



Program Revision Proposal Form

(Latest update: 10/05/2005)

Part I. Program Information

Program Title	MARKETING		Program code	C3
Faculty / School	SCHOOL OF BUSINESS & FINANCE	Department	BUSINESS ADMINISTRATION	

Level	<input type="checkbox"/> 2-Year Associate	<input type="checkbox"/> 3-Year Assoc.	<input checked="" type="checkbox"/> Bachelor	<input type="checkbox"/> Master (No Thesis)	<input type="checkbox"/> Master (Thesis)	<input type="checkbox"/> PhD
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Academic year of first implementation	2015-2016 FALL	Anticipated number of semesters needed for full transition	0	Number of students which will be affected by this revision	0
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Part II. Overall statement of justification for revision

Explain, in detail, why the Department / School wants to make these changes. The explanation can include, among other things, changes in the department's focus, changes in the field, changes in quality standards, changes in expectations regarding the qualifications of graduates, or weaknesses in the old program that the new program is designed to rectify. Some historical background and a comparative analysis with the programs of some universities will be most appropriate.

The content of some of the courses are considered to be revised based on the suggestions of Foundation for International Business Administration Accreditation (FIBAA). Parallel to this, the semesters of the revised courses need to be changed. Additionally, some new courses will be added to the curriculum, while some of them will be removed.

Part III. Summary of Program Revision

Changes

Check the appropriate box and fill in the number of changes in the field supplied under the column heading "Total". Please use "Course Revision / Termination Form" or "New Course Proposal Form" if the properties of only a single course is changed (changes 4-10 below)

1.	<input type="checkbox"/>	Program title change		
2.	<input type="checkbox"/>	Diploma degree change		
3.	<input type="checkbox"/>	Teaching language change.		
4.	<input type="checkbox"/>	Course code modification	Total number of courses with course code modification:	<input type="text"/>
5.	<input type="checkbox"/>	Course title revision	Total number of courses with course title revision:	<input type="text"/>
6.	<input type="checkbox"/>	Course description revision	Total number of courses with course description revision:	<input type="text"/>
7.	<input type="checkbox"/>	Catalog course credit description modification	Total number of courses with credit description modification:	<input type="text"/>
8.	<input type="checkbox"/>	Prerequisite – corequisite change	Total number of courses with prerequisite / corequisite change:	<input type="text"/>
9.	<input checked="" type="checkbox"/>	Addition / replacement / deletion of courses	Total number of new courses... <input type="text" value="2"/> and deleted courses	<input type="text" value="2"/>
10.	<input checked="" type="checkbox"/>	Shift in the semesters of courses	Total number of courses having shift in their semesters	<input type="text" value="2"/>
11.	<input type="checkbox"/>	Splitting into or modification of streams		
12.	<input type="checkbox"/>	Other. Please describe: <input type="text"/>		

Part IV. Comparative list of old and new curriculum

Comparative Condensed Curriculum

Complete the table by listing the full sequence of courses, by semester, in the old curriculum and new curriculum. Leave the "course code" and "total credit" columns blank for the elective courses, and write "Area elective" or "University elective" in the "course title" column of such courses. Differentiate between a prerequisite and a co-requisite, write "P" or "C" in parenthesis next to the course code. Use abbreviation for course titles to fit in the column width, if necessary. Insert additional rows or delete empty rows if necessary.

Old Curriculum					New Curriculum				
Sem	Course Code	Course Title	Tot Crd	Prereq. Co-req.	Sem	Course Code	Course Title	Tot Crd	Prereq. