

**T.C.**  
**AFYON KOCATEPE ÜNİVERSİTESİ**  
**İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ**  
  
**İNGİLİZCE İŞLETME BÖLÜMÜ**

**2017–2018 EĞİTİM REHBERİ**

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**İNGİLİZCE İŞLETME BÖLÜMÜ**

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**Basım Tarihi**  
**2017**



#### REKTÖR'ÜN MESAJI

*İngilizce İşletme Bölümü'nün Değerli Öğrencileri,*

Ülkemizin seçkin eğitim kurumları arasında yerini alma yolunda hızla ilerleyen Afyon Kocatepe Üniversitesi, 21. yüzyılın bilimsel ve teknolojik gelişmelerini yakından takip etmenin yanı sıra uluslararası düzeyde kaliteli araştırmaların yapıldığı saygın ve köklü bir kuruluştur.

Üniversitemiz fakülteleri, enstitüleri, yüksekokulları, meslek yüksekokulları ve araştırma merkezleriyle gençlerimizi; dünya standartlarında mesleki bilgi ve beceri ile donatmak, ülke ve dünya sorunlarına duyarlı, insan haklarına, çevre sorunlarına, toplumun değer yargılarına ve farklılıklarına saygılı, özgüven sahibi, Cumhuriyet ve Demokrasimizin temel ilkelerine bağlı bireyler olarak yetiştirmek amacındadır. Gençlerimize, huzur ve güven içinde eğitim aldıkları, duygu ve düşüncelerini özgürce ifade ettikleri bir ortam sunmak öncelikli görevimizdir. Kampuslerimiz öğrencilerimizin sosyal ve kültürel ihtiyaçlarını karşılayan, çağdaş, düzenli ve yüksek yaşam kalitesi sunan, kaliteli bir eğitim yuvası olmak için modern bir anlayışla düzenlenmiş ve öğrencilerimize sunulmuştur.

Üniversitemiz bünyesinde çalışan ve kariyerlerine devam eden tüm öğretim üyelerimiz kendi alanlarında özgürce ve mümkün olan her türlü imkânla desteklenerek bilimsel çalışmalarını gerçekleştirmektedir. Üniversitelerin temel misyonu olan bilgi üretimi bu noktada yerini bulmakta ve değerli bilim insanlarımızın çalışmaları bilim dünyasına sunulmaktadır. Üniversitemizde görevli bilim insanlarına ait ulusal ve uluslararası nitelikli bilimsel dergilerde yayınlanan çalışmalar hızla artmaktadır.

Afyon Kocatepe Üniversitesi öğretim üyesi, öğrencileri ve değerli Afyonkarahisar halkı ile bir bütün olarak bölgesel, ulusal ve uluslararası düzeyde iyi olmak iddiasındayız. Verdiğimiz eğitim ve bilimsel çalışmalarımız ile ülkemizin aydınlık yarınlarına taşınmasına katkı sağlayacağız.

**Prof.Dr. Mustafa SOLAK**  
**Rektör**

## DEKAN'IN MESAJI

Sevgili Öğrenciler,

Fakültemiz, 1974 yılında o zamanki adıyla “Maliye-Muhasebe Yüksekokulu” olarak kurularak Üniversitemizin başlangıç çekirdeğini oluşturan akademik birimdir. Şu an itibarıyla, Fakültemiz bünyesinde Maliye, İşletme, İktisat, Uluslar arası Ticaret ve Finansman, İngilizce İşletme ve Kamu Yönetimi olmak üzere altı bölüm vardır. Bu bölümlerin İngilizce İşletme dışında tamamının hem normal ve hem de ikinci öğretim programları mevcuttur. Fakültemiz yaklaşık 5.000 öğrencimiz ve 80 civarı öğretim elemanı ile eğitim-öğretim ve bilimsel çalışma faaliyetlerine devam etmektedir.

İngilizce İşletme Bölümümüz üniversitemizde %100 İngilizce eğitim veren ilk ve tek bölümdür. Diğer bölümlerimizin normal öğretim programlarının hepsinde öğrencilerimiz isteğe bağlı bir yıl İngilizce hazırlık sınıfını seçebileceklerdir. Fakültemiz öğretim elemanları artan bir eğilim ile yurt dışındaki üniversitelere kısa süreli ders vermek amacı ile gitmektedirler. Yurtdışından Fakültemize eğitim için gelen öğrenciler vardır. Kendi öğrencilerimiz de Erasmus programları çerçevesinde eğitimlerinin bir yılını yurtdışındaki üniversitelerde tamamlayabilmektedirler. Her yıl ortalama 70 öğrencimiz de bir yıla kadar eğitimlerini görmek üzere yurtdışına gönderilmektedir.

Fakülte öğretim eleman kadromuz olarak eğitim-öğretim ve bilimsel yayın faaliyetlerimiz ile uluslararası ölçekte etkinlik gösterme hedefinde istikrarlı bir şekilde yol almaktayız. Bizler, İktisadi ve İdari Bilimler Fakültesi öğretim elemanları ve personeli olarak tüm öğrencilerimizi günümüzün gerektirdiği donanıma sahip birer idareci adayı olarak yetiştirmemiz şeklinde amacımız olduğu bilincindeyiz. İşte bize düşen bu sorumluluk ile öğrencilerimizin çalışma azmi ve sürekliliği sıkıca kenetlenmiş bir sinerji oluşturunca tüm hedeflerimizi hep beraber gerçekleştirebileceğimiz inancındayım.

Sizlere saygılarımı sunar, her şeyin gönlünüzce olmasını dilerim.

**Prof. Dr. Tuğrul KANDEMİR**  
Dekan

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**YÖNETİM ÖRGÜTÜ VE KURULLAR**

**ÜNİVERSİTE YÖNETİMİ**

Görevi	Unvan Ad Soyad
Rektör	Prof.Dr. Mustafa SOLAK
Rektör Yardımcısı	Prof.Dr. Mehmet KARAKAŞ
Rektör Yardımcısı	Prof.Dr. İsa SAĞBAŞ

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Dekan	Prof.Dr. Tuğrul KANDEMİR
Dekan Yardımcısı	Yrd.Doç.Dr. Kerim ÇINAR
Dekan Yardımcısı	Yrd.Doç.Dr. Cem GÖKÇE
Fakülte Sekreteri	İsmail ÇİÇEK
Öğrenci İşleri Şefi	----

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Unvan Ad Soyad	Bölümü	Görevi
Prof.Dr. Tuğrul KANDEMİR	İşletme	Başkan
Prof.Dr. Belkıs ÖZKALE	İşletme	Üye
Prof. Dr. İsmail AYDOĞUŞ	İktisat	Üye
Prof. Dr. İsa SAĞBAŞ	Maliye	Üye
Doç.Dr. Gülsüm GÜRLER HAZMAN	Maliye	Üye
Doç.Dr. Gökhan DEMİRTAŞ	İktisat	Üye
Yrd. Doç.Dr. Alparslan ÖZMEN	İşletme	Üye
İsmail ÇİÇEK	--	Raportör

## İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ KURULU

Unvan Ad Soyad	Görevi
Prof.Dr. Tuğrul KANDEMİR	Dekan
Prof.Dr. Halim SÖZBİLİR	Profesör Temsilcisi
Prof.Dr. Mehmet Kemalettin ÇONKAR	Profesör Temsilcisi
Prof.Dr. Belkıs ÖZKARA	Profesör Temsilcisi
Prof.Dr. Selçuk AKÇAY	İktisat Bölüm Başkanı
Prof.Dr. Veysel KULA	UTF Bölüm Başkanı
Prof.Dr.Şuayip ÖZDEMİR	İşletme Bölüm Başkanı
Doç.Dr. Mustafa Fişne	SBKY Bölüm Başkanı
Doç.Dr. Gülsüm GÜRLER HAZMAN	Maliye Bölüm Başkanı
Doç.Dr. Ethem Kadri PEKTAŞ	Doçent Temsilcisi
Doç.Dr. Gökhan DEMİRTAŞ	Doçent Temsilcisi
Yrd.Doç.Dr. Bülent ALTAY	Yardımcı Doçent Temsilcisi
Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ	İngilizce İşletme Bölüm Başkanı

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Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ	İngilizce İşletme Bölüm Başkanı
Yrd.Doç.Dr. Hale Fulya YÜKSEL	İngilizce İşletme Bölüm Başkan Yardımcısı

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## BÖLÜMLE İLGİLİ GENEL BİLGİLER

İngilizce İşletme Bölümü; evrensel ölçüler ışığında dinamik ve yenilikçi eğitim programları sunan bir bölümdür. Bu çerçevede ulusal ve uluslararası piyasalarda rekabet edebilecek, sağlıklı kararlar alıp uygulayabilecek, riskleri görüp göze alabilecek, iş dünyasının gereksinimlerine uygun, topluma ve dünyaya değer katacak kalifiye işletmeciler yetiştirme hedefi ile Afyon Kocatepe Üniversitesi'nin ilk ve tek İngilizce bölümü olarak 2007 yılında kurulmuş ve ilk mezunlarını 2011 yılında vermiştir.

İngilizce İşletme Bölümü ulusal arenada olduğu gibi uluslararası arenada da başarıyla rekabet edebilecek işletmeciler yetiştirmek hedefi ile yoluna devam ettiği için bölümümüzde dersler tamamen İngilizce yürütülmekte ve bu yüzden bu bölümü kazanan öğrenciler bir yıl zorunlu İngilizce Hazırlık sınıfına devam etmekle yükümlüdürler.

Bölümümüz kapsamında 3 Yardımcı Doçent, 1 Araştırma Görevlisi Doktor, 1 Öğretim Görevlisi ve 2 Araştırma Görevlisinin yanı sıra başta İktisadi ve İdari Bilimler Fakültesi'ndeki İşletme, İktisat, Kamu Yönetimi gibi bölümler olmak üzere üniversitemizin çeşitli fakülte ve meslek yüksek okullarından gelen öğretim üyelerinin de katkılarıyla eğitim öğretim devam etmektedir.

Bölümümüzde öğrencilerimize temel olarak işletme yönetimi, pazarlama, finans, muhasebe ve üretim gibi alanlarda ve öğrencilerin ilgileri doğrultusunda da açılan çeşitli seçmeli dersler verilerek; ulusal ve uluslararası piyasalarda rekabet edebilecek, sağlıklı kararlar alıp uygulayabilecek girişimci ve riskleri göze alabilen işletmeciler olarak yetiştirilirsiniz.

Mevcut olan ve gelecekte artması planlanan yurt dışı işbirliklerimiz sayesinde öğrencilerimizin üniversite eğitimlerinin bir bölümünü yurtdışında geçirmesi ve bu sayede öğrencilerimizin hem yabancı dil kullanma becerilerinin hem de kendini ifade etmek konusundaki becerilerinin gelişmesi sağlanmaktadır. Bunun yanı sıra ERASMUS, Mevlana, Farabi gibi programlar ile öğrenci hareketliliğini de destekleyen bölümümüz fakültemizde ERASMUS ile bir ya da iki dönemlerini yurtdışındaki bir üniversitede tamamlama şansına sahip en çok öğrencinin olduğu bölümdür.

Mezunlarımız, uzmanlaşmayı düşündüğü alanda gerek yurt içindeki devlet ve vakıf üniversitelerinde ve gerekse ABD ve İngiltere gibi ülkelerdeki Üniversitelerde yabancı dil engeline takılmadan yüksek lisans ve doktora yapabilmektedir. Araştırma görevliliği ile başlayıp profesörlüğe kadar uzanan bir akademik kariyeri seçebilmekte ve gerek yurt içinde gerekse yurt dışındaki ulusal ve uluslararası şirketlerde yönetim, finans, muhasebe, pazarlama, dış ticaret, insan kaynakları, üretim gibi bölümlerinde çalışabilmektedir. Ayrıca kamuya bağlı çeşitli kurum ve kuruluşlardaki iş fırsatlarından yararlanabilmektedir.

Sonuç olarak İngilizce İşletme Bölümü'nü tercih edecek adaylar eğer;

- Küreselleşme olgusuna inanıyor ve sadece yerel değil tüm dünyadaki sürekli değişen iş dinamiklerini takip etmek sizi heyecanlandırıyorsa,
- Sadece Ulusal değil, uluslararası şirketlerde de çalışmak istiyorsanız,
- Türkiye'deki ulusal ve uluslararası şirketlerde de bir gün yönetici olma hayaliniz varsa,
- Kendi işinizi kurmak ve onu uluslararası pazarlarda da rekabet edebilir bir güce kavuşturmayı hedefliyorsanız,
- Girişimcilik ruhunuza işlemiş ve bunu sadece Türkiye ile sınırlandırmak istemiyorsanız,
- Tüm Dünya vatandaşları ile iletişim kurmak, insan ilişkilerinizi yürütmek ve yönetmek sizi mutlu ediyorsa,
- Karar vermeyi, sorun çözmeyi, araştırmayı ve bu becerilerinizi sadece yerel değil uluslararası imkânları da kullanarak geliştirmek istiyorsanız,
- Alanınızda uzmanlaşmak için gerek yurt içindeki devlet ve vakıf üniversitelerinde gerekse ABD ve İngiltere gibi ülkelerdeki üniversitelerde Yüksek lisans ve Doktora yapmak hayaliniz ise,

Sizin yeriniz burası.



## **BÖLÜM BAŞKANI' NIN MESAJI**

Sevgili İngilizce İşletme Bölümü Öğrencileri;

Üniversite eğitiminiz tüm öğrenim döneminiz içindeki en önemli süreçtir. Çünkü almış olduğunuz akademik eğitim sizin geleceğinizi inşa edecektir. Bu anlamda üniversitede geçirdiğiniz yıllar süresince hem akademik anlamda bilgi donanımına sahip olmak hem de kendinizi iş hayatına hazırlayacak gerekli bilgi, yetenek ve beceriyle donatmak zorundasınız.

Bizim bölüm olarak hedefimiz sadece ulusal anlamda değil uluslararası arenada da rekabet edebilecek işletmeciler yetiştirmektir. Bu yüzden bölüm olarak eğitim dilimiz İngilizcedir. Bölümümüzde okutulan zorunlu derslerin yanında öğrencilerin kendi ilgilendikleri alanda ilerleyebilecekleri muhasebe, finans, pazarlama ve yönetim organizasyon alanlarından seçmeli dersler bulunmaktadır.

İngilizce İşletme Bölümü olarak öğrencilerimizin akademik eğitimlerinden sonra meslek hayatlarında da başarılı olması önemlidir. Öğrencilerimiz aldıkları eğitim doğrultusunda hem özel sektör hem de kamu sektöründeki iş olanaklarından yararlanabilecektir. Bunların dışında yurtiçi veya yurtdışındaki üniversitelerde akademik eğitimlerine devam edebilme fırsatları da öğrencilerimizi beklemektedir.

Biz akademik personelimizle bölüm hedeflerimizi gerçekleştirmek üzere buradayız. Siz sevgili öğrencilerimizi de aramızda görmekten büyük mutluluk duyarız.

Sevgilerimle,

**Yrd. Doç. Dr. M. Emre GÖRGÜLÜ**  
**İngilizce İşletme Bölümü Başkanı**

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**YÜRÜRLÜKTEKİ MÜFREDAT**

<b>İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ</b>					
<b>İNGİLİZCE İŞLETME BÖLÜMÜ PROGRAMI</b>					
<b>BİRİNCİ YIL</b>					
<b>BİRİNCİ YARIYIL</b>					
<b>NO</b>	<b>DERS ADI</b>	<b>TEORİK</b>	<b>UYGULAMA</b>	<b>TOPLAM</b>	<b>AKTS</b>
1	Introduction to Business	3	0	3	5
2	Introduction To Economics I	3	0	3	4
3	Financial Accounting I	3	0	3	5
4	Business Mathematics	3	0	3	4
5	Introduction to Law	3	0	3	3
6	Academic English I	3	0	3	3
7	Turkish I	2	0	2	2
8	Atatürk's Principles and Revolution History I	2	0	2	2
9	Elective Course I	2	0	2	2
	<b>TOPLAM</b>	<b>24</b>	<b>0</b>	<b>24</b>	<b>30</b>
	Elective Courses				
1	Fine Arts	2	0	2	2
2	Physical Education	2	0	2	2
<b>BİRİNCİ YIL</b>					
<b>İKİNCİ YARIYIL</b>					
1	Behavioral Sciences	3	0	3	5
2	Introduction To Economics II	3	0	3	5
3	Financial Accounting II	3	0	3	5
4	Information Technologies	2	2	4	4
5	Obligatory Law	3	0	3	4
6	Academic English II	3	0	3	3
7	Turkish II	2	0	2	2
8	Atatürk's Principles and Revolution History II	2	0	2	2
	<b>TOPLAM</b>	<b>21</b>	<b>2</b>	<b>25</b>	<b>30</b>
<b>İKİNCİ YIL</b>					
<b>BİRİNCİ YARIYIL</b>					

NO	DERS ADI	TEORİK	UYGULAMA	TOPLAM	AKTS
1	Management and Organization I	3	0	3	5
2	Principles of Marketing	3	0	3	5
3	Microeconomics	3	0	3	5
4	Business Statistics I	3	0	3	5
5	Financial Reporting	3	0	3	5
6	Elective Course I	3	0	3	5
	<b>TOPLAM</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>30</b>
	Elective Courses				
1	Presentation Skills	3	0	3	5
2	Business Law	3	0	3	5
3	Public Finance and Tax Theory	3	0	3	5
<b>İKİNCİ YIL</b>					
<b>İKİNCİ YARIYIL</b>					
NO	DERS ADI	TEORİK	UYGULAMA	TOPLAM	AKTS
1	Management Organization II	3	0	3	5
2	Marketing Management	3	0	3	5
3	Macroeconomics	3	0	3	5
4	Financial Mathematics	3	0	3	5
5	Business Statistics II	3	0	3	5
6	Elective Course I	3	0	3	5
	<b>TOPLAM</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>30</b>
	Elective Courses				
1	General Tax Law	3	0	3	5
2	Personal Finance	3	0	3	5
3	Corporate Accounting	3	0	3	5

ÜÇÜNCÜ YIL					
BİRİNCİ YARIYIL					
NO	DERS ADI	TEORİK	UYGULAMA	TOPLAM	AKTS
1	Financial Management I	3	0	3	5
2	Cost Accounting	3	0	3	5
3	Production Management	3	0	3	5
4	Entrepreneurship and Small Business Management	3	0	3	5
5	Elective Course I	3	0	3	5
6	Elective Course II	3	0	3	5
	<b>TOPLAM</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>30</b>
	Elective Courses				
1	Research Methods in Social Sciences	3	0	3	5
2	Consumer Behavior	3	0	3	5
3	Turkish Tax System	3	0	3	5
4	Managerial Economics	3	0	3	5
5	Global Integration, EU and Turkey	3	0	3	5
ÜÇÜNCÜ YIL					
İKİNCİ YARIYIL					
NO	DERS ADI	TEORİK	UYGULAMA	TOPLAM	AKTS
1	Financial Management II	3	0	3	5
2	Human Resources Management	3	0	3	5
3	Management Science	3	0	3	5
4	Managerial Accounting	3	0	3	5
5	Elective course I	3	0	3	5
6	Elective Course II	3	0	3	5
	<b>TOPLAM</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>30</b>
	Elective Courses				
1	Organizational Behavior	3	0	3	5
2	Financial Markets and Institutions	3	0	3	5
3	Brand management	3	0	3	5
4	International Trade	3	0	3	5
5	Labor Law	3	0	3	5

DÖRDÜNCÜ YIL					
BİRİNCİ YARIYIL					
NO	DERS ADI	TEORİK	UYGULAMA	TOPLAM	AKTS
1	Strategic Management	3	0	3	5
2	Elective Course I	3	0	3	5
3	Elective Course II	3	0	3	5
4	Elective Course III	3	0	3	5
5	Elective Course IV	3	0	3	5
6	Elective Course V	3	0	3	5
	<b>TOPLAM</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>30</b>
	Elective Courses				
1	International Business Management	3	0	3	5
2	Services Management	3	0	3	5
3	Innovation Management	3	0	3	5
4	Business Ethics & Corporate Social Responsibility	3	0	3	5
5	Management Information Systems	3	0	3	5
6	Investment Management	3	0	3	5
7	Financial Risk Management	3	0	3	5
8	Auditing	3	0	3	5
9	E-Commerce	3	0	3	5
10	Introduction To Financial Econometrics	3	0	3	5
11	Accounting Systems Applications	3	0	3	5
12	Sales Management	3	0	3	5
13	Forensic Accounting	3	0	3	5
DÖRDÜNCÜ YIL					
İKİNCİ YARIYIL					
NO	DERS ADI	TEORİK	UYGULAMA	TOPLAM	AKTS
1	Independent Study	3	0	3	5
2	Elective Course I	3	0	3	5
3	Elective Course II	3	0	3	5
4	Elective Course III	3	0	3	5
5	Elective Course IV	3	0	3	5
6	Elective Course V	3	0	3	5
	<b>TOPLAM</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>30</b>
	Elective Courses				
1	Cases in Strategic Management	3	0	3	5
2	Supply Chain Management	3	0	3	5
3	Organizational Change Management	3	0	3	5
4	Total Quality Management	3	0	3	5
5	Corporate Governance	3	0	3	5

6	Project Management	3	0	3	5
7	Portfolio Management	3	0	3	5
8	International Financial Management	3	0	3	5
9	Financial Statement Analysis	3	0	3	5
10	Computer-aided Accounting	3	0	3	5
11	Integrated Marketing Communication	3	0	3	5
12	Game Theory and Strategic Thinking	3	0	3	5

	<b>GENEL TOPLAMLAR</b>	
	TOPLAM TEORİK DERS SAATİ SAYISI	<b>153</b>
	TOPLAM UYGULAMA DERS SAATİ SAYISI	<b>2</b>
	TOPLAM SEÇMELİ DERS SAATİ SAYISI	<b>50</b>
	TOPLAM SEÇMELİ DERS AKTS KREDİSİ	<b>81</b>
	TOPLAM STAJ AKTS KREDİSİ	<b>0</b>
	TOPLAM AKTS KREDİSİ	<b>240</b>

**2017-2018 EĞİTİM ÖĞRETİM YILI İNGİLİZCE İŞLETME BÖLÜMÜ AKADEMİK TAKVİMİ**

<b>2017-2018 EĞİTİM ÖĞRETİM YILI İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ AKADEMİK TAKVİMİ</b>					
<b>AKADEMİK BİRİMLER</b>	<b>YARIYIL</b>	<b>KAYIT YENİLEME</b>	<b>BAŞLANGIÇ</b>	<b>BİTİŞ</b>	<b>YILSONU SINAVI</b>
<b>YAZ ÖĞRETİMİ UYGULAYACAK BİRİMLER ORTAK AKADEMİK TAKVİMİ</b>	<b>GÜZ</b>	11.09.2017 17.09.2017	18.09.2017	24.12.2017	25.12.2017 04.01.2018
	<b>BAHAR</b>	29.01.2018 04.02.2017	05.02.2018	20.05.2018	21.05.2018 30.05.2018
	<b>YAZ</b>	11.06.2018 20.06.2018	25.06.2018	12.08.2018	13.08.2018 19.08.2018

\*Yaz Dönemi 8 hafta olarak belirlenmiş olup; 7 haftası dersler, 1 haftası ise dönem sonu sınavlarına ayrılmıştır.

\*Yaz okulu kayıtlarının ardından yapılacak olan ekle-sil ve iade talepleri 21.06.2018 – 22.06.2018 tarihleri arasında yapılacaktır.



**İNGİLİZCE İŞLETME BÖLÜMÜ 2017-2018 GÜZ DÖNEMİ DERS PROGRAMI**

Gün	Sınıf	09:00 09:40	09:50 10:30	10:40 11:20	11:30 12:10	12:20 13:00	13:10 13:50	14:30 15:10	15:20 16:00	16:10 16:50
Pazartesi	1							A.İ.İ.T I /Dr.Feyza K.ŞAHİN/ Lab 5/ 14:00 Türk Dili I / Okt.Yavuz ÖZKUL / Lab 7/15:00		
	2	Business Law/Yrd.Doç.Dr. Ali YAŞAR/ Z-16			Principles of Marketing Yrd.Doç.Dr.Hale Fulya YÜKSEL Z-18					
	3									
	4				Strategic Management I Öğr.Grv. Ömer Osman POYRAZ			E-Commerce/Yrd.Doç.Dr.Hale Fulya YÜKSEL/ Z-18		
Salı	1	Business Mathematics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ 213			Introduction to Economics I Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ 213					
	2	Public Finance and Tax Theory/Yrd.Doç.Dr. Ceyda KÜKRER/ 206								
	3	Financial Management I Dr. Ender BAYKUT 203			Turkish Tax Systems/Yrd.Doç.Dr. Ceyda KÜKRER/ 206					
	4				Auditing/Dr. Ender BAYKUT/ 107			Financial Risk Management/Yrd.Doç.Dr. M.Emre GÖRGÜLÜ/ 107		
Çarşamba	1				Introduction to Business Dr. Volkan YÜNCÜ					
	2				Financial Reporting/ Prof.Dr.Halim SÖZBİLİR/ 103			Business Statistics I Yrd.Doç.Dr. Kartal SOMUNCU		
	3	Production Management Yrd.Doç.Dr.Hale Fulya YÜKSEL			Consumer Behaviour/Yrd.Doç.Dr.Hale Fulya YÜKSEL/					
	4	Management Information Systems Yrd.Doç.Dr.Bariş GÖKÇE Enf.Lab. A						Business Ethics&Social ResponsiDr. Volkan YÜNCÜ		
Perşembe	1				Fine Arts/ Öğr.Grv.Fügen Ö.GÖNÜL/ Pyhsical Education/ Dr.Şeniz KARAGÖZ/			Academic English I Okt. Şükran YEŞİL		
	2							Microeconomics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ		
	3	Cost Accounting Yrd.Doç.Dr. Cengiz YILMAZ			Managerial Economics/Yrd.Doç.Dr. M.Emre GÖRGÜLÜ/			Global Integration, EU and Turkey/Doç.Dr. Mustafa FİŞNE/		
	4									
Cuma	1	Introduction to Law Dr. Şahin Eray KIRDIM								
	2	Presentation Skills/Okt. Şükran YEŞİL						Management and Organization I Dr. Volkan YÜNCÜ		
	3	Entrepreneurship and Small Business Management Dr. Volkan YÜNCÜ								
	4	Sales Management/Yrd.Doç.Dr. Fulya YÜKSEL						International Business Management/Oğr.Grv İlkin OGEL		

# İNGİLİZCE İŞLETME BÖLÜMÜ GÜZ DÖNEMİ DERS İÇERİKLERİ

## İNGİLİZCE İŞLETME BÖLÜMÜ 1. SINIF DERS İÇERİKLERİ

<b>Dersin Kodu ve Adı</b>	<b>ING 101 Introduction To Business Administration</b>		
<b>Öğretim Elemanı</b>	<b>Dr. Volkan YÜNCÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of this course is to introduce basic concepts of business administration and corporations.</p> <p>The goals of the course are:</p> <ul style="list-style-type: none"> <li>• Focuses on the nature of the free enterprise system and its business organizations,</li> <li>• Examines the role played by business in society, as well as its purpose and responsibilities; and</li> <li>• Introduces the practical operations that must exist if businesses are to create goods and services.</li> <li>• Provides a broad overview of the functions, institutions, principles and practices of business.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Excellence in Business, by Courtland L. Bovee, John V. Thill, Michael H. Mescon, Prentice Hall.</p> <p>Contemporary Business, by Louis E. Boone and David L. Kurtz, The Dryden Press, USA, Ninth Edition, 1999</p> <p>Business Essentials, by Ronald J. Ebert, Ricky W. Griffin Prentice Hall 4th edition, February 2002</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Ch 1 - Fundamentals of Business & Economics: What is a business, what is an economic system, how does a free-market economic system work, challenges of a global economy, focusing on e-business		
2	Ch 2 - Ethics & Social Responsibility; Ethics in the workplace, social responsibility in business, business' response to the needs of society, ethics and social responsibility around the world.		
3	Ch 3 - Global Business; The global business environment, fundamentals of international trade, interdependence of economies in the global market place.		
4	Ch.4 - Information Technology and E-Commerce		
5	Ch 5 - Forms of Business Ownership & Business Combinations; Choosing a form of business ownership, understanding business corporations.- <b>Quiz</b>		
6	Ch 6 - Small Business & Entrepreneurship; Understanding the world of small business, starting and expanding small business, financing a new business.		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	<p>Ch 7 - Functions &amp; Skills of Management; What is management, the four basic functions of management, management skills.</p> <p>Ch 8 - Organization Teamwork &amp; Communication; Designing an effective organization structure, working in teams, advantages and disadvantages of working teams, characteristics of effective teams, managing the flow of information in the organization.</p>		

10	Ch 10 & 11 - Motivation & HRM; Understanding human relations, motivating employees, working with labor unions, planning for staffing needs, recruiting, hiring and training new employees, appraising employee performance, administering compensation and employee benefits
11	Ch 12 - Fundamentals of Marketing and Customer Service; What is marketing, the importance of understanding customers, how to plan your marketing strategies. Ch 13 - Product and Pricing Strategies; Developing product strategies, developing brand and packaging strategies, developing pricing strategies.
12	Ch 9 - Production of Quality Goods and Services; Understanding production and operations a management, designing the production process, improving production through technology, managing and controlling the production process, managing the supply chain, outsourcing the manufacturing function.
13	Ch 16 - Accounting; What is accounting, what are the fundamental accounting concepts, how are financial statements used.
14	Ch 17 - Financial Management and Banking; What does financial management involve, Turkish financial system.-
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 103 Introduction To Economics 1</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Mehmet Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	The objective of this course is to introduce the basic microeconomics theory to the students in detail and to enable them to comprehend the consumer and firm behavior and outcome of basic markets at the standpoint of consumer and society welfare.		
<b>Dersin Temel Kaynakları</b>	-N. Gregory Mankiw: Principles of MICROECONOMICS,. Harcourt College Publisher		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Choice and Demand: Utility Maximization, How People Make Economic Choices		
2	How Changes in Income and Prices Affect Choices		
3	Market Demand and Supply Elasticity		
4	Firms, Production and Supply		
5	Cost : Short-Run Cost Function and Long Run Cost Function, Cost-Minimization		
6	Perfect Competitive Model: Short Run Analysis and Perfect Competitive Model: Long Run Analysis		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Imperfect Competition: Monopol and Oligopol Theory		
10	Strategy and Game Theory		
11	Pricing of Factor Production		
12	Pricing of Labor		
13	Pricing of Capital		
14	General Equilibrium		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 105 Financial Accounting I</b>		
<b>Öğretim Elemanı</b>	<b>Prof.Dr. Halim SÖZBİLİR</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The course is aiming to teach the basics of accounting</p> <p>The goals of the course are:</p> <ol style="list-style-type: none"> <li>1. To make journal entry</li> <li>2. To create unadjusted and adjusted trial balances</li> <li>3. To prepare the financial statements</li> <li>4.To analyze the financial statements</li> </ol>		
<b>Dersin Temel Kaynakları</b>	<b>Sözbilir H.,2005, Introduction to Financial Accounting, Afyonkarahisar</b>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Emphasis of accounting and basic concepts of accounting		
2	Equality of basic accounting and financial Statements		
3	Accounting concepts in accounting and translation of accounts		
4	Documents used in accounting		
5	Double Journal entry		
6	Steps in accounting information process in a period and Uniform accounting plan		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Cash and cash equivalents, marketable securities, trade receivables		
10	Inventories		
11	Inventories		
12	Accrued revenues and accrued expenses		
13	Value added tax		
14	Other current assets		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 107 Business Mathematics</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Mehmet Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>This course aims at teaching students mathematical concepts through practical application to common business problems.</p> <p>The goals of the course are:</p> <ol style="list-style-type: none"> <li>1. Ability to review the fundamental operations of mathematics.</li> <li>2. Ability to solving common business problems.</li> </ol>		
<b>Dersin Temel Kaynakları</b>	<p>- Jean Soper (2004), Mathematics for Economics and Business: An Interactive Introduction: 2<sup>nd</sup> Edition, Blackwell Publications, Malden MA.</p> <p>- Charles D. Miller, Stanley A. Salzman, and Luis F. Helzle (1994), Business Mathematics: 6<sup>th</sup> Edition, HarperCollins, New York.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Functions		
2	Equations		
3	Changes and Rates		
4	Finance and Series		
5	Differentiation		
6	Maximum and Minimum Values and Further Rules of Differentiation		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Partial Differentiation and Constrained Maxima and Minima		
10	Integration		
11	Linear Programming		
12	Matrices		
13	Business Applications I		
14	Business Applications II		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 109 Introduction to Law</b>		
<b>Öğretim Elemanı</b>	<b>Dr. Şahin Eray KIRDIM</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>This class's aim enabligns which for other law classes in Puplic Finance Depertmant to educate. The goals of the course are:</p> <ol style="list-style-type: none"> <li>1. Fundamental concepts of law to educates</li> <li>2. To educate which enabligns for other law classes</li> <li>3. To fill in the gap in one's education which through don't to educate of civil law and crime law classes</li> </ol>		
<b>Dersin Temel Kaynakları</b>	<p>FUNDAMENTAL RESOURCES</p> <ol style="list-style-type: none"> <li>1. 1982 Anayasası</li> <li>2. Necip BİLGE, Hukuk Başlangıcı, Turhan Kitapevi, 2007.</li> </ol> <p>AUXILIARY RESOURCES</p> <ol style="list-style-type: none"> <li>1. Kemal Gözler, Hukuka Giriş, Ekin Kitabevi Yayınları, 2006.</li> <li>2. Turhan Esener, Hukuk Başlangıcı, Alkım Yayınları, 2006.</li> </ol>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Law concept, The social order rules, Sources of law and Codes of law to apply.		
2	Genel orders of civil law, Good faith, Law to make of law judge and Discretionay power of law judge.		
3	A natural person, Capacity to acquire rights - Capacity to act, Residential area, Blood ve To end of personality.		
4	Legal persons, Association and Charitable foundation.		
5	Privity, Rights on real estate and Possession		
6	Real estate property, Condominium ownership, Appurtenant easement and Debtor-creditor relationship, Privity in deed, Obligation ex delicto, Obligation unjust enrichment, Discharge of debts and Redemption of Debts		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Commercial enterprise, Commercant, Craft, Trading corporation and Commercial paper and Constitutional law, State structure and discriminative features and Fundamental corporations of state.		
10	Fundamental rights and Freedoms, Constitutional court and actios		
11	Administrative and administrative juristiction law, public service, public power, central management and local administration.		
12	Government functionary, working arrangement, administrative court, proceeding in contentious administrative matters, action for rescission, unlimited jurisdiction actio, To grow out of Administrative contracts actios, normaly course of law and emergency course of law		
13	Structure of offences and punishments, fundamental of offence and element of an offence		
14	Punishments, security measure, To end of actio and punishments		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 111 Academic English I</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Şükran YEŞİL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>To develop the students' reading abilities</p> <p>The goals of the course are:          To develop the students certain skills needed while reading: understanding, ability to discriminate important sentences from the others, ability to examine the roots of the words etc.</p>		
<b>Dersin Temel Kaynakları</b>	Textbook/Recommended Readings		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Reading passage: It will be given		
2	Reading passage: It will be given		
3	Reading passage: It will be given		
4	Reading passage: It will be given		
5	Reading passage: It will be given		
6	Reading passage: It will be given		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Reading passage: finance		
10	Reading passage: It will be given		
11	Reading passage: It will be given		
12	Reading passage: It will be given		
13	Reading passage: It will be given		
14	Reading passage: It will be given		
15	Final Exam		



<b>Dersin Kodu ve Adı</b>	<b>ING 115 ATATURK 'S PRINCIPLES AND REVOLUTION HISTORY. I</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Feyza K. ŞAHİN</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>This course aims to teach the first year undergraduate students information about the Turkish National Struggle, Atatürk's principles and the history of the revolution.</p> <p>The course objective is to explain the circumstances under which the Republic of Turkey was founded and to relat pupils to Atatürk's principles, which form the basis of national sovereignty. The course aims to enable students to gain a concept of Atatürk's leading and revolutionary aspect, his idea of non-racist nationalism, and his efforts in constituting global peace, along with his military astuteness.</p>		
<b>Dersin Temel Kaynakları</b>	Yalçın E. S., 2004, Türk İnkılâp Tarihi ve Atatürk İlkeleri, Siyasal Yayınevi, Ankara Nutuk-Söylev, TTK Kurumu, Cilt 1-3, Ankara 1999. Armaoğlu F., 1992, 20.Yüzyıl Siyasî Tarihi (1914-1980), Ankara YÖK Komisyon, 1986, Atatürk İlkeleri ve İnkılap Tarihi Atatürkçülük. Komisyon, 2003, Atatürk İlkeleri ve İnkılap Tarihi.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Regression of Ottoman Empire.		
2	Political aims of Western States		
3	Some reformation movements of Ottoman Empire.		
4	The term of Tulip, Tanzimat and Islahat Fermans		
5	I. ve II. Constitutional Monarchy.		
6	Some Intellectual Movement those aims to rescue Ottoman Empire and The collapse of Ottoman Empire		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	1877-1878 Ottoman-Russian War and Balkan Wars and the First World War.		
10	World War I.		
11	The entering of Ottoman Empire to World War I		
12	Armenian Question and the Armistice of Mondreux		
13	The beginning of National Struggle		
14	Political Plans and Occupations after the Armistice of Mondreux		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 113 Turkish 1</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Yavuz ÖZKUL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>At the end of the year the freshmen will be aware of his/her mother tongue's grammar rules as well as its semantics and phonetics, apart from this they will be able use the language in an accurate way considering these rules and they will have consciousness</p> <p>In every field of study and working after graduation the skill built for using the native tongue efficiently and accurately to express one's ideas is vital in every aspect.</p>		
<b>Dersin Temel Kaynakları</b>	<p>Turkish Language and Writing Skills, Afyon Education, Health, Science and Research Society Press, Afyon 2004 All reference materials, without any criteria, regarding Turkish Language and Writing Skills, Turkish - Turkish Dictionary, Orthography Guide, Punctuation Guide, Dictionary of Idioms, Dictionary of Proverbs, Periodicals</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Language and Culture		
2	Turkish Language and the location of Turkish language in the world's languages		
3	The historical development of the Turkish language – I		
4	The historical development of the Turkish language – II		
5	Foreign words which have broken into Turkish language and linguistic revolution		
6	The alphabets Turks used, the classification of the Turkish dialects and Phonetic		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Euphony in Turkish words and Nouns, adjectives, pronouns and adverbs		
10	Verbs and structures in verbs		
11	Prepositions – Words according to semantic characteristics		
12	Word groups and syntax and mid-term exam		
13	Capitilizations		
14	Writing rules		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 117 Fine Arts</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Fügen Ö. Gönül</b>		
<b>Dersin Amaç ve Hedefleri</b>	This course aims to explain the fine arts and the contemporary discussion topics one by one to examine fundamental aspects.		
<b>Dersin Temel Kaynakları</b>	Tunalı, İsmail; Greek Estetiği, Remzi Kitabevi Tunalı, İsmail; İ. Estetik, Remzi Kitabevi Turanî, Adnan; Çağdaş sanat Felsefesi, Remzi Kitabevi Tunalı, İsmail; Felsefenin Işığında Modern Resim, Remzi Kitabevi Eczacıbaşı Sanat Ansiklopedisi, Remzi Kitabevi CD, DVD, MP3, Different Art Journals Turanî, Adnan; Sanat Terimleri Sözlüğü, Remzi Kitabevi		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Definition of Art		
2	Generally Art, Originally Art		
3	Generally Art, (Definitions-concepts)		
4	Natural Art Object		
5	Classification of Fine Arts		
6	Origin of Art and Functions of art		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Analising of Artistic Object and Crafts of art		
10	What's Subject –What's Objects		
11	To be a scientific area; Easthetic		
12	What's Beauty Generally		
13	What's Beauty Easthetically		
14	Good in art, Easthetic as a Science of Beauty		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 119 Physical Education</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Dr. Şeniz KARAGÖZ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>To provide the teenagers' physical, mental and social developement by procuring the basic knowledge, ability and habits about Physical Education and sports.</p> <p>To teach students, Related to Atletism Branch; running, throwing and jumping, free gymnastics. Team sports: football, volleyball, basketball, basic abilities about handball.</p>		
<b>Dersin Temel Kaynakları</b>	<p>-Aracı. H., 1998, Schools Physical Education (in Turkish)</p> <p>-Hazar. M.,1997, Physical Education and Game Education in Sports (in Turkish)</p> <p>-Aracı, H., Okullarda Beden Eğitimi, 1998</p> <p>-Hazar. M., Beden Eğitimi ve Sporda Oyun Eğitimi, 1997</p> <p>-Physical Education for Lifelong Fitness: The Physical Best Teacher's Guide by --Physical Best, Human Kinetics, Nat'l Assoc for Sport &amp; PE, Human Kinetics Publishers; 2nd edition (August 30, 2004)</p> <p>-Expression and practical</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Functional anatomy.		
2	Sport physiology		
3	Nourishment at sport and Ergojenik help.		
4	Management at sport and organization.		
5	Running		
6	Free gymnastics and Throwing and jumping		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	feed-back		
10	Football		
11	Volleyball		
12	Basketball		
13	Basic abilities about handball		
14	Table tennis.		
15	Final Exam		

**İNGİLİZCE İŞLETME BÖLÜMÜ 2. SINIF DERS İÇERİKLERİ**

<b>Dersin Kodu ve Adı</b>	<b>ING 201 Management and Organization I</b>		
<b>Öğretim Elemanı</b>	<b>Dr. Volkan YÜNCÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The aim of this course is to introduce basics concepts and functions of management and organization theories and practices.</p> <p>This course provides understanding of the basic concepts of management. It also includes the definition of management and organization and manager, functions of management, theories of organization, scientific management approach, general administrative theory, bureaucracy approach, behavioral organization theory, the systems approach, the contingency approach, and other related topics such as management control system.</p>		
<b>Dersin Temel Kaynakları</b>	<p>Core Readings:</p> <ol style="list-style-type: none"> <li>1. Robbins, S. P., Coulter, M., (2012) Management, 11<sup>th</sup> Edition.</li> <li>2. Daft, L. Richard, Management, 2-7th Editions</li> <li>3. Koçel, T., (2005), İşletme Yöneticiliği, İstanbul, Arıkan Basım Yayım Dağıtım.</li> <li>4. Genç, N., (2005), Yönetim ve Organizasyon, Era Bilgi sistemleri yayıncılık Supplementary Readings,</li> <li>5. Efil, İ., (2002), İşletmelerde Yönetim ve Organizasyon, Alfa Basım Yayın</li> </ol>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Introduction to Management and Organization		
<b>2</b>	The Concepts of Management, Manager and Organization		
<b>3</b>	The Classic Management and Organization Theory		
<b>4</b>	The Neo-Classic (Human Relations) Management Theory		
<b>5</b>	The environment of organization and Modern Management Theory: System Approach		
<b>6</b>	The environment of organization and Modern Management Theory: Contingency Approach		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		

<b>8</b>	Mid-term Exam
<b>9</b>	Functions of Management: Goal Setting and Planning and Functions of Management: Planning and Decision Making
<b>10</b>	Functions of Management: Organizing
<b>11</b>	Functions of Management: Leading (Leadership, Motivation)
<b>12</b>	Functions of Management: Leading (Motivation, Communication)
<b>13</b>	Functions of Management: Coordinating and Controlling
<b>14</b>	A General Evaluation of the Courses
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 203 Principles of Marketing</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr. Hale Fulya YÜKSEL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objective of this course is to give a basic understanding about the the fundamental concepts in marketing. After successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• Define marketing and its importance to organizations,</li> <li>• Understand how internal and external factor influence marketing decisions,</li> <li>• Know how to manage marketing data to gain customer insight,</li> <li>• Distinguish consumer and business markets and buying behavior,</li> <li>• Know segmentation, targeting, positioning strategies,</li> <li>• Understand how to plan each element in the marketing mix (product, price, place, promotion) to be successful in creating customer value.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Course Book: Kotler, P. and Armstrong, G. (2016). Principles of Marketing, 16th Global Edition, England: Pearson Education Limited.</p> <p>Additional Material: Kerin, R. A., Hartley, S. W., Rudelius, W. (2015). Marketing, 12th Edition, New York: McGraw-Hill Education.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Course introduction, explanation of objectives and course plan		
<b>2</b>	Chapter 1: Marketing: Creating Customer Value and Engagement Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships		
<b>3</b>	Chapter 3: Analyzing the Marketing Environment Chapter 4: Managing Marketing Information to Gain Customer Insights		
<b>4</b>	Chapter 5: Consumer Markets and Buyer Behavior Chapter 6: Business Markets and Business Buyer Behavior		
<b>5</b>	Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers		
<b>6</b>	Chapter 8: Products, Services, and Brands: Building Customer Value Chapter 9: New Product Development and Product Life-Cycle Strategies		
<b>7</b>	Review of previous content		
<b>8</b>	Midterm exam		
<b>9</b>	Chapter 10: Pricing: Understanding and Capturing Customer Value Chapter 11: Pricing Strategies: Additional Considerations		
<b>10</b>	Chapter 12: Marketing Channels: Delivering Customer Value Chapter 13: Retailing and Wholesaling		
<b>11</b>	Chapter 14: Engaging Customers and Communicating Customer Value Chapter 15: Advertising and Public Relations		
<b>12</b>	Chapter 16: Personal Selling and Sales Promotion Chapter 17: Direct, Online, Social Media, and Mobile Marketing		

<b>13</b>	Chapter 18: Creating Competitive Advantage Chapter 19: The Global Marketplace Chapter 20: Social Responsibility and Ethics
<b>14</b>	Review of previous content
<b>15</b>	Final exam



<b>Dersin Kodu ve Adı</b>	<b>ING 205 Micro Economics</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr. Mehmet Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of this course is to introduce the basic microeconomics theory to the students in detail and to enable them to comprehend the consumer and firm behavior and outcome of basic markets at the standpoint of consumer and society welfare.</p> <ol style="list-style-type: none"> <li>1. The students will define and apply the concepts of supply and demand to current economic issues.</li> <li>2. The student will define and apply methods of price determination.</li> <li>3. The student will define and apply consumer choice theory.</li> <li>4. The student will improve written communication skills.</li> <li>5. The student will develop an understanding of and be able to articulate differences in market forces and market variations.</li> </ol> <p>The student will use Graphs to explain and demonstrate economic concepts.</p>		
<b>Dersin Temel Kaynakları</b>	N. Gregory Mankiw: Principles of MICROECONOMICS,. Harcourt College Publisher		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Choice and Demand: Utility Maximization, How People Make Economic Choices		
<b>2</b>	How Changes in Income and Prices Affect Choices		
<b>3</b>	Market Demand and Supply Elasticity		
<b>4</b>	Firms, Production and Supply		
<b>5</b>	Cost : Short-Run Cost Function and Long Run Cost Function, Cost-Minimization		
<b>6</b>	Perfect Competitive Model: Short Run Analysis and Perfect Competitive Model: Long Run Analysis		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Imperfect Competition: Monopoly Theory and Oligopoly Theory		
<b>10</b>	Strategy and Game Theory		
<b>11</b>	Pricing of Factor Production		

<b>12</b>	Pricing of Labor
<b>13</b>	Pricing of Capital
<b>14</b>	General Equilibrium
<b>15</b>	Final Exam



<b>Dersin Kodu ve Adı</b>	<b>ING 207 Business Statistics 1</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr.Kartal SOMUNCU</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>This is an introductory course that aims to familiarize students with the basics concepts and tools of statistics.</p> <ol style="list-style-type: none"> <li>1. Ability to analyze and evaluate statistical data with a view toward addressing contemporary business questions.</li> <li>2. Ability to distinguish between theories and hypotheses; analyze and interpret statistical results; present data in graphical form; and perform basic statistical analysis.</li> </ol>		
<b>Dersin Temel Kaynakları</b>	<p>Required Readings: - Paul Newbold (1995), Statistics for Business and Economics: 4th Edition, Prentice Hall, New Jersey. Suggested Readings: -David S. Moore (2006), The Basic Practice of Statistics: 4th Edition, W.H. Freeman and Company, New York.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	What is Statistics?		
<b>2</b>	Summarizing Numerical Information		
<b>3</b>	Probability		
<b>4</b>	Discrete Variables and Probability Distributions		
<b>5</b>	Continuous Random Variables and Probability Distributions		
<b>6</b>	Sampling and Distributions and Two Variable Regression Analysis		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Multiple Regression Analysis and Analysis of Variance		
<b>10</b>	Statistical Quality Control		
<b>11</b>	Survey Sampling Methods		
<b>12</b>	Statistical Decision Theory		
<b>13</b>	Business Applications I		
<b>14</b>	Business Applications II		
<b>15</b>	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 209 Financial Reporting</b>		
<b>Öğretim Elemanı</b>	<b>Prof. Dr. Halim Sözbilir</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>To develop the students' ability to generate financial papers from the work sheets</p> <p>To develop the students' abilities to generate: Balance sheets profit loss account inventories ledger cash flow leverages etc.</p>		
<b>Dersin Temel Kaynakları</b>	<p>John R. Clay, Stephen D. Holton, Bill Allen <u>Guide to Preparing Financial Statements</u></p> <p>David Hey-Cunningham <u>Financial Statements Demystified</u></p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	The basics of financial statements		
<b>2</b>	Generating balance sheets		
<b>3</b>	Samples about balance sheets		
<b>4</b>	Generating income statements		
<b>5</b>	Samples about income statements		
<b>6</b>	Generating cash flow		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Samples about cash flow and Inventories		
<b>10</b>	Inventory valuation		
<b>11</b>	Depreciation		
<b>12</b>	Accounting for debt restructuring		
<b>13</b>	Dilative securities and earnings per share		
<b>14</b>	Case study		
<b>15</b>	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 211 Presentation Skills</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Şükran OVALI</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The aim of Foreign Language for Business Life class is to teach the students how to communicate with the foreigners and foreign institutions after they graduated and involved into the business environment.</p> <p>The goal of this course is to teach the students the words and phrases that they need to communicate in the business, travel and everyday situations.</p>		
<b>Dersin Temel Kaynakları</b>	<p>1. Interactive Multimedia: Videos, CD's</p> <p>2. Internet Sources</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Basic Phrases Greetings and Farewells, Getting Information		
<b>2</b>	Introductions and Getting Acquainted, Making friends		
<b>3</b>	Presentation skills		
<b>4</b>	Travel: Immigrations and Customs, Changing Money		
<b>5</b>	Travel: Public Transportation and Hotel Conversations		
<b>6</b>	Travel: Making an International Phone Call and Renting a car and Travel: Asking for directions and Travel with Plane		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Business: Making Appointments		
<b>10</b>	Business Lunch, Meetings		
<b>11</b>	Shopping for groceries		
<b>12</b>	Finding an Apartment		
<b>13</b>	Going to a Doctor or Dentist		
<b>14</b>	Going to a Movie		
<b>15</b>	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 213 Business Law</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr. Ali YAŞAR</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of commercial law is to teach the basic concepts and issues.</p> <p>In this course, students and business people interested in business life business managers who need to know the functioning of the knowledge of basic commercial law and trade law provisions aimed to teach.</p>		
<b>Dersin Temel Kaynakları</b>	<b>Aslan, Yılmaz-ERGÜN, Mevci (20010) Ticaret Hukuku, Ekin Kitabevi,Bursa</b>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Commercial law and business firm concept		
<b>2</b>	Merchant and results		
<b>3</b>	Business name		
<b>4</b>	Commercial register		
<b>5</b>	Unfair competition		
<b>6</b>	Commercial books		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Assistant of merchant and current account		
<b>10</b>	Corporate law and open economy		
<b>11</b>	Commodite company and limited company		
<b>12</b>	Corporation		
<b>13</b>	Negotiable instruments and policy		
<b>14</b>	Bond and check		
<b>15</b>	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 215 Public Finance and Tax Theory</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof Dr. Ceyda KÜKRER</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The study of public finance can be divided into two main categories. First, there are questions about what types of goods the government tends to produce and what types of goods the government should produce. The second main category in public finance is the study of the way in which the government raises revenues to finance its expenditures. The government can raise revenues through taxation, borrowing, and money creation.</p> <p>There are two main goals of the course: One is to teach public spending concepts, second is to teach public revenue concepts.</p>		
<b>Dersin Temel Kaynakları</b>	Rosen, Harvey (2007) Public Finance		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Tools Of Positive And Normative Analysis		
<b>2</b>	Public Goods		
<b>3</b>	Mixed And Merit Goods		
<b>4</b>	Externalities		
<b>5</b>	Public Expenditures - Basic Concepts		
<b>6</b>	Public Expenditure Growth and Political Economy		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Cost Benefit Analysis and Tax: definition		
<b>10</b>	Other public revenues: charges, betterment taxes etc.		
<b>11</b>	Taxation and efficiency		
<b>12</b>	Taxation and income distribution		
<b>13</b>	Commodity taxation		
<b>14</b>	Income taxation		
<b>15</b>	Final Exam		



**İNGİLİZCE İŞLETME BÖLÜMÜ 3. SINIF DERS İÇERİKLERİ**

<b>Dersin Kodu ve Adı</b>	<b>ING 301 Financial Management I</b>		
<b>Öğretim Elemanı</b>	<b>Dr. Ender BAYKUT</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objective of this course is to explain the tasks, goals and the tools of financial management in an organization. Students will learn the basic concepts of financial management and how to use tools when the organization faces financial opportunities and constraints .</p> <ul style="list-style-type: none"> <li>• To understand the basic concepts</li> <li>• To understand the basic finance theories</li> <li>• To develop the ability to apply finance theories</li> <li>• To interpret the finance information</li> <li>• To develop the ability of problem solving</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>James C. Van Horne and John M. Wachowicz, Jr, “Fundamentals of Financial Management” Eleventh Edition.</p> <p>Eugene F. Brigham, E. F. Brigham and J. F. Houston, ‘Fundamentals of Financial Management” Ninth Edition.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Goals & current issues of the financial manager		
<b>2</b>	Financial Ethics & Corporate Social Responsibility		
<b>3</b>	Financial Statements		
<b>4</b>	Financial Statement analysis: financial ratios		
<b>5</b>	Financial Statement analysis: financial ratios		
<b>6</b>	Financial Statement analysis: DuPont system, measuring company performance. Operating and Financial Leverage: Analyzing tradeoffs & determining optimal balance		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Mid-term exam		
<b>10</b>	Working Capital Management: Financing working capital & optimal plan, term structure of interest rates,		

	float.
<b>11</b>	Working Capital Management: Inventory mgmt & EOQ, collection policy & discounts, sources of ST financing. Security Valuation & Rates of Return
<b>12</b>	Time Value of Money
<b>13</b>	Security Valuation & Rates of Return
<b>14</b>	Security Valuation & Rates of Return
<b>15</b>	Final Exam

<b>Dersin Kodu</b>			
<b>ve Adı</b>	<b>ING 303 Cost Accounting</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Cengiz YILMAZ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>Teaching main concepts about cost. Teaching the structure of costs of a manufacturing business. Determining cost of products.</p> <ol style="list-style-type: none"> <li>1. Teaching the cost, expense and loss concepts.</li> <li>2. Teaching cost items.</li> <li>3. Overviewing costing of product.</li> <li>4. Variable vs full costing.</li> <li>5. Actual vs normal vs standard costing</li> <li>6. Job vs process costing</li> </ol>		
<b>Dersin Temel Kaynakları</b>	<p>Robin Cooper, Robert S. Kaplan <u>The Design of Cost Management Systems: Text and Cases</u></p> <p>Robin Cooper, Robert S. Kaplan <u>The Design of Cost Management Systems: Text, Cases, and Readings</u></p> <p>William K. Carter <u>Cost Accounting</u></p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Standard Costing.		
<b>2</b>	The relationship between cost accounts and balance sheet & income statement. Effects of costs and ewpenses on the balance sheet & income statement. The relationship between cost and expense. Cost flow for merchandising, service type and manufacturing businesses.		
<b>3</b>	Cost and cost object. The classification of costs.		
<b>4</b>	Costs at Turkish Accounting System.		
<b>5</b>	Costs and cost allocation table. The first total of cost allocation table.		
<b>6</b>	Second allocation methods of cost allocation table.		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Cost system. Adjustments at year-end.Full costing vs. variable costing Adjustments at year-end.		
<b>10</b>	Job Costing. Main characterictics		
<b>11</b>	Job Costing. Exercises		
<b>12</b>	Process Costing. Main characterictics.		

<b>13</b>	Process Costing. Exercises.
<b>14</b>	Standard Costing.
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 305 Production Management</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr. Hale Fulya YÜKSEL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objective of this course is to introduce the fundamentals of production and operations management to students. At the end of the semester students will be able to:</p> <ul style="list-style-type: none"> <li>Identify the main production activities of a company and how these activities should be planned in order to gain competitive advantage</li> <li>Know how to select a location for new facilities, design the layout of the facilities, forecast the demand for products and plan the necessary capacity</li> <li>Understand how products are designed and the production process is planned</li> <li>Know how to control the inventories and quality</li> <li>Distinguish the differences between various production systems.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<ul style="list-style-type: none"> <li>Stevenson, William J. (2014). Production/Operations Management, 12th Ed., USA: McGraw Hill.</li> <li>Heizer, J., Render, B., Munson, C. (2017). Operations Management: Sustainability and Supply Chain Management, 12th Ed., Pearson.</li> <li>Kumar, S. A. and Suresh, N. (2008). Production and Operations Management, 2nd Ed., New Delhi: New Age International Publishers.</li> </ul>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Introduction to the course and explanation of course objectives		
<b>2</b>	Introduction to production management; basic concepts, history, objectives and scope of production management, productivity		
<b>3</b>	Location of facilities		
<b>4</b>	Facility layout; stabilizing mounting lines		
<b>5</b>	Capacity planning		
<b>6</b>	Demand forecast		
<b>7</b>	Review of previous content, problem solving		
<b>8</b>	Midterm exam		
<b>9</b>	Product design; computer aided design (CAD); computer aided manufacturing (CAM); computer integrated manufacturing (CIM)		
<b>10</b>	Production planning and control; materials requirement planning (MRP), manufacturing resources planning (MRP2), enterprise resource planning (ERP)		

<b>11</b>	Inventory management
<b>12</b>	Quality control and maintenance management
<b>13</b>	Production systems: Mass, lean, just-in-time and agile production
<b>14</b>	Review of previous content
<b>15</b>	Final exam

<b>Dersin Kodu ve Adı</b>	<b>ING 307 Entrepreneurship and Small Business Management</b>		
<b>Öğretim Elemanı</b>	<b>Dr. Volkan YÜNCÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The aim of this course is to introduce all the aspects required to create a successful new business organization. It provides the students who have a strong desire to start a business with an understanding of the characteristics of the entrepreneur and the unique concepts of entrepreneurial process. Emphasis is placed on identifying and evaluating entrepreneurial opportunities. Students will benefit from case studies and practical entrepreneurial experiences including interaction with successful regional, national and international Entrepreneurs.</p> <p>It covers the entrepreneurial process from conception to operation of a new business ventures. It also concentrates on the personel and demografic characteristics of entrepreneurs and the process by which they turn ideas into new business. Students will also learn about the process of new business development in the small and midium sized organizations.</p>		
<b>Dersin Temel Kaynakları</b>	<p><b>Core Readings,</b></p> <p>-Thomas W. Zimmerer and Norman M. Scarborough, Essential of Entrepreneurship and Small Business Management, Second editon,</p> <p>-Kuratko, Donald F. and Richard M. Hodgetts, Entrepreneurship: A Contemporary Approach, Fifth Edition, South-Western,</p> <p>-Robert D. Hisrich, R. D. Hisrich, M. P. Peters. Entrepreneurship, Boston Supplementary Readings,</p> <p>-Küçük İşletmeler: Kavramı, kuruluşu ve yönetimi, Oktay Alpugan</p> <p>-Türkiyede Girişimcilik, 2002 TÜSİAD</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Understanding Entrepreneurship: The Nature of Entrepreneurship		
<b>2</b>	The Entrepreneurial Mindset in Individual: Understanding Entrepenurs		
<b>3</b>	Entrepreneurial Process: The Nature of Entrepreneurial Opportunities		
<b>4</b>	Financing New The Ventures: Venture Capital and Entrepreneurship:		
<b>5</b>	Corporate Entrepreneurship		
<b>6</b>	Creativity , Innovation and Entrepreneurship		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		

<b>9</b>	Small Business: An Overview Small Business, Entrepreneurship and Ownership
<b>10</b>	Small Business Management, Marketing and Finance
<b>11</b>	Developing Effective Business Plan
<b>12</b>	Starting A New Business
<b>13</b>	Managing, Growing, and Ending The New Venture
<b>14</b>	Managing, Growing, and Ending The New Venture
<b>15</b>	Final Exam



Dersin Kodu ve Adı	ING 309 Research Methods in Social Sciences		
Öğretim Elemanı	-		
Dersin Amaç ve Hedefleri	<p>The aim of the course is to provide knowledge on the research methods in social science and to introduce students to the theories and practical implications of research methods.</p> <p>To provide the students to research with paying attention the rules of theoretic and practical implications of social research methods.</p>		
Dersin Temel Kaynakları	C.M.JUDD, E.R. SMİTH, L. H. KİDDER; Research Methods in Social Relations, Sixth Edition		
Teori	Uyg.	ECTS	Zorunlu/Seçmeli
3	-	5	Z
Ders İçerikleri			
Hafta	Konular		
1	Talking About What is Research, Positivism & Post-Positivism, Steps in Empirical Research		
2	Various ways of knowing, Components of research as a belief system, Key Considerations to Design Your Research Approach		
3	Empirical research, Criticisms of empirical research, Steps in Empirical Research		
4	Basic concepts in research methods, Kinds of Personnel Research		
5	The Literature Review		
6	Research Design and Methodology , Sampling, Data Collection and Ethical Considerations		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Data Analysis , <u>Data Preparation</u> , <u>Descriptive Statistics</u> , <u>Inferential Statistics</u> Variables and Hypotheses		
10	Operational Definitions and Measurement		
11	Measurement, Reliability and Validity , Levels of Measurement, Methods Of Measuring Reliability, Kinds Of Research Validities		
12	Written Questionnaires Advantages-Disadvantages		
13	Personal Interviews Advantages-Disadvantages, Telephone Interviews Advantages -Disadvantages		
14	General Review		

15	Final Exam
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<b>Dersin Kodu ve Adı</b>	<b>ING 311 Consumer Behavior</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Hale Fulya YÜKSEL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The aim of this course is to give students an understanding of consumer behavior and its importance to successful marketing strategies. After successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Define the stages in consumer decision-making process</li> <li>• Identify the factors that influence consumer decision-making when purchasing products</li> <li>• Know different types of research methods that are used to understand consumer behavior</li> <li>• Know the current approaches and practices in the field of consumer behavior.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	Solomon, Michael R. (2007). Consumer Behavior: Buying, Having, and Being. 7th Edition, New Jersey: Pearson Prentice Hall.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Course introduction, explanation of objectives and course plan		
2	The concepts of consumption, consumer and customer; introduction to consumer behavior		
3	Consumer decision making process; introduction to the factors that influence consumer behavior		
4	Psychological factors: Motivation and perception		
5	Psychological factors: Learning and memory; the self		
6	Psychological factors: Attitudes and persuasion		
7	Personal factors: Demographics and situational factors		
8	Midterm exam		
9	Social factors: Culture and sub-culture		
10	Social factors: Social class, roles and lifestyle		
11	Social factors: Reference group influences		
12	Marketing communication effects on consumer behavior		
13	Consumer behavior research methods and ethical issues		
14	New practices in consumer behavior		
15	Final exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 313 Turkish Tax System</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Ceyda KÜKRER</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The general aim of this course is to introduce the main subject of income tax applied in Turkey. At the end of the course students are expect to have basic knowledge of income tax in Turkey.</p> <p>1- This course offers a comprehensive study of income tax.</p> <p>2- The general objective of this course is to introduce the main subjects of income tax in a intermediate level.</p>		
<b>Dersin Temel Kaynakları</b>	<p>1- Doğan ŞENYÜZ; Türk Vergi Sistemi, Yaklaşım Yayınları, Ankara, 2008</p> <p>2- Doğan ŞENYÜZ; Türk Vergi Sistemi Dersleri, Ekin Yayınevi, Bursa, 2008</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Some Theoretical Explanation About Income Tax		
<b>2</b>	Characteristics of Taxable Income		
<b>3</b>	The Subject of Income Tax		
<b>4</b>	Tax Liabilities in Income Tax		
<b>5</b>	Business Profit		
<b>6</b>	Agricultural Income and Income From Independent Personal Services		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	<p>Salaries and Wages</p> <p>Income from Immovable Property</p>		
<b>10</b>	Income From Movable Capital investment		

<b>11</b>	Other Income and Earning
<b>12</b>	Determination of Net Income and Payment
<b>13</b>	Declaration and Kind of Declaration
<b>14</b>	Temporary Tax
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 315 Managerial Economics</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The study of public finance can be divided into two main categories. First, there are questions about what types of goods the government tends to produce and what types of goods the government should produce. The second main category in public finance is.</p> <p>There are two main goals of the course: 1.To teach public spending concepts, 2.To teach public revenue concepts.</p>		
<b>Dersin Temel Kaynakları</b>	Brown, C.V. & Jackson, P.M. (1990) Public Sector Economics, Blackwell, Oxford Rosen, Harvey (2007) Public Finance		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Tools Of Positive And Normative Analysis		
<b>2</b>	Public Goods		
<b>3</b>	Mixed And Merit Goods		
<b>4</b>	Externalities		
<b>5</b>	Public Expenditures - Basic Concepts		
<b>6</b>	Public Expenditure Growth. Political Economy		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Cost Benefit Analysis and Tax: definition		
<b>10</b>	Other public revenues: charges, betterment taxes etc.		
<b>11</b>	Taxation and efficiency		
<b>12</b>	Taxation and income distribution		
<b>13</b>	Commodity taxation		
<b>14</b>	Income taxation		
<b>15</b>	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 317 Global Integration, EU and Turkey</b>
<b>Öğretim Elemanı</b>	<b>Assoc.Prof.Dr. Mustafa FİŞNE</b>
<b>Dersin Amaç ve Hedefleri</b>	<p>The course main aim is to assist students to develop a detailed, critical and advanced knowledge of the European Union (EU) and Turkey's relations with it.</p> <p>In this connection, it aims to teach the students past and present states of both the EU and EU – Turkey relations so that they gain necessary background information, knowledge and skills to make assessment about the prospect of the two phenomena, which are expected to affect the business life drastically.</p> <p>It also seeks not to describe but to understand the intrinsic nature of both the EU and the EU – Turkey Relations, as well as the way these work.</p> <p>To provide an empirically informed understanding of the EU as an integration model,</p> <p>To contribute to the development of methodological and other transferable skills and tools for learning how to understand the present forms of the EU and the EU – Turkey relations,</p> <p>To give the students necessary information about the historical facts and factors regarding the emergence and development of the EU,</p> <p>To teach the students present state of the EU in organizational, legal, economical, commercial, political, and international terms,</p> <p>To reinforce student's understanding of the policy and decision -making processes within the EU,</p> <p>To equip the students with knowledge-based analyzing skills to assess the prospect of the EU and trends within it,</p> <p>To give the students necessary information about the historical facts and factors regarding the emergence and development of Turkey's relations with the EU,</p> <p>To teach the students present state of the EU – Turkey relations, focusing on the details of the membership process,</p> <p>To equip the students with knowledge-based analyzing skills to assess Turkey's membership prospect to the EU together with its advantages and disadvantages for both parties, To provide a foundation for further study in this field and for work in other related modules or courses.</p>
<b>Dersin Temel Kaynakları</b>	<p>M. Fişne, <u>Political Conditions for Being A European State</u>, Afyon Kocatepe University Publications, 2003., (Main text book)</p> <p>K. Muhsin and A. Harun, <u>Avrupa Birliği Ortak Politikaları ve Türkiye</u>, Beta 2003., (Recommended</p>

	reading)  S. R. Karluk, <u>Avrupa Birliği ve Türkiye</u> , Beta 2002. (Recommended reading)  Slides are available for each course subject. Students may get printed version of slides.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Introduction to the Course		
<b>2</b>	Historical and Philosophical Roots of the EU		
<b>3</b>	Emergence and Development of the EU after II. W.W.		
<b>4</b>	Contemporary Consequences of the EU		
<b>5</b>	Distinctive Features of the EU I (Supranational Nature, System of Collective Governance, Wide Scope of Tasks and Competences, and Strengthening Internal Identity)		
<b>6</b>	Distinctive Features of the EU II (Noticeable External Identity, Deep Economic and Monetary Integration, and Releasing a Strong Attraction)		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Institutional Structure I (Common Features, European Commission, and European Parliament) Institutional Structure II (Council of the EU, Court of Justice, Secondary Organs)		
<b>10</b>	Comparative Analysis of Main Socio - Economic Indicators, Facts and Figures in the EU and Turkey,		
<b>11</b>	Mechanism of the Membership Process to the EU and Membership Criteria		
<b>12</b>	Progress and Problems in Turkey's Membership Process to the EU		
<b>13</b>	Prospect of Turkey's Full Membership to the EU		
<b>14</b>	Review and Free Discussion on the Meaning of Turkey's Full Membership to the EU for Both Parties		
<b>15</b>	Final Exam		



**İNGİLİZCE İŞLETME BÖLÜMÜ 4. SINIF DERS İÇERİKLERİ**

<b>Dersin Kodu ve Adı</b>	<b>ING 401 Strategic Management</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Ömer Osman POYRAZ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of this course is an introduction of the main topics in strategic management and corporate policy.</p> <p>This course;</p> <ul style="list-style-type: none"> <li>• Focuses on how to secure the long-term future of the organisation,</li> <li>• Emphasizes the concern with reconciling the need for organisational stability and continuity in a turbulent, commercial and public sector world,</li> <li>• Provides methods to analyse an organisation in terms of its' present range and state of activities, and also in terms of past history and traditions, and future expectations and aspirations,</li> <li>• Focuses on different levels, corporate strategy ( what businesses to be in? ) and business strategy ( how to compete in each business? ),</li> <li>• Introduces Strategic Management as a tool for an organisation in; setting its direction, focusing its efforts, defining organisation, and providing consistency.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Strategic Management and Business Policy, by Thomas L. Wheelen, J. David Hunger, Prentice Hall.</p> <p>References</p> <ul style="list-style-type: none"> <li>• The Strategy Process Concepts, Contexts and Cases, by Henry Mintzberg, Joseph Lampel, James Brian Quinn, Sumantra Ghoshal, Prentice Hall.</li> <li>• Strategy Safari, Henry Mintzberg, Bruce Ahlstrand, Joseph Lampel, Prentice Hall</li> <li>• Contemporary Strategic Management, by Richard Pettinger, PALGRAVE MACMILLAN</li> </ul>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Ch1 Basic Concepts in Strategic Management: Introduction to Strategy, Strategic Management and Decision Making.		
<b>2</b>	Ch 2 Corporate Governance and Ethics and Social Responsibility in Strategic Management: Role and responsibilities of top management and board of directors. Stakeholder expectations, ethical decision making.		
<b>3</b>	Ch 3 Environmental Scanning and Industry: Identifying external environmental variables, opportunities and threats. Industry analysis and determining the forces of competition.		
<b>4</b>	Ch 4 Internal Scanning: Organizational Analysis: Determining the strengths and weaknesses and core competencies of an organization. Understanding an organizations business model. Corporate value chain analysis.		
<b>5</b>	Ch 5 Strategy Formulation: Situation Analysis : SWOT analysis and strategy formulation. Strategic factors analysis. Generating alternative strategies and TOWS matrix. Competitive strategy formation.		

