classify retail businesses by sector, market, and customer characteristics, identify location types, obtain information about store layout, contribute to the establishment of category management, the product assortment planning process, pricing types, communication methods and budget determination, and communication program planning.

ISL 479 Electronic Marketing (3-0) 3

Marketing philosophy and classical marketing practices, the transformation of electronic markets, electronic market structures, B2B, B2C, and C2C market applications, electronic business design, the application of product, price, distribution, and promotion mixes in the internet environment, and the global impact of electronic marketing.

ISL 481 Advertising (3-0) 3

Defining advertising and learning its fundamental elements. Understanding the development of advertising in Turkey, its past, present, and future. Understanding advertising application principles and advertising environments. Understanding advertising effectiveness measurement methods.

ISL 473 Modern Production Systems (3-0) 3

The purpose of the Modern Production Systems course is to introduce modern production systems and explain the analysis methods related to these systems.

ISL 463 Management Skills (3-0) 3

The course aims to prepare students for management positions and to ensure they establish healthy relationships in their professional and personal lives. The course will cover management and leadership, negotiation skills, dealing with difficult people, establishing healthy relationships, effective communication, time management, body language, writing techniques, and presentation skills.

ISL 465 Technology and Innovation Management (3-0) 3

To increase and sustain students' interest in new technologies and the concept of innovation. To research and share developments in the field of new and advanced technologies both globally and domestically. To encourage students to think innovatively, creatively, systematically, and within a project-oriented framework. To increase the number of organizations that produce and utilize new technologies, instilling in young people the responsibilities of individuals and organizations, starting in their student years. Explaining the planning for invention and technology production, creating projects and systems, and commercializing innovation with examples, and raising students' awareness on these topics. Increasing students' knowledge and awareness levels so they can think innovation- and technology-focused and implement new ideas within a project-based approach.

ISL 467 Career Management (3-0) 3

This course requires individual practice. It provides a strategic approach to career planning and job research. What is career planning? Raising awareness of career planning and development. Career stages. Professional trends and examples. Global career trends. The expectations of the business world from new graduates. Methods for preparing resumes, cover letters, and thank-you letters. How to conduct an effective job interview. Information on interview techniques. Examining online job applications and job application forms on company websites. The principles of performance management and its impact on employee development. What is time management? How can it be used effectively? Professional ethics, principles of verbal and written communication, a professional perspective from the business world.

ISL 477 Entrepreneurship 1 (3-0) 3

This course aims to explain the basic concepts of entrepreneurship and equip students with the fundamental skills required of an entrepreneur.

ISL 447 Tax Law (3-0) 3

In addition to being the most important source of financing for public services, taxes also have economic, social, and legal aspects. The course aims to explain the legal origin of taxes, the identification of their addressees, the legal practices in the taxation process, and the disputes arising from taxation and the resolution of these disputes through administrative or legal means, with practical examples.

ISL 407 Turkish Economy (3-0) 3

This course aims to examine the Turkish economy in its entirety, with its historical and structural elements. The economic history of Turkey is examined in terms of periods determined by the transformation in economic policies; Social development, national income, distribution, general equilibrium, and the relationship with the world economy are examined using socio-economic macro indicators.

ISL 433 Enforcement and Bankruptcy Law (3-0) 3

This course will provide information on some of the basic concepts of enforcement law, types of forced enforcement, and the basic stages of enforcement proceedings.

ISL 449 Professional English 5 (3-0) 3

To develop students' presentation skills to a group audience through understanding, summarizing, interpreting, and presenting articles in English, and to provide them with presentation experience in English.

ISL 469 Public Finance (3-0) 3

This course will examine various public revenues. The effects of taxes and public debt on the economy will be analyzed. Types of taxes, public debt, and international financial issues will be examined in detail.

ISL 471 Econometrics (3-0) 3

To provide a formal understanding of econometric theory, including the ability to construct econometric evidence. To provide the necessary competence to apply regression techniques for academic research. To provide the ability to critically evaluate empirical work in academic settings and related popular works.

FOURTH YEAR – EIGHTH SEMESTER

ISL 438 Current Issues in Accounting (3-0) 3

The course aims to examine the principles and concepts that underpin modern accounting practices and to familiarize students with the fundamental concepts of measurement and valuation. Traditional and current accounting issues, as well as the reference framework for setting national and international standards, are examined. Topics include the historical development of accounting theory, historical and current cost accounting, positive accounting theory, fair value accounting, different income concepts, and the uniform accounting system.

ISL 452 Auditing (3-0) 3

The course aims to investigate the accuracy of financial statements and periodic records, and to identify and correct potential errors, fraud, and omissions that could compromise the reliability of accounting transactions. Topics covered include auditing concepts, types of audits and auditors, auditing standards, standards related to auditors, audit evidence and working papers, internal control systems, reporting standards, cash and bank audits, trade receivables audits, inventory audits, tangible and intangible fixed assets audits, payables audits, and sales and other revenue audits.

ISL 456 Specialized Accounting (3-0)3

The purpose of this course is to provide students with information on corporate accounting, bank accounting, and construction accounting, and to teach them the problems they may encounter in practical life and how to resolve them.

ISL 458 Tax Accounting (3-0)3

This course provides information on basic tax accounting concepts and principles, providing a guide for analyzing taxation issues and understanding tax matters. The course: The course covers the basic concepts of taxation, taxation and accounting of commercial profits, taxation and accounting of wages and self-employment income, taxation of real estate and securities income, provisional tax and accounting, corporate tax and accounting, profit distribution practices in corporations, valuation of economic assets, value-added tax and accounting, special consumption tax and accounting, and stamp duty and accounting.

ISL 444 Portfolio Management (3-0)3

The course aims to provide students with knowledge of security selection, portfolio management, and investment evaluation. It aims to develop students' investment and portfolio creation skills through various problem-solving methods. The elements and functioning of the financial system, money market instruments, capital market instruments (stocks), capital market instruments, futures markets, derivative financial instruments, financial institutions, valuation of financial instruments, and portfolio analysis are covered.

ISL 460 International Finance (3-0)3

The objective of this course is to provide students with an understanding of the fundamental principles and importance of international finance for businesses in our globalizing world. The course covers international finance and its general framework, exchange rate systems, international capital movements, balance of payments, basic parity conditions, foreign exchange markets, foreign exchange futures, foreign exchange options, international bond markets, international equity markets, and cash and receivables management in multinational enterprises.

ISL 448 Export Management (3-0)3

This course examines and analyzes the practices of import and export, which form the basis of international trade, and provides information on how the system operates at each stage and how to solve problems encountered. After a brief introduction to international trade theory, the course examines and interprets the practices of import and export, provides information on how the system operates at each stage and how to solve problems encountered. The course aims to inform managers and management candidates about import and export issues in their businesses, foreign trade legislation, foreign trade transactions, and foreign trade financing. Through expert guests, case studies, and visits to locations such as banks, selected businesses, and the Customs Area, the aim is to provide practical solutions to real problems.

ISL 476 Integrated Marketing Management (3-0)3

The trend toward integrated marketing communications is one of the most significant marketing developments of the 1990s. This course is designed to demonstrate how integration contributes to the marketing communications process with relevant and creative messages. This course will equip students with the knowledge necessary to develop integrated marketing communications campaigns. Throughout the semester, students will conduct a marketing communications campaign. This will provide students with the opportunity to apply and present their theoretical knowledge. The course aims to provide a comprehensive foundation in the principles and components of integrated marketing communications. It will discuss the points where contemporary methods differ from traditional methods, the elements that make up the marketing communications process and how a campaign is executed from beginning to end, and the technical, creative, media, ethical, and sociological factors that shape marketing communications.

ISL 478 Brand Management (3-0)3

Basic concepts and definitions related to brands and brand management; the concept of brand equity; Brand positioning; selection of brand components to create brand equity; design of marketing programs to create brand equity; integrated marketing communications to create brand equity; brand equity measurement and evaluation systems; design and implementation of brand strategies; brand extensions; sustainability in brand management: managing brands over time; global management of brands; organizational and managerial issues in brand management.