<b>6</b>	Ch 6 Strategy Formulation: Corporate Strategy: Understanding the directional, portfolio, and parenting strategies of a corporation.
<b>7</b>	Review of the Previous Chapters and Mid-term Exam
<b>8</b>	Mid-term Exam
<b>9</b>	Ch 7 Strategy Formulation: Functional Strategy and Strategic Choice: Identifying functional strategies that can be used to achieve organizational goals. Construct corporate scenarios. Develop policies to implement corporate, business, and functional strategies.Ch 8 Strategy Implementation: Organizing for Action: Developing programs, budgets and procedures to implement strategic change. Constructing matrix and network structures. Carrying a strategic plan into day to day operations.
<b>10</b>	Ch 9 Strategy Implementation: Staffing and Directing: Understanding the link between strategy and staffing. Managing corporate culture.
<b>11</b>	Ch 10 Evaluation and Control: Understanding the basic control process. How to measure performance. Developing appropriate control systems to support strategies.
<b>12</b>	Ch 11 Strategic Issues in Managing Technology and Innovation: Assessing the importance of product and process innovation. Developing structures and culture to support innovation in an organization.
<b>13</b>	Ch 13 Strategic Issues in Entrepreneurial Ventures and Small Businesses: Differentiating between an entrepreneurial venture and a small business. Identifying sources of innovative concepts.
<b>14</b>	Ch 14 Strategic Issues in Not-For-Profit Organizations: Identifying types of not-for-profit organizations. Comparing the strategic management of profit-making and not-for-profit organizations.
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 403 International Business Management</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer İlkin YARAN ÖGEL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of this course is to form a basic frame of international business environment. The course discusses driving forces in international trade and industry, international business transactions, examines the formulation of global business strategies, presents operational management of the global firm and looks over the future developments of international business environment.</p> <p>At the end of the course, the students will be able to;</p> <ol style="list-style-type: none"> <li>1. Understand international business environment</li> <li>2. Plan and implement international business entry strategies.</li> <li>3. Use international trade terminology</li> </ol>		
<b>Dersin Temel Kaynakları</b>	<p>Hill, Charles W.L., International Business: Competing in the Global Marketplace, 7th Edition, McGraw Hill</p> <p>Cavusgil Tamer, Knight Gary and Riesenberger John, International Business: Strategy, Management, and the New Realities, Prentice Hall, 2007.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Introduction and Chapter 1: Globalization		
<b>2</b>	Country Differences: Chapter 2 National Differences in Political Economy		
<b>3</b>	Country Differences: Chapter 3 Differences in Culture		
<b>4</b>	Country Differences: Chapter 4 Ethics in International Business		
<b>5</b>	The Global Trade and Investment Environment: Chapter 5 International Trade Theory		
<b>6</b>	The Global Trade and Investment Environment: Chapter 6 The Political Economy of International Trade		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	The Global Trade and Investment Environment: Chapter 7 Foreign Direct Investment The Global Trade and Investment Environment: Chapter 8 Regional Economic Integration		
<b>10</b>	The Strategy and Structure of International Business: Chapter 12 The Strategy of International Business		

<b>11</b>	The Strategy and Structure of International Business: Chapter 13 The Organization of International Business
<b>12</b>	The Strategy and Structure of International Business: Chapter 14 Entry Strategy and Strategic Alliances
<b>13</b>	International Business Operations: Chapter 15 Exporting, Importing, and Countertrade
<b>14</b>	Presentation and Discussion
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 409 Business Ethics &amp; Corporate Social Responsibility</b>		
<b>Öğretim Elemanı</b>	<b>Dr. Volkan YÜNCÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>Aims and purposes of the course: Explaining good and bad behaviours and obligatory behaviours in businesses. Analysing environments that businesses are in charge of and responsibilities of businesses to these environments. Examining social responsibility, morals and ethics in modernist and post-modernist thought. Evaluating ethics in the managerial level.</p> <p>Evaluation and teaching social responsibility and business ethics in the conceptual framework.</p> <p>Analysing approaches on social responsibility and business ethics.</p> <p>Analysis of ethics principles in management job.</p> <p>Analysis of ethics and out of ethics behaviours in management.</p> <p>Analysis of how to form a culture based on ethics.</p> <p>Ethics and managerial decision making, teaching ethics issues in solving problems and conflicts.</p> <p>Students will learn social responsibility and business ethics norms and principles in the corporate level, they will have the ability of discussing and analysing benefits and results in business life and managerial level.</p>		
<b>Dersin Temel Kaynakları</b>	Postmodern Etik, BAUMAN, Zygmunt. (Çev. Alev Türker), İstanbul :		
	<p>Ayrıntı Yayınları. 1998</p> <p>Felsefeyi Yaşamak, Ahlak Düşüncesine Giriş, (Billington R.,) Çev. Abdullah Yılmaz, Ayrıntı Yay., İstanbul, 1997.</p> <p>Yönetmel Mesleki ve Örgütsel Etik (Pegem A yay.)</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Conceptual evaluation of social responsibility and business ethics		
<b>2</b>	Approaches towards business ethics.		
<b>3</b>	Approaches towards business ethics.		
<b>4</b>	Modernism and postmodernism ethics.		

5	Managerial ethics as an applicable ethics area
6	Ethics as a managerial problem area
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Ethics principles in management job. Forming management culture based on ethics.
10	Ethics and managerial decision making.
11	Ethics in disagreement and problem solving.
12	Psychological contract and ethics.
13	Ethics discussions in modern and post-modern management idea
14	General Review
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 411 Management Information Systems</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Barış GÖKÇE</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of MIS is to increase the student's understanding of the role of IT in business so that he/she can be prepared for an active role in designing, using, and managing information systems.</p> <ul style="list-style-type: none"> <li>• Understand how organizations use information systems.</li> <li>• Be familiar with the basic theories, concepts, methods, and terminology used in information systems.</li> <li>• Be acquainted with the kinds of information systems used in organizations.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Text: Management Information Systems: A Managerial End User Perspective, by James A. O'Brien - 7th Edition</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Course Overview and Introduction: IT in Business and Society.		
<b>2</b>	IT-enabled business transformation and Introduction to Information Systems		
<b>3</b>	Fundamentals of Information Systems		
<b>4</b>	Management Information Systems : Basic Components		
<b>5</b>	Decision making and MIS		
<b>6</b>	Strategic Use of Information Technology		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Organizing & analyzing data – Database Mgt Systems, Data warehouse, & Data mining Knowledge Management		
<b>10</b>	Developing KM/ IT Strategies		

<b>11</b>	Project Presentations.
<b>12</b>	Project Presentations.
<b>13</b>	Project Presentations.
<b>14</b>	Project Presentations.
<b>15</b>	Final Exam



<b>Dersin Kodu ve Adı</b>	<b>ING 413 Investment Management</b>		
<b>Öğretim Elemanı</b>	<b>Assoc.Prof.Dr. Cantürk KAYHAN</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objective of this course is to explain the tasks, goals and the tools of project evaluation. Students will learn basic concepts of project evaluation and how to use tools when the organization faces capital investment opportunities and constraints.</p> <ul style="list-style-type: none"> <li>• To understand the basic concepts</li> <li>• To understand basic capital investment theories</li> <li>• To develop the ability to apply capital investment theories</li> <li>• To interpret capital investment information</li> <li>• To develop the ability of problem solving</li> </ul>		
<b>Dersin Temel Kaynakları</b>	Lecturer Notes and Financial Calculator (Texas Instruments BA II Plus)		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction to Project Assessment and capital investment analysis		
2	Factors Influencing Investment Decision: components of incremental free cash flows		
3	Factors Influencing Investment Decision: calculating incremental free cash flows		
4	Factors Influencing Investment Decision: calculating project's cost of capital		
5	Factors Influencing Investment Decision: the role of working capital, depreciation, cost reductions, government subsidies, residual value and taxes.		
6	Capital Investment Theories. Techniques of Capital Investment Analysis: payback period, discounted payback period, average accounting rate of return, net present value, internal rate of return		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Techniques of Capital Investment Analysis: the method of the typical year, profitability index – definition, application, problems and solutions, using Excel in investment analysis		
10	EVA and MVA: calculation, link to NPV		
11	EVA and MVA: the distinction between costs and investments, the role of working capital and financing, accounting corrections, problems when remunerating managers using EVA		
12	Investment decisions under uncertainty: sensitivity analysis, scenario analysis and decision tree analysis		
13	Special Topics: mergers and acquisitions, joint ventures and strategic alliances		

<b>14</b>	Special Topics: restructurings and foreign direct investment.
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 415 Financial Risk Management</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr. M. Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objectives of this course are to help students understand financial risks and to provide the with effective tools to manage them.</p> <ul style="list-style-type: none"> <li>• To idendify major financial risks</li> <li>• To understand the impact financial risks may have on an organization</li> <li>• To develop the ability to apply major risk management strategies</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Brian A. Eales, "Financial Risk Managemen: A Spreadsheet Approach."1995.</p> <p>Erik Bernrud, "Derivatives and Risk Management." 2005.</p> <p>Mark S. Dorfman, "Introduction to Risk Management and Insurance." Seventh Edition</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Introduction to Financial Risk Management		
<b>2</b>	Identifying Major Financial Risks		
<b>3</b>	Market Risk		
<b>4</b>	Market Risk		
<b>5</b>	Liquidity Risk		
<b>6</b>	Non-financial Risks. Insurance		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Liability issues		
<b>10</b>	Introduction to Derivative Instruments		
<b>11</b>	Forwards		
<b>12</b>	Futures		

<b>13</b>	Options
<b>14</b>	Hedging
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 417 Auditing</b>		
<b>Öğretim Elemanı</b>	<b>Dr.Ender BAYKUT</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>To teach basics of auditing and enhance the students' auditing abilities.</p> <p>Teaching generally accepted auditing principles</p> <p>Teaching how to plan and conduct an audit</p> <p>Teaching corrective actions</p>		
<b>Dersin Temel Kaynakları</b>	Auditing theory and practices. Audit planning, controlling and professional conduct, computer systems in auditing		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Purpose of audit		
<b>2</b>	Types of audit		
<b>3</b>	Generally accepted auditing principles		
<b>4</b>	Generally accepted auditing principles		
<b>5</b>	Parties related to auditing		
<b>6</b>	Audit criteria		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Roles and responsibilities of auditors. Preparation for audit		
<b>10</b>	Audit performance		
<b>11</b>	Audit reporting		
<b>12</b>	Audit criteria		
<b>13</b>	General Overview		
<b>14</b>	General Overview		
<b>15</b>	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 419 E-commerce</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Hale Fulya YÜKSEL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The aim of this course is to provide knowledge on the fundamentals of e-commerce. After successful completion of this course, students will have:</p> <ul style="list-style-type: none"> <li>• Explored the evolution of the Internet and e-commerce,</li> <li>• Discovered the differences between traditional commerce and e-commerce,</li> <li>• Understood the importance of e-commerce to today's organizations,</li> <li>• Gained knowledge and skills for the strategic use of e-commerce,</li> <li>• Understood the role of technology in implementing e-commerce in organizations,</li> <li>• Gained experience about current e-commerce applications</li> </ul>		
<b>Dersin Temel Kaynakları</b>	Laudon, K. C. and Traver, C. G. (2017). E-Commerce: Business, Technology, Society, 13th Ed., Pearson.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Introduction to the course, description of course objectives and expected outcomes		
<b>2</b>	Introduction to E-Commerce: Definition, features, types and history of e-commerce		
<b>3</b>	E-Commerce Infrastructure: Evolution of the Internet, features of the Web and the mobile platform		
<b>4</b>	Building an E-Commerce Presence: Important factors and tools for developing Websites and Mobilesites/apps		
<b>5</b>	E-Commerce Security and Payment Systems		
<b>6</b>	E-Commerce Business Models: B2B and B2C business strategies		
<b>7</b>	Review of previous content		
<b>8</b>	Mid-term Exam		
<b>9</b>	E-commerce Marketing and Advertising: Online consumer behavior, digital marketing and advertising strategies and technologies		
<b>10</b>	Social, Mobile, and Local Marketing		
<b>11</b>	Ethical, Social, Political and Legal Issues in E-commerce		
<b>12</b>	E-Commerce Applications: Online media and communities, e-retailing, e-services, b2b e-commerce applications		
<b>13</b>	Student Presentations / Case studies		

<b>14</b>	Student Presentations / Case studies
<b>15</b>	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 425 Sales management</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr. Hale Fulya YÜKSEL</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The goal of the course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Students learn to apply the discussion topics through an interactive project worked on throughout the course.</p> <p>At the end of the course, the students will be able to;</p> <ol style="list-style-type: none"> <li>1. Gain a solid understanding of professional B2B sales including its planning and staffing, structure, and evaluation.</li> <li>2. Understand how to manage and motivate a professional B2B sales force from the perspectives of a sales manager (authority) and a marketing manager (influence)</li> </ol>		
<b>Dersin Temel Kaynakları</b>	1. Jackson, Ralph W ve Robert D.Hisrich (1996), Sales and sales Management, Prentice Hall International Edition.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Sales Perspective: Chapter 1 Development and role of selling in marketing		
<b>2</b>	Sales Perspective: Chapter 2 Sales Strategies		
<b>3</b>	Sales Environment: Chapter 3 Consumer and organisational buyer behaviour		
<b>4</b>	Sales Environment: Chapter 4 Sales settings		
<b>5</b>	Sales Environment: Chapter 5 International selling		
<b>6</b>	Sales Techniques: Chapter 7 Sales responsibilities and preparation		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Sales Techniques: Chapter 8 Personal selling skills Sales Techniques: Chapter 10 Relationship selling , Chapter 11 Direct marketing		



<b>10</b>	Sales Techniques: Chapter 12 Internet and IT applications in selling and sales management
<b>11</b>	Sales Management: Chapter 13 Recruitment and selection, Chapter 14 Motivation and training
<b>12</b>	Sales Control: Chapter 16 Sales forecasting and budgeting
<b>13</b>	Sales Control: Chapter 17 Salesforce evaluation
<b>14</b>	Presentation and Discussion
<b>15</b>	Final Exam

İNGİLİZCE İŞLETME BÖLÜMÜ GÜZ DÖNEMİ ARA SINAV TARİHLERİ VE PROGRAMI

GÜNLER VE TARİH	SAATLER	SINIFLAR	DERSLER	SINAV SALONLARI	DERSİN SORUMLU ÖĞRETİM ELEMANI
		1	Financial Accounting I	116,118	Prof.Dr.Halim SÖZBİLİR
		4	Management Information Systems	Z010	Yrd.Doç.Dr.Bariş GÖKÇE
		3	Financial Management I	Z04, Z012	Lecturer Ender BAYKUT
		1	Academic English I	118	Lecturer Şükran YEŞİL
		2	Financial Reporting	Z04	Prof.Dr.Halim SÖZBİLİR
		4	Strategic Management I	Z010	Lecturer Ömer Osman POYRAZ
		3	Entrepreneurship and Business Management	Z04	Dr. Volkan YÜNCÜ
		2	Microeconomics	118,116	Yrd.Doç.Dr.Mehmet Emre GÖRGÜLÜ
		4	E-Commerce	116	Yrd.Doç.Dr.Hale Fulya YÜKSEL
		1	Introduction to Business	109,110,113	Dr. Volkan YÜNCÜ
		2	Presentation Skills	104	Lecturer Şükran YEŞİL
		3	Global Integration EU and Turkey	115	Doç.Dr.Mustafa FİŞNE
		1	Türk Dili I	118	Lecturer Yavuz ÖZKUL
		2	Public Finance and Tax Theory	213	Yrd.Doç.Dr.Ceyda KÜKRER
		4	Financial Risk Management	Z010	Yrd.Doç.Dr.Mehmet Emre GÖRGÜLÜ
		3	Cost Accounting	Z03,Z012	Yrd.Doç.Dr.Cengiz YILMAZ
		1	Yabancı Uyruklu Öğrenciler (Türk Dili)	203	Okt. Vedat BALKAN
			Yabancı Uyruklu Öğrenciler (A.İ.İ.T.İ)	203	Yrd.Doç.Dr.Ayşe AYDIN
		1	A.İ.İ.T. I	118	Lecturer Feyza K. ŞAHİN
		2	Principles Marketing	Z010,Z011	Yrd.Doç.Dr. Hale Fulya YÜKSEL
		3	Research Methods in Sciences	Z010	---
		1	Introduction to Economics I	Z04, Z011	Yrd.Doç.Dr.Mehmet Emre GÖRGÜLÜ

		4	Business Ethics & Social Responsibility	Z010	Dr. Volkan YÜNCÜ
		3	Managerial Economics	Z010	Yrd.Doç.Dr.Mehmet Emre GÖRGÜLÜ
		1	Introduction to Law	118	Dr. Şahin Eray KIRDIM
		2	Business Statistic I	Z04	Yrd.Doç.Dr. Kartal SOMUNCU
		4	Services Management	Z010	----
		1	Business Mathematics	Z03, 103	Yrd.Doç.Dr.Mehmet Emre GÖRGÜLÜ
		2	Management and Organization I	103,104	Dr. Volkan YÜNCÜ
		4	Knowledge Technology and Inn. Management	204	---
		3	Production Management	118	Yrd.Doç.Dr. Hale Fulya YÜKSEL
		1	Physical Education	BESYO	Dr. Şeniz KARAGÖZ
			Fine Arts	103	Öğr.Grv.Fügen Ö. GÖNÜL
		2	Business Law	116	Yrd.Doç. Dr. Ali Yaşar
		4	Capital Investment Analysis and Project As.	116	---
		3	Turkish Tax Systems	218	Yrd.Doç.Dr.Ceyda KÜKRER

NOT: Ara Sınav Programı, sınavlar başlamadan iki hafta önce ilan edilecektir.



İNGİLİZCE İŞLETME BÖLÜMÜ GÜZ DÖNEMİ FİNAL SINAV TARİHLERİ VE PROGRAMI

GÜNLER VE TARİH	SAATLER	SINIFLAR	DERSLER	SINAV SALONLARI	DERSİN SORUMLU ÖĞRETİM ELEMANI
	08:30	1			

	10:00	2			
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	13:00	4			

**NOT: Final Sınav Programı, sınavlar başlamadan iki hafta önce ilan edilecektir.**

# İNGİLİZCE İŞLETME BÖLÜMÜ 2017-2018 BAHAR DÖNEMİ

## İNGİLİZCE İŞLETME BÖLÜMÜ 2017-2018 BAHAR YARIYILI DERS PROGRAMI

Gün	Sınıf	08:30 09:20	09:30 10:20	10:30 11:20	11:30 12:20	12:30 13:20	13:30 14:20	14:30 15:20	15:30 16:20	16:30 17:20
Rt	1	"Behavioral Sciences"	"Behavioral Sciences"	"Behavioral Sciences"	Türk Dili II / Lecturer		A.İ.İ.T II /Okt.Dr.		Information Tec./	
					Yavuz ÖZKUL / Lab 7/12:00		M.ŞAHİN/ Lab 5/ 14:00		Lab 6/16:00	
	2				Financial Mathematics/ Dr.Hamza ERDOĞDU	Financial Mathematics/ Dr.Hamza ERDOĞDU	Financial Mathematics/ s/ Dr.Hamza ERDOĞDU	Personel Finance/ Öğr.Grv. A.Kadir GÜLŞEN/	Personel Finance/ Öğr.Grv. A.Kadir GÜLŞEN/	Personel Finance/ Öğr.Grv. A.Kadir GÜLŞEN/
	3	International Trade/ Öğr.Grv. A.Kadir GÜLŞEN/	International Trade/ Öğr.Grv. A.Kadir GÜLŞEN/	International Trade/ Öğr.Grv. A.Kadir GÜLŞEN/	Management Sciences"	Management Sciences"	Management Sciences"			
	4				"Project Management Yrd.Doç.Dr. Barış GÖKÇE"	"Project Management Yrd.Doç.Dr. Barış GÖKÇE"	"Project Management Yrd.Doç.Dr. Barış GÖKÇE"	"Org.Change Man."	"Org.Change Man."	"Org.Change Man."
Salı	1	"Academic English II	Academic English II	Academic English II	"Introduction to Economics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"	"Introduction to Economics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"	"Introduction to Economics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"			
	2				Corporate Accounting/ Yrd.Doç.Dr. Cengiz YILMAZ	Corporate Accounting/ Yrd.Doç.Dr. Cengiz YILMAZ	Corporate Accounting/ Yrd.Doç.Dr. Cengiz YILMAZ			
	3				"Human Resources Management "	"Human Resources Management "	"Human Resources Management "	"Managerial Accounting Yrd.Doç.Dr. Cengiz YILMAZ"	"Managerial Accounting Yrd.Doç.Dr. Cengiz YILMAZ"	"Managerial Accounting Yrd.Doç.Dr. Cengiz YILMAZ"
	4	"Portfolio Management / Y.D.Dr.M. Emre GÖRGÜLÜ/ "	"Portfolio Management / Y.D.Dr. M.Emre GÖRGÜLÜ/ "	"Portfolio Management / Y.D.Dr. M.Emre GÖRGÜLÜ/ "	Total Quality Management /	Total Quality Management /	Total Quality Management/ nt/	"International Finance Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"	"International Finance Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"	"International Finance Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"
Çarşamba	1				"Financial Accounting II Prof.Dr. Halim SÖZBİLİR 103"	"Financial Accounting II Prof.Dr. Halim SÖZBİLİR 103"	"Financial Accounting II Prof.Dr. Halim SÖZBİLİR 103"			
	2	Management and Organization II"	Management and Organization II"	Management and Organization II"	General Tax Law/ Y.Doç.Dr. Ceyda KÜKRER	General Tax Law/ Y.Doç.Dr. Ceyda KÜKRER	General Tax Law/ Y.Doç.Dr. Ceyda KÜKRER			
					"Financial Management	"Financial Management II	"Financial Management	Fin Markets and	Fin Markets and	Fin Markets and



	3				II Prof.Dr. Veysel KULA	Prof.Dr. Veysel KULA	nt II Prof.Dr. Veysel KULA	Institutions/ Yrd.Doç.Dr. Cengiz YILMAZ	Institutions/ Yrd.Doç.Dr. Cengiz YILMAZ	Institutions/ Yrd.Doç.Dr. Cengiz YILMAZ
	4							"Financial Statement Analysis Prof.Dr.Halim SÖZBİLİR 103"	"Financial Statement Analysis Prof.Dr.Halim SÖZBİLİR 103"	"Financial Statement Analysis Prof.Dr.Halim SÖZBİLİR 103"
P	1									
	2				"Macro Economics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"	"Macro Economics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"	"Macro Economics Yrd.Doç.Dr. Mehmet Emre GÖRGÜLÜ"			
	3							Labor Law/ Yrd.Doç.Dr. Nurgül	Labor Law/ Yrd.Doç.Dr.N urgül BARIN/ Nurgül	Labor Law/ Yrd.Doç.Dr. Nurgül
	4				"Strategic Management II"	"Strategic Management II"	"Strategic Management II"	BARIN/ Nurgül		BARIN/ Nurgül
Cuma	1	"Obligatory Law Yrd.Doç.Dr. Altan Fahri GÜLERCİ"	"Obligatory Law Yrd.Doç.Dr. Altan Fahri GÜLERCİ"	"Obligatory Law Yrd.Doç.Dr. Altan Fahri GÜLERCİ"						
	2	Marketing Management/	Marketing Management	Marketing Management /				"Business Statistics II Dr.Hamza ERDOĞDU"	"Business Statistics II Dr.Hamza ERDOĞDU"	"Business Statistics II Dr.Hamza ERDOĞDU"
	3							Brand Management /	Brand Management /	Brand Management /
	4	Supply Chain Management / Öğr.Grv. Tuğrul BAYAT	Supply Chain Management / Öğr.Grv. Tuğrul BAYAT	Supply Chain Management / Öğr.Grv. Tuğrul BAYAT						



## İNGİLİZCE İŞLETME BÖLÜMÜ BAHAR DÖNEMİ DERS İÇERİKLERİ

### İNGİLİZCE İŞLETME BÖLÜMÜ 1. SINIF DERS İÇERİKLERİ

<b>Dersin Kodu ve Adı</b>	<b>ING 102 Behavioral Sciences</b>
<b>Öğretim Elemanı</b>	
<b>Dersin Amaç ve Hedefleri</b>	<p>The course aims to give the student the basic theoretical knowledge about social psychology. A student who successfully finishes the course is expect to understand the nature and causes of individual behavior in social situations.</p> <p>The main goal of this course is to teach the development process of Behavioral Sciences, related fields, systems and modern approaches of Behavioral Science, perception, attribution, learning,</p>

	personality in organizations.		
<b>Dersin Temel Kaynakları</b>	<i>Fundamentals of Organizational Behavior</i> Andrew DuBrin, 3rd edition, 2005, paperback, Southwestern Taylor S.E., L.A.Peplau ve D.O. Sears “Social Psychology” Prentice Hall New Jersey 2000		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	-	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Theories In Social Psychology		
<b>2</b>	Research Methods In Social Psychology		
<b>3</b>	Individual Differences, Diversity, Ability, and Personality		
<b>4</b>	Learning, Perception, and Attribution		
<b>5</b>	Learning, Perception, and Attribution		
<b>6</b>	Attitudes, Values, and Ethics		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Individual Decision Making and Creativity		
<b>10</b>	Conflict, Stress, and Well-Being		
<b>11</b>	Conflict, Stress, and Well-Being		
<b>12</b>	Interpersonal Communication		
<b>13</b>	Interpersonal Communication		
<b>14</b>	Helping Behavior		
<b>15</b>	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 104 Introduction to Economics II</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Mehmet Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	The objective of this course is to introduce the basic microeconomics theory to the students in detail and to enable them to comprehend the consumer and firm behavior and outcome of basic markets at the standpoint of consumer and society welfare.		
<b>Dersin Temel Kaynakları</b>	N. Gregory Mankiw: Principles of MICROECONOMICS,. Harcourt College Publisher The method of instruction will be primarily lecture with class discussion.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Choice and Demand: Utility Maximization, How People Make Economic Choices		
2	How Changes in Income and Prices Affect Choices		
3	Market Demand and Supply Elasticity		

4	Firms, Production and Supply
5	Cost : Short-Run Cost Function and Long Run Cost Function, Cost-Minimization
6	Perfect Competitive Model: Short Run Analysis. Perfect Competitive Model: Long Run Analysis
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Imperfect Competition: Monopol Teory and Oligopol Teory
10	Strategy and Game Theory
11	Pricing of Factor Production
12	Pricing of Labor
13	Pricing of Capital
14	General Equilibrium
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 106 Financial Accounting II</b>		
<b>Öğretim Elemanı</b>	<b>Prof. Dr. Halim SÖZBİLİR</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>This lesson aims at teaching the basics of accounting</p> <p>The main goals of the course are:</p> <ol style="list-style-type: none"> <li>1. To make journal entry</li> <li>2. To create unadjusted and adjusted trial balances</li> <li>3. To prepare the financial statements</li> <li>4. To analyse the financial statements</li> </ol>		
<b>Dersin Temel Kaynakları</b>	Sözbilir H.,2005, Introduction to Financial Accounting, Afyonkarahisar		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Financial Long-term Assets		
2	Tangible Assets		
3	Intangible Assets		
4	Financial Liabilities		
5	Trade Payables		
6	Other Short-term Debt. Paid-in Capital		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		

9	Profits and Losses. Capital and Profit Reserves
10	Revenues
11	Expenses
12	Correction of record errors
13	Transactions of Inventory
14	Transactions of Inventory
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 108 Information Technologies</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>Giving broad information about computer components. Teaching the functions of keyboard keys, file management, Microsoft word and excel. Exercise several sample applications.</p> <p>Provide students with broader skills about the usage of computer, technical knowledge, file management and Microsoft word and excel.</p>		
<b>Dersin Temel Kaynakları</b>	Lecture notes and sample applications.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction of course. Beginning to usage of computer.		
2	The functions of computer. Information about hardware and software, mainboard, BIOS, RAM, memory units, hard disk, monitor, keyboard, mouse, printer and scanner.		
3	The functions of keyboard keys.		
4	File management and drivers.		
5	Introduction to Microsoft word. File menu and its functions.		
6	The usage of edit menu.		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	View and insert menus. The functions of toolbars. An application.		
10	Format, tools, table and window menus and their functions. An application.		
11	Introduction of Microsoft excel and data input to cells. The logic of formula in Microsoft excel.		
12	The functions of file, edit and view menus. An application.		
13	Explanation of insert, format, tools, data and window menus with an application.		
14	An extensive sample about excel application.		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 110 Obligatory Law</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Fatma Duygu KILIÇ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>In this class, the students of Faculty of Economic and Administrative Sciences will learn what establishment of obligation law relation is.</p> <p>The aim of this course is to teach basic understanding of legal terminology and concepts, legal thinking and logic of law to those students majoring in non-law areas who are not familiar with law. It will be an introduction from the facade into the labyrinths of law.</p>		
<b>Dersin Temel Kaynakları</b>	<p>-Turgut Akıntürk; Borçlar Hukuku, Beta Yayınevi, İstanbul, 2007</p> <p>- Safa Reisoğlu; Borçlar Hukuku Genel Hükümler, Beta Yayınevi, İstanbul, 2006</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	The Subject of Law of Obligation, Obligation and Responsibility		
2	Contracts and Contract's Kinds		
3	The Form of Contracts and Construction of Contracts		
4	Lesion, Representation, Tort		
5	Absolute liability, Unjust Enrichment		
6	Performance of Obligation, Default by Creditor, Difference of Obligation. Solidary obligation, Conditional Obligation		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	To and of Obligation .The Contracs That Aim Ovneship Revolution		
10	Sales Contract, Barter Contract		
11	Giving Contract, Renting Contract		
12	The Contracts of Commodatum, Loan and Leasing		
13	Contracts of Service, Job, Ministry and Bailment		
14	Suretyship Contract		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 112 Academic English II</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>To develop the students' writing skills</p> <p>To teach them the basics rules of writing: revision English grammar, conjunctions, polishing the sentences, composing a writing, writing strategies, editing.</p>		
<b>Dersin Temel Kaynakları</b>	Texts will be given.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z

Ders İçerikleri	
Hafta	Konular
1	Reading Passage: It will be given
2	Reading Passage: It will be given
3	Reading Passage: It will be given
4	Reading Passage: It will be given
5	Reading Passage: It will be given
6	Reading Passage: It will be given
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Reading Passage: It will be given
10	Reading Passage: It will be given
11	Reading Passage: It will be given
12	Reading Passage: It will be given
13	Reading Passage: It will be given
14	Reading Passage: It will be given
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>Ataturk's Principles And Revolution History II</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer M. ŞAHİN</b>		
<b>Dersin Amaç ve Hedefleri</b>	To inform students about political, economic, social and cultural facts of the historical period beginning from 1923 to the present. To provide students with some significant examples of a multi-layered point of view in evaluating historical events. With an interdisciplinary perspective, to introduce to students some basic theoretical concepts, discussions and methods of thought of different social sciences, with particular emphasis on history.		
<b>Dersin Temel Kaynakları</b>	Turkish Language and Writing Skills, Afyon Education, Health, Science and Research Society Press, Afyon 2004 All reference materials, without any criteria, regarding Turkish Language and Writing Skills, Turkish - Turkish Dictionary, Orthography Guide, Punctuation Guide, Dictionary of Idioms, Dictionary of Proverbs, Periodicals		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
Ders İçerikleri			
Hafta	Konular		
1	An overview of the 20th century		
2	Political Life between 1923-1945		
3	The formation of the Republican Ideology and the Kemalist Principles		
4	The Social and Cultural Transformation between 1923-1950		
5	The Turkish Economy between 1923-1945		



6	International Relations of Turkey between 1923-1945
7	The Passage of Turkey to the plural political system: 1945-1950
8	Midterm
9	1950-1960: Political Developments During the Years of Democratic Party
10	Politics in Turkey between 1960-1980
11	Economic Development and Social change in Turkey between 1960-1980
12	The Military Intervention in 1980 and the Rise of the Neo-Liberalism
13	Gender Politics in Turkey
14	The Constitutions in Turkey
15	Final Exam

### İNGİLİZCE İŞLETME BÖLÜMÜ 2. SINIF DERS İÇERİKLERİ

<b>Dersin Kodu ve Adı</b>	<b>ING 202 Management and Organization II</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>The aim of this course is to introduce students new approaches in management as well as providing discussions students with current developments in the areas of management and organizations.</p> <p>This course provides discussions about the environment and corporate culture as well as the current issues in management organization. It also includes the new approaches in management such as team works in organization, learning organizations, total quality management, quality assurance systems, benchmarking, empowerment.</p>		
<b>Dersin Temel Kaynakları</b>	<p>Core Readings,</p> <p>6. Koçel, T., (2005), İşletme Yöneticiliği, İstanbul, Arıkan Basım Yayım Dağıtım.</p> <p>7. Genç, N., (2005), Yönetim ve Organizasyon, Era Bilgi sistemleri yayıncılık</p> <p>Supplementary Readings,</p> <p>1. Efil, İ., (2002), İşletmelerde Yönetim ve Organizasyon, Alfa Basım Yayın</p> <p>2. Daft, L. Richard, Management, 2-7th Editions</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction: A General framework for Management Organisation		
2	The environment and corporate culture		
3	Managing in a global environment		
4	New Approaches in Management: Team Works in Organization, Learning Organizations		
5	New Approaches in Management: Organizational Change and Development Management		
6	New Approaches in Management: Total Quality Management, Quality Assurance Systems. New Approaches in Management: Downsizing, Outsourcing		
7	Review of the Previous Chapters and Mid-term Exam		

8	Mid-term Exam
9	New Approaches in Management: Benchmarking, Empowerment
10	New Approaches in Management: Reengineering, Virtual Organisations
11	Current Issues in Management Organization
12	Current Issues in Management Organization
13	Future of Management Organization
14	A General Evaluation of the Courses
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 204 Marketing Management</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>To provide an insight to students about marketing management in the organizations</p> <p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1.Learn marketing management topics.</li> <li>2.Start to make strategic marketing planning</li> <li>3. Be informed about marketing strategies in details.</li> <li>4. Understand marketing strategies in detail</li> </ol>		
<b>Dersin Temel Kaynakları</b>	Kotler, Philip, & Kevin Lane Keller, Marketing Management, 14th Edition,Pearson,Prentice Hall		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction and Domain of Marketing: Chapter 1, Chapter 5		
2	Strategic Marketing Planning: Chapter 2, Chapter 11		
3	Environmental Analysis and Marketing Research: Chapter 3, Chapter 4		
4	Segmentation, Targeting and Positioning: Chapter 8, Chapter 10		
5	Consumer Behavior: Chapter 6, Chapter 7		
6	Product Management: Chapter 9, Chapter 12		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Product Management: Chapter 13, Chapter 20. Promotion Management: Chapter 17		
10	Promotion Management: Chapter 18, Chapter 19		
11	Channels Management: Chapter 15, Chapter 16		
12	Pricing Management: Chapter 14		
13	Marketing Management: Chapter 21, Chapter 22		
14	Presentation Week		