ISL 480 Current Issues in Marketing (3-0)3

The course aims to inform students about newly developed marketing approaches in today's dynamic business environment. Various current marketing approaches (postmodern marketing, value marketing, data-driven marketing, event marketing, etc.) that have recently entered the marketing literature will be examined.

ISL 482 Public Relations (3-0)3

At the end of the course, students will be able to define public relations. They will learn the importance and characteristics of public relations. They will be able to understand and compare the differences between public relations and propaganda, advertising, or marketing. They will also be able to learn public relations theories.

ISL 414 Supply Chain Management (3-0) 3

This course aims to understand the importance of coordinating all activities carried out to provide goods and services, and the coordinated work of all units within the supply chain, from suppliers to customers. The course will cover buyer-supplier relationships, information technologies in supply chain management, enterprise resource planning, reverse supply chain management, logistics, outsourcing, and network design and optimization.

ISL 434 Production Planning and Inventory Control (3-0) 3

This course aims to provide students with a managerial perspective on production planning and inventory control systems; to understand the connections between strategic, tactical, and operational planning in production systems; to teach operations managers how to allocate resources using demand forecasting methods, long-term capacity planning, and integrated production planning; and to provide quantitative analysis skills related to independent and dependent demand and inventory management (MRP).

ISL 432 Job Design and Measurement (3-0)3

Topics will be covered: job design decisions, job design elements, level of specialization in job design, and job analysis.

ISL 474 Decision Theory and Models (3-0)3

Learn about the fundamentals of decision theory. Learn and apply the construction, use, and interpretation of decision trees. Know and apply prior, posterior, and conjugate prior distributions. Know the basic concepts and definitions of decision theory. Make and apply decisions under certainty and uncertainty. Know and apply Bayesian theory. Learn and apply basic decision theory concepts and applications.

ISL 402 Strategic Management (3-0)3

This course aims to provide information on terms and concepts related to Strategic Management, the Strategic Management Process and its Elements, External Environmental Analysis, Business Analysis, Measurement of Environmental Elements and Situation Assessment Matrices, Strategic Direction, Basic Strategies and Their Subgroups, Top Management Strategies, Competitive Strategies, Functional Strategies, Techniques Used in the Implementation of Management Strategies, Strategic Implementation, Strategic Evaluation and Control, and Corporate Governance and Ethics.

ISL 466 Leadership and Team Management (3-0)3

The purpose of this course is to provide information on the leadership and team management skills necessary to achieve personal and corporate goals in business life, to utilize the most advanced management strategies, and to understand the essence of leadership.

ISL 480 Entrepreneurship 2 (3–0)3

The primary objective of the Entrepreneurship course is to transfer the accumulated scientific and practical knowledge of entrepreneurship and innovation management accumulated in academic life to future entrepreneurs and SME owners/managers.

ISL 470 Crisis Management (3–0)3

In this course, students learn about crises and their sources, the precautions to be taken in a crisis, how to prepare a crisis file, and how to manage stress.

ISL 472 International Business Management (3–0)3

To introduce the concepts of international management and international business, and to provide students with a global perspective on international management by examining factors related to international business and management. The course: Topics covered include basic concepts and definitions, the internationalization process, methods of entering international markets, management and problems of international businesses, organizational forms, management of multinational firms, international planning, international organizing, decision-making and control in international business, political risk and negotiations in international business, human resources in international management, cultural approaches, motivation, and leadership.

ISL 464 Time Series (3-0)3

This course teaches the basic concepts and models of time series analysis.

ISL 454 Professional English 6 (3-0)3

This course generally covers the general content of the main field courses offered under the Business Administration Department, as well as their comprehension in English, in one section. General words in Business English, personnel management, on money, international trade, balance of payments, economic growth, unemployment, insurance, and economic systems are covered in the course.

ISL 462 Labor and Social Security Law (3-0)3

This course aims to provide students with an understanding of their legal rights and responsibilities related to business life and social security.