15	Final Exam
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<b>Dersin Kodu ve Adı</b>	<b>ING 206 Macro Economics</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Mehmet Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>This course will provide an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation. Monetary and fiscal policies are discussed, as are public debt and international economic issues. It introduces basic models of macroeconomics and illustrates principles with the experience of the Turkish and other economies.</p> <p>The following questions will be answered in this course: What are the determinants of macroeconomic variables such as national output, economic growth, unemployment, and inflation? How aggregate demand and aggregate supply are influenced by the public and private sectors? How the economy operates in the short-run and in the long-run. And how economic relationships are determined and influenced by outside forces? The aim is that after completing the course, students should be able to think critically about macroeconomic problems and questions.</p>		
<b>Dersin Temel Kaynakları</b>	Macroeconomics (2006) by N. Gregory Mankiw, 6th Edition, Worth Publication.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	The Science of Macroeconomics		
2	The Data of Macroeconomics		
3	National Income: Where It Comes From and Where It Goes		
4	National Income: Where It Comes From and Where It Goes		
5	Money and Inflation		
6	The Open Economy. Unemployment		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Introduction to Economic Fluctuations. Aggregate Demand I: Building the IS-LM Model		
10	Aggregate Demand II: Applying the IS-LM Model		
11	Stabilization Policy		
12	Government Debt		
13	Economic Growth I: Capital Accumulation and Population Growth		
14	Economic Growth II: Technology, Empirics, and Policy		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 208 Financial Mathematics</b>		
<b>Öğretim Elemanı</b>	<b>Lecture Dr. Hamza ERDOĞDU</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objective of this course is to explain the key concepts of financial mathematics.</p> <ul style="list-style-type: none"> <li>• To understand key terms</li> <li>• To understand key procedures</li> <li>• To develop the ability to apply key procedures.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>* Zima Brown, Mathematics of Finance, 3rd Edition, MMcGraw-Hill Ryerson.          * Jeffrey Slater, Practical Business Math Procedures, Brief Edition, Irwin.          * Burton S. Kaliski &amp; Robert L. Dansby, Business Mathematics, 4th Edition, Harcourt Brace Jovanovich.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction to Financial Mathematics		
2	Simple Rate of Interest Calculations		
3	Simple Rate of Interest Calculations		
4	Compound Rate of Interest Calculations		
5	Compound Rate of Interest Calculations		
6	Compound Rate of Interest Calculations		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Present Value of Annuities		
10	Future Value of Annuities		
11	Future Value of Annuities		
12	Capital Budgeting		
13	Bond Valuation		
14	Stock Valuation		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 210 Business Statistics II</b>
<b>Öğretim Elemanı</b>	<b>Lecturer Dr. Hamza ERDOĞDU</b>
<b>Dersin Amaç ve Hedefleri</b>	<p>This is an introductory course that aims to familiarize students with the basics concepts and tools of statistics.</p> <ol style="list-style-type: none"> <li>1. Ability to analyze and evaluate statistical data with a view toward addressing contemporary business questions.</li> <li>2. Ability to distinguish between theories and hypotheses; analyze and interpret statistical results; present data in graphical form; and perform basic statistical analysis.</li> </ol>

<b>Dersin Temel Kaynakları</b>	<b>Required Readings:</b>  - Paul Newbold (1995), Statistics for Business and Economics: 4th Edition, Prentice Hall, New Jersey.  <b>Suggested Readings:</b>  - David S. Moore (2006), The Basic Practice of Statistics: 4th Edition, W.H. Freeman and Company, New York.		
	<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>
	3	-	5
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	What is Statistics?		
2	Summarizing Numerical Information		
3	Probability		
4	Discrete Variables and Probability Distributions		
5	Continuous Random Variables and Probability Distributions		
6	Sampling and Distributions. Two Variable Regression Analysis		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Multiple Regression Analysis. Analysis of Variance		
10	Statistical Quality Control		
11	Survey Sampling Methods		
12	Statistical Decision Theory		
13	Business Applications I		
14	Business Applications II		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 212 General Tax Law</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Ceyda KÜKRER</b>		
<b>Dersin Amaç ve Hedefleri</b>	This course aims to be comprehended the basic principles of tax law, to the public finance 2nd class students		
<b>Dersin Temel Kaynakları</b>	Rosen, Harvey (2007) Public Finance		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		

1	Concept of Tax Law, Sources, Application
2	Sources of Tax Law
3	Interpretation of Tax Law
4	Principles of Taxation
5	Transaction of Taxation
6	Taxpayer
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Withholders. Taxpayer's Duties
10	To and of Tax Obligation
11	Tax Punishment Law
12	Tax Argumentation Law
13	Tax execution Law
14	International Tax Law
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 214 Personal Finance</b>		
<b>Öğretim Elemanı</b>	<b>Lecture Abdülkadir GÜLŞEN</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>This course's aim is to provide students with the tools of finance that are needed to manage personal financial resources. Students will be able to apply basics and improve their personal financial situations and/or their competencies in work if they are in the financial services industry.</p> <ul style="list-style-type: none"> <li>• To understand basic concepts</li> <li>• To understand financial tools</li> <li>• To develop ability to apply financial tools</li> <li>• To be able to make decision making on personal financial choices</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Shannon Plate, Degunking Your Personal Finances, 2005.</p> <p>Bernard J. Winger, and Raph R. Frasca, Personal Finance: an Integrated Approach, 1993.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction to Financial Planning		
2	Time Value of Money		
3	Cash Management		
4	Consumer Credit—Open Credit and Credit Cards		
5	Personal Debt (Consumer Loans)		

6	Personal Debt (Automobile Financing) Personal Debt (Mortgages)
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Risk Management and Health and Disability Insurance, Life Insurance, and Liability Insurance
10	Securities Markets and Equity
11	Fixed Income
12	Mutual Funds
13	Retirement Planning and Management
14	Estate Planning
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>Corporate Accounting</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Cengiz YILMAZ</b>		
<b>Dersin Amaç ve Hedefleri</b>	The purpose is to teach the establishment procedures of a company, capital increase and decrease operations, profit and loss distribution, liquidation and amalgamation processes		
<b>Dersin Temel Kaynakları</b>	Corporate Accounting, V. Rajasekaran, R. Lalitha Publisher: Pearson Education India Release Date: May 2011 ISBN: 9788131754511		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	4	S
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Definition and kinds of enterprise-Classification of the commercial corporations		
2	Comparison of the sole proprietorship and capital stock company		
3	Establishment of the open company		
4	Capital increase and decrease operations of the open company		
5	Distribution of Profit and Loss		
6	Limited partnership companies Joint-stock companies		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Capital changes in joint-stock companies		
10	Distribution of profit and loss in in joint-stock companies		
11	Limited liability companies		
12	Limited liability companies		
13	Liquidation of companies		
14	Amalgamation of companies		
15	Changing the company type		
16	Final exam		

**İNGİLİZCE İŞLETME BÖLÜMÜ 3. SINIF DERS İÇERİKLERİ**

<b>Dersin Kodu ve Adı</b>	<b>ING 301 Financial Management II</b>		
<b>Öğretim Elemanı</b>	<b>Prof.Dr. Veysel KULA</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objective of this course is to explain the tasks, goals and the tools of financial management in an organization. Students will learn the basic concepts of financial management and how to use tools when the organization faces financial opportunities and constraints .</p> <ul style="list-style-type: none"> <li>• To understand the basic concepts</li> <li>• To understand the basic finance theories</li> <li>• To develop the ability to apply finance theories</li> <li>• To interpret the finance information</li> <li>• To develop the ability of problem solving</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>James C. Van Horne and John M. Wachowicz, Jr, “Fundamentals of Financial Management” Eleventh Edition.</p> <p>Eugene F. Brigham, E. F. Brigham and J. F. Houston, ‘Fundamentals of Financial Management” Ninth Edition.</p> <p>Ross S.A., Westerfield, R.W., and Jordan, B.D. Fundamentals of Corporate Finance, fourth Edition.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Cost of Capital/WACC		
2	Problem Solving		
3	Capital Budgeting Techniques		
4	Risk & Capital Budgeting		
5	Problem Solving		
6	Capital Markets. Investment Banking		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	General Review		
10	Debt Financing		
11	Equity Financing		
12	Risk Management		
13	Mergers&Acquisitions		
14	Corporate Failure		
15	Final Exam		



<b>Dersin Kodu ve Adı</b>	<b>ING 304 Human Resources Management</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>This course is designed as a conceptual description of one of modern organization function. The course will cover the evolution of the process from personal management to human resource management, the functions of human resource management, its importance in the organization from a conceptual viewpoint. Course plan will include basic human resource management practices related to main functions staffing, training, developing, compensating employees.</p> <p>The objective of this course is to try to understand the role and importance of human resource management in today's businesses from a conceptual and analytical perspective. This course will also provide an understanding on practical dimension of HRM and shape your thoughts. It will help you to place the jobs about HRM in your career plan.</p>		
<b>Dersin Temel Kaynakları</b>	Lloyd L. Byars and Leslie W. Rue, Human Resource Management, Irwin Inc., 1997.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Human Resource Management Present and Future		
2	Job Design and Job Analysis		
3	Human Resource Planning		
4	Recruiting Employees		
5	Selecting Employees		
6	Orientation and Employee Training		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Performance Appraisal System. Organizational Reward System		
10	Base Wage and Salary System		
11	Employee Benefits		
12	Employee Safety and Health		
13	Union Organizing Campaigns and Collective Bargaining		
14	Communication and Information Systems		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 308 Managerial accounting</b>
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Cengiz YILMAZ</b>
<b>Dersin Amaç ve Hedefleri</b>	<p>Teaching the basics of managerial accounting system and managerial decision process.</p> <ul style="list-style-type: none"> <li>- Teaching the basics of managerial accounting.</li> <li>- Teaching using managerial accounting information in costing.</li> <li>- Teaching using managerial accounting information for planning.</li> </ul>

	- Teaching using managerial accounting information for controlling.		
<b>Dersin Temel Kaynakları</b>	A.A. Atkinson, R.S. <b>Kaplan</b> , S.M. Young, Wim M van der Vooren <b>Management accounting</b> Ray Proctor, Nigel Burton, Adrian Pierce <b>Managerial Accounting for Business Decisions</b> Ronald W Hilton <b>Managerial Accounting: Creating Value in a Dynamic Business Environment</b>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Relationship of, management, financial and cost accounting.		
2	Management accounting in a dynamic environment.		
3	Cost terminology and cost flows.		
4	Including overhead in product and service costs.		
5	Activity-based management.		
6	Standard costing. Variable costing and cost-volume relationship.		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Cost-volume-profit analysis.		
10	Relevant costs.		
11	Budgeting		
12	Controlling noninventory costs.		
13	Controlling inventory costs.		
14	Responsibility accounting and transfer pricing.		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 306 Management Science</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>The general aim of this course is to introduce the main subject of income tax applied in Turkey. At the end of the course students are expect to have basic knowledge of income tax in Turkey.</p> <p>1. This course offers a comprehensive study of income tax. 2. The general objective of this course is to introduce the main subjects of income tax in a intermediate level.</p>		
<b>Dersin Temel Kaynakları</b>	FUNDAMENTAL RESOURCES - Doğan ŞENYÜZ; Türk Vergi Sistemi, Yaklaşım Yayınları, Ankara, 2008 - Doğan ŞENYÜZ; Türk Vergi Sistemi Dersleri, Ekin Yayınevi, Bursa, 2008		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Some Theoretical Explanation About Income Tax		
2	Characteristics of Taxable Income		

3	The Subject of Income Tax
4	Tax Liabilities in Income Tax
5	Business Profit
6	Agricultural Income Income From Independent Personal Services
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Salaries and Wages and mid-term exams Income from Immovable Property
10	Income From Movable Capital investment
11	Other Income and Earning
12	Determination of Net Income and Payment
13	Declaration and Kind of Declaration
14	Temporary Tax
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 310 Organizational Behavior</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of this course is to teach attitudes, motivation, job satisfaction, group dynamics, managerial participation, leadership, conflict management, work-family attraction, stress management, time management, NLP (Neuro Linguistic Programming), psychological testing,organisational citizenship, power and politics in organisations.</p> <p>To provide students with conceptual processes and tools so that they can understand the human and group behavior in organizational settings and to develop job-relevant skills that have critical importance.</p>		
<b>Dersin Temel Kaynakları</b>	Organizational Behavior, Stephen Robbins, Prentice Hall, New Jersey, 2003.,		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Course Introduction, Statement of Objectives		
2	Ch.1 (What is organizational Behavior?) & Ch. 2 (Foundations of Individual Behavior)		
3	Ch. 3 (Values, Attitudes and Job Satisfaction) & Ch. 4 (Personality and Emotions)		
4	Ch.5 (Perception and Individual Decision Making)		
5	Ch.6 (Basic Motivation Concepts) and case discussion		

6	Ch.7 (Motivation: From Concepts to Application) Ch.8 (Foundations of Group Behavior) & Ch.9 (Understanding Work Teams) & case discussion
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Ch. 10 (Communication) & case discussion
10	Ch.11 (Basic Approaches to Leadership) & case discussion
11	Ch.12 (Contemporary Issues in Leadership) & case discussion
12	Ch.13 (Power and Politics) & case discussion
13	Ch.14 (Conflict and Negotiations) & case discussion
14	Ch.18 (Organizational Culture) & case discussion
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 312 Financial Markets and Institutions</b>		
<b>Öğretim Elemanı</b>	<b>Assist.Prof.Dr. Cengiz YILMAZ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>Main objectives of this course are to introduce main features of financial markets and institutions and to evaluate specific financial markets and institutions.</p> <ul style="list-style-type: none"> <li>To understand the basic finance theories</li> <li>To develop the ability to apply finance theories</li> <li>To interpret the finance information</li> <li>To develop the ability of problem solving</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Mishkin and Eakins, "Financial Markets and Institutions," Fourth Edition.</p> <p>Madura, J. "Financial Markets and Institutions, Second Edition</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction to Financial Markets and Institutions Course		
2	Overview of Financial Markets and Institutions		
3	Introduction to Interest Rates		
4	Behavior of Interest Rates		
5	Risk and Term Structure of Interest Rates		
6	Structure of Central Banks and FED. Monetary Policy Conduct		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Money Markets		
10	Capital Markets		

11	Stock Market
12	Foreign Exchange Market
13	Regulation and Deregulation
14	Financial Crises
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 314 Brand Management</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>This course provides an understanding of branding processes in the 21st century by examining the consumers and their behaviour with regard to brands. In addition to that, managerial concepts such as brand equity, brand identity, brand types, corporate branding, brand extensions, and brands and innovations are covered.</p> <p>At the end of the course, the students will be able to;</p> <ol style="list-style-type: none"> <li>1 Understand the brand management process in order effectively manage a brand.</li> <li>2 Get insight about various aspects of brand equity in order to design strategies for building brand equity.</li> <li>3. Examine the stages in the new product development process and their interrelationships in order to be able to manage this process from a marketing point of view.</li> <li>4. Interpret the commercial position of a product over its life cycle for the purpose of developing effective marketing strategies at each stage.</li> </ol>		
<b>Dersin Temel Kaynakları</b>	Keller, Kevin L. (2003), Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Upper Saddle River, NJ: Prentice Hall		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
<b>3</b>	<b>-</b>	<b>5</b>	<b>Z</b>
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
<b>1</b>	Introduction		
<b>2</b>	New product development process: Idea generation, idea screening, concept development and testing, Marketing strategy development, business analysis, product development, Test marketing, commercialization		
<b>3</b>	New product development process: Idea generation, idea screening, concept development and testing, Marketing strategy development, business analysis, product development, Test marketing, commercialization		
<b>4</b>	Brands and brand management and customer based brand equity		
<b>5</b>	Brand positioning		
<b>6</b>	Choosing brand elements to build brand equity		
<b>7</b>	Review of the Previous Chapters and Mid-term Exam		
<b>8</b>	Mid-term Exam		
<b>9</b>	Designing marketing programs to build brand equity Marketing communications to build brand equity		
<b>10</b>	Leveraging secondary brand associations to build brand equity		
<b>11</b>	Measuring and interpreting brand performance		
<b>12</b>	Designing and implementing branding strategies		

13	Introducing and naming new products and brand extensions
14	Managing brands over time and over geographic boundaries and market segments
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 316 International trade</b>		
<b>Öğretim Elemanı</b>	<b>Lecturer Abdül Kadir GÜLŞEN</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>Basic principal and subjects in international financial management. International monetary system, foreign exchange markets (spot, forward, swap, and futures markets), international parity conditions, foreign exchange options, foreign exchange risk management (hedging), global cost of capital, sourcing equity and debt globally. Effects of foreign exchange risk on the value of the firm. Case studies related above topics.</p> <p>The objective of this course is that students demonstrate knowledge of fundamental principles and issues in international financial management. Students should be able to state the relationships between theory and practice. Much of the emphasis will be placed on the application of the theory, concepts and financial management techniques in managing today's corporation operating in an international economic environment.</p>		
<b>Dersin Temel Kaynakları</b>	Robert V. Weeks <b>International Trade Issues</b>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction, International Monetary System		
2	The Foreign Exchange Market, International Parity Conditions		
3	Foreign Currency Options, Transaction Exposure		
4	Operating Exposure, Translation Exposure		
5	Interest Rate Exposure		
6	Multiquimica do Brasil 1999		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Lufthansa		
10	Croswell International		
11	Zapa Chemical and BuBa		
12	The Far East Trading Company		
13	The Far East Trading Company		
14	Cross Listing: Why Do Companies List Abroad? (Journal Article)		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 318 Labor Law</b>
<b>Öğretim</b>	<b>Assist. Prof. Dr. Nurgül BARIN</b>

<b>Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>The aims of the course are for students to develop a deep understanding of the context and application of labor law. Students are given academic support to achieve a sound appreciation of the substantive legal principles in international labor law .</p> <p>The goals of this course is to teach basic understanding of legal terminology and concepts, legal thinking and logic of labor law to those students majoring in non-law areas who are not familiar with law.</p>		
<b>Dersin Temel Kaynakları</b>	<p>S. Deakin and G. Morris (2005). Labour Law, Hard Publ. England</p> <p>B. Creighton and A. Stewart, (2005),Labour Law,The Federation Press, Australia.</p> <p>A. C. L. Davies (2004). Perspectives on Labour Law (Law in Context, Cambridge University Pres</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction, method, definition and content		
2	Labour Law concept, history of Labour Law and characteristics		
3	Associations of labour life and origin of Labour Law		
4	Application of Labour Law for people		
5	Labour Contract: Definition, form and characteristics		
6	Invalidity of Labour Contract. Kinds of Labour Contract		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Institutions of Labor law and work life		
10	Obligations of employee, Obligations of employer		
11	Working hours		
12	End of Labour Contract except annulment		
13	End of Labour Contract except annulment		
14	Collective bargaining		
15	Final Exam		

#### İNGİLİZCE İŞLETME BÖLÜMÜ 4. SINIF DERS İÇERİKLERİ

<b>Dersin Kodu ve Adı</b>	<b>ING 404 Cases in Strategic Management</b>
<b>Öğretim Elemanı</b>	
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of this course is an introduction of the main topics in strategic management and corporate policy.</p> <p>1. To integrate the knowledge gained in earlier core courses in the business school curriculum, show the students how the various pieces of the business puzzle fit together, and demonstrate why the different parts of a business need to be managed in strategic harmony for the</p>

	<p>organization to operate in winning fashion.</p> <p>2. To build the students' skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide the student with a stronger understanding of the competitive challenges of a global market environment.</p> <p>3. To acquaint the student with the managerial tasks associated with implementing and executing company strategies, drill him/her in the range of actions managers can take to promote competent strategy execution, and give the student some confidence in being able to function effectively as part of a company's strategy-implementing team.</p> <p>4. To develop the students' capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.</p>		
<b>Dersin Temel Kaynakları</b>	<p><b>Strategic Management and Business Policy</b>, by Thomas L. Wheelen, J. David Hunger, Prentice Hall.</p> <p>References</p> <p>1. The Strategy Process Concepts, Contexts and Cases, by Henry Mintzberg, Joseph Lampel, James Quinn, Sumantra Ghoshal, Prentice Hall.</p> <p>2. Strategy Safari, Henry Mintzberg, Bruce Ahlstrand, Joseph Lampel, Prentice Hall</p> <p>3. Contemporary Strategic Management, by Richard Pettinger, PALGRAVE MACMILLAN</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction & Overview of Strategic Management The Nature of Strategic Management		
2	The Business Mission		
3	The External Assessment		
4	The Internal Assessment		
5	How to Analyze Business Case		
6	Preparing written case analysis and Making Oral Presentations		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Preparing written case analysis and Making Oral Presentations		
10	Group Presentations		
11	Group Presentations		
12	Group Presentations		
13	Group Presentations		
14	Wrap - Up		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 406 Supply Chain Management</b>
<b>Öğretim Elemanı</b>	
<b>Dersin Amaç ve Hedefleri</b>	<p>In this course we will view the supply chain from the point of view of a general manager. Logistics and supply chain management is all about managing the hand-offs in a supply chain – hand-offs of either information or product. The design of a logistics system is critically linked to the objectives of the supply chain</p>



	Our goal in this course is to understand how logistical decisions impact the performance of the firm as well as the entire supply chain. The key will be to understand the link between supply chain structures and logistical capabilities in a firm or the entire supply chain.		
<b>Dersin Temel Kaynakları</b>	Bozarth, C.C. and R. B. Handfield, <i>Introduction to Operations and Supply Chain Management</i> , Prentice-Hall, 2006		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction to Supply Chain Management and Key Concepts		
2	Supply Chain Strategies		
3	Functions and Business Processes involved in Supply Chains		
4	Functions and Business Processes involved in Supply Chains		
5	Sourcing Decisions and the Purchasing Process		
6	Logistics		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Managing Inventory Throughout the Supply Chain		
10	Managing Information Technologies Across the Supply Chain		
11	Managing Information Technologies Across the Supply Chain		
12	The focus of this session is the understanding of the effects of demand forecasts and forecast errors on a tactical decision policy for a supply chain.		
13	Case Discussion		
14	Case discussion and Wrap Up		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 408 Organizational Change Management</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>The objective of this course is to teach why change must and will occur in organizations. Present an enlightened argument concerning the critical role that the management of change plays in the success or failure of organizations. Describe and explain the complex context within which all change occurs. Diagnose an organization in terms of required change. Distinguish between disruptive and planned change. Analyze resistance to change and organize a program for managing it. Diagnose organizational culture as the first step in the process of cultural.</p> <p>The main goal of this course is to provide information about reasons for change, resistance to change and change management techniques in organizations.</p>		
<b>Dersin Temel Kaynakları</b>	<b><i>Organizational Change</i></b> 3e, 2006, Prentice Hall Barbara Senior		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z

<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction & Overview		
2	The Nature of Change		
3	Diagnostic Models for Change		
4	The Environment & Change Management		
5	Strategy & Structure and Change Management		
6	Technology & Change Management. Culture & Change Management		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Leadership & Change Management		
10	Politics & Change Management		
11	Change Management and the Changing Future		
12	Presentations		
13	Presentations		
14	Presentations/Review		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 410 Total Quality Systems</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>The aim of this course is to address a strategic approach to the design and implementation of quality management initiatives in manufacturing and service organizations Upon completion of this course students will demonstrate the ability to describe and explain:</p> <ul style="list-style-type: none"> <li>• The basic concepts in Total Quality Management (TQM)</li> <li>• Differences between product quality characteristics and service quality characteristics</li> <li>• Key steps in the control of quality</li> <li>• The system of documentation, implementation and assessment of quality</li> <li>• Specific tools and techniques for quality improvement</li> <li>• The role of external and internal customers in setting quality objectives and standards</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>1. D.Besterfield, C. Besterfield-Michna, G.H.Besterfield, M. Besterfield-Sacre, Total Quality Management, 3/e, Prentice Hall Inc. 2. Evans&amp; Lindsay, <u>Managing for Quality and Performance Excellence</u>, (7th ed.), Publisher: Thomson SW, ISBN#:978-0-324-64685-6. 3. William J.Kolarii, Creating quality, McGraw Hill, 1995. 4. Poornima 4.M.Charantimath., Total Quality Management, Pearson Education, First Indian Reprint 2003. 5. Rose J.E. Total Quality Management, Kogan Page India Pvt Ltd, 1993.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	S

Ders İçerikleri	
Hafta	Konular
1	Introduction to Quality Management
2	Total Quality Management - Principles and Practices Total Quality in Organizations
3	Total Quality Management - Tools and Techniques & Management and Planning Tools
4	Key Aspects of the Quality System Organizing and Implementation
5	Statistical Process Control and Process Capability
6	Process Management
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Conformance and Non-conformance to Quality Standards
10	Quality and Business Process Re-engineering
11	Leadership and Strategic Planning for TQM Human Resource Practices fo TQM
12	Training for Total Quality Management Focusing on Customers in TQM (Importance of Customer Satisfaction and Loyalty)
13	TQM Practices in Japon TQM Practices in USA
14	TQM Practices in EU TQM Practices İn Turkey
15	FINAL EXAM

<b>Dersin Kodu ve Adı</b>	<b>ING 412 Corporate Governance</b>		
<b>Öğretim Elemanı</b>	<b>Assoc. Prof. Dr. Mahmut MASCA</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>To teach and explain how international financial markets works and basic rules and theories related to international markets such as PPP fisher effect theory etc.</p> <p>1.To teach basics of international financial markets 2.To teach Evaluation model of foreign exchange rate and active markets, parity of interest rate, parity of open/unreturned interest rate, effect of the change in interest rate to the short and long rate of foreign Exchange etc.</p>		
<b>Dersin Temel Kaynakları</b>	<p>-Maurice D. Levi International Finance: The Markets and Financial Management of Multinational companies -Keith Pilbeam International Finance</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
Ders İçerikleri			
Hafta	Konular		
1	Economics of International trade		
2	Parity relations		
3	International monetary system		
4	Foreign exchange markets		

5	International risk
6	Managing foreign exchange risk. Managing interest rate risk
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Financing and investing in the international markets and mid-term exams Equity markets
10	Returns and acceptance criteria from cross border investment
11	Risk evolution of cross border investments
12	International mergers and acquisitions
13	Review of the chapters
14	Review of the chapters
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 414 Project Management</b>		
<b>Öğretim Elemanı</b>			
<b>Dersin Amaç ve Hedefleri</b>	<p>Gaining necessary knowledge and methods about the subjects of evaluation, planning, reporting of working periods and observing the applications about the project.</p> <ol style="list-style-type: none"> <li>1. Giving the definition, concept and knowledge about the project.</li> <li>2. Giving the sufficient knowledge about the project team and project work.</li> <li>3. Learning the methods of project planning, observing and reporting.</li> <li>4. Preparing project draft on computer based environment and learning at least one valid software program for this reason.</li> <li>5. Knowing the importance of projects and learning the basic principles and rules during preparing and application periods of projects.</li> </ol>		
<b>Dersin Temel Kaynakları</b>	<ol style="list-style-type: none"> <li>1. Burhan ALBAYRAK, "Proje Yönetimi", Nobel Yayınları,2006.</li> <li>2. Trevor L. YOUNG, Proje Yönetimi" : Çeviren : Ali ÇİMEN, Timaş Yayınları,1998.</li> <li>3. Ali ELEREN "Unpressed Project Management lesson notes "</li> </ol>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Project description, concepts and type of projects.		
2	Rise of the project idea.		
3	Obtaining project leaders.		
4	Obtaining project team.		

5	Effective and successful team management.
6	Project draft and preparing.
7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Project planning (working plan, budget plan, source plan)Project planning methods (PERT, CPM, GANT Graph, preparing different tables)
10	Completing project draft, application, observation, reporting.
11	MS Project program (Describing it on a sample)
12	Homework or Application
13	Homework or Application
14	Homework or Application
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 416 Portfolio Management</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Mehmet Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>The main objective of this course is to explain the theoretical background of investment management and the application of financial theory to the issues and problems of investment management.</p> <ul style="list-style-type: none"> <li>• To understand the basic investment management theories.</li> <li>• To develop the ability to apply investment management theories</li> <li>• To interpret the investment management information</li> <li>• To develop the ability of problem solving.</li> </ul>		
<b>Dersin Temel Kaynakları</b>	<p>Robert A. Haugen, "Introductory Investment Theory," 1997</p> <p>K. F. Reilly and K. C. Brown, "Investment Analysis and Portfolio Management" 1997.</p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction to Investment Management		
2	Investment Objectives and Return Risk Measurement		
3	Portfolio Optimization		
4	Capital Asset Pricing Model		
5	Capital Asset Pricing Model		
6	Arbitrage Pricing Theory. Equity Valuation Models		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	General Review		

10	Security Selection Models
11	Derivatives in Portfolio Management
12	Performance Evaluation
13	Performance Evaluation
14	Hedge Funds
15	Final Exam

<b>Dersin Kodu ve Adı</b>	<b>ING 418 International Financial Management</b>		
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Mehmet Emre GÖRGÜLÜ</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>To teach and explain how international financial markets works and basic rules and theories related to international markets such as PPP fisher effect theory etc.</p> <p>To teach basics of international financial markets.</p> <p>To teach Evaluation model of foreign exchange rate and active markets, parity of interest rate, parity of open/unreturned interest rate, effect of the change in interest rate to the short and long rate of foreign Exchange etc.</p>		
<b>Dersin Temel Kaynakları</b>	<p>Maurice D. Levi <u>International Finance: The Markets and Financial Management of Multinational companies</u></p> <p>Keith Pilbeam <u>International Finance</u></p>		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Economics of International trade		
2	Parity relations		
3	International monetary system		
4	Foreign exchange markets		
5	International risk		
6	Managing foreign exchange risk		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Managing interest rate risk. Financing and investing in the international markets		
10	Equity markets		
11	Returns and acceptance criteria from cross border investment		
12	Risk evolution of cross border investments		
13	International mergers and acquisitions		
14	Review of the chapters		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 420 Financial Statement Analysis</b>		
<b>Öğretim Elemanı</b>	<b>Prof. Dr. Halim SÖZBİLİR</b>		
<b>Dersin Amaç ve Hedefleri</b>	<p>To develop the students' ability to analyze and interpret the financial papers.</p> <p>To develop the students' ability to analyze and interpret: Balance sheets profit loss account inventories ledger cash flow leverages etc.</p>		
<b>Dersin Temel Kaynakları</b>	Balance sheets profit loss account inventories ledger etc.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Nature of financial reporting		
2	The basics of financial statements		
3	Analyzing balance sheets		
4	Analyzing income statement		
5	Analyzing cash flow		
6	Analyzing profit		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Analyzing expenses. Leverage		
10	Reliability of paper and audit		
11	Forecasting financial statements		
12	Credit analyses		
13	Equity analyses		
14	Review of the chapters		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>ING 422 Computer-Aided Accounting</b>
<b>Öğretim Elemanı</b>	<b>Assist. Prof.Dr. Tülay TELLİOĞLU</b>
<b>Dersin Amaç ve Hedefleri</b>	<p>Theoretical information about accounting with computer and introduction of various software programs, general information about these programs, company foundation, definitions, adjustments, buy-sales definition, cash, invoice, stock, production.</p> <p>Being able to provide students keeping accounting records in computer environment, apprehending computer system, apprehending circle approach, get to comprehend how to make theoretical entries of different accounting business things with various package programs in</p>

	computer.		
<b>Dersin Temel Kaynakları</b>	Basic Context: -Cemal Elitaş, Basılmamış Muhasebede Paket Programlar Ders Notları. Auxiliary Context: - Melih Erdoğan ve Nurtan Erdoğan, Muhasebede Bilgisayar Kullanımı, Eskişehir: Birlik Ofset, 1999.		
<b>Teori</b>	<b>Uyg.</b>	<b>ECTS</b>	<b>Zorunlu/Seçmeli</b>
3	-	5	Z
<b>Ders İçerikleri</b>			
<b>Hafta</b>	<b>Konular</b>		
1	Introduction to course and giving general information about course materials and teaching style.		
2	Bring into mind general accounting information and repeating related subjects in the framework of lesson		
3	Bring into mind general accounting information and repeating related subjects in the framework of lesson.		
4	Giving basic information about using computer in accounting, explaining operation circles on computer and explaining important points on computer usage.		
5	Giving basic information about using computer in accounting, explaining operation circles on computer and explaining important points on computer usage.		
6	Being able to bring students in use programs which is taught during lesson and make applied teaching of various accounting softwares in laboratory environment.		
7	Review of the Previous Chapters and Mid-term Exam		
8	Mid-term Exam		
9	Being able to bring students in use programs which is taught during lesson and make applied teaching of various accounting softwares in laboratory environment.		
10	Being able to bring students in use programs which is taught during lesson and make applied teaching of various accounting softwares in laboratory environment.		
11	Being able to bring students in use programs which is taught during lesson and make applied teaching of various accounting softwares in laboratory environment.		
12	Being able to bring students in use programs which is taught during lesson and make applied teaching of various accounting softwares in laboratory environment.		
13	Being able to bring students in use programs which is taught during lesson and make applied teaching of various accounting softwares in laboratory environment.		
14	Being able to bring students in use programs which is taught during lesson and make applied teaching of various accounting softwares in laboratory environment.		
15	Final Exam		

<b>Dersin Kodu ve Adı</b>	<b>Accounting System Application</b>
<b>Öğretim Elemanı</b>	<b>Assist. Prof. Dr. Cengiz YILMAZ</b>
<b>Dersin Amaç ve Hedefleri</b>	To be able to know main concepts and documents used in accounting To comprehend the principles related with preparation of balance sheet and income statement To be able prepare financial statements in computer To be able to use accounting package programs
<b>Dersin Temel Kaynakları</b>	ETA, NETSIS.



Teori		Uyg.	ECTS	Zorunlu/Seçmeli
3		-	4	S
Ders İçerikleri				
Hafta	Konular			
1	Program is set up			
1	Accounting procedures			
3	Accounting procedures			
4	Accounting procedures			
5	Accounting procedures			
6	Accounting procedures			
7	Review of the Previous Chapters and Mid-term Exam			
8	Mid-term Exam			
9	Keeping accounting books			
10	Keeping accounting books			
11	Personel monitoring			
12	Personel montoring			
13	Backup			
14	Backup			
15	Final Exam			

Dersin Kodu ve Adı	Forensic Accounting			
Öğretim Elemanı	Assist. Prof. Dr. Cengiz YILMAZ			
Dersin Amaç ve Hedefleri	To be able to cecognize the characteristics of organizations in which fraud is likely to occur; detect and deter accounting fraud, using the most recently developed techniques; conduct an efficient, systematic fraud investigation; use the latest methods for documenting fraud and preparing evidence-and much more.			
Dersin Temel Kaynakları	Fraud Auditing and Forensic Accounting, 3rd Edition, Tommie W. Singleton, Aaron J. Singleton, G. Jack Bologna, Robert J. Lindquist, ISBN: 978-0-470-05372-0.			
Teori		Uyg.	ECTS	Zorunlu/Seçmeli
3		-	4	S
Ders İçerikleri				
Hafta	Konular			
1	Fraud Definitions, Models, and Taxonomies.			
1	Fundamentals of Fraud Auditing and Forensic Accounting.			
3	Auditor Liability for Detecting Fraud.			
4	Fraud Schemes.			
5	Red Flags and Fraud Detection.			
6	Fraud Prevention and Control.			

7	Review of the Previous Chapters and Mid-term Exam
8	Mid-term Exam
9	Fraud Risk Assessment.Fraud and the Accounting Information System.
10	Forensic Accountant as an Expert Witness.
11	General Criteria and Standards for Evaluating an Expert's Qualifications.
12	Computer-Related Fraud.
13	Gathering Evidence.
14	Final Exam

..... BÖLÜMÜ/ANABİLİM DALI BAHAR DÖNEMİ ARA SINAV TARİHLERİ VE PROGRAMI NÖ-İÖ

GÜNLER VE TARİH	SAATLER	SINIFLAR	DERSLER	SINAV SALONLARI	DERSİN SORUMLU ÖĞRETİM ELEMANI
PAZARTESİ 04.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
SALI 05.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
ÇARŞAMBA 06.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
PERŞEMBE 07.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
CUMA 08.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
CUMARTESİ 09.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
PAZARTESİ 11.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
SALI 12.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
ÇARŞAMBA 13.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
PERŞEMBE 14.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			
CUMA 15.04.2016	09:00	1			
	11:00	2			
	13:00	3			
	15:00	4			

**NOT:** Ara Sınav Programı, sınavlar başlamadan iki hafta önce ilan edilecektir.



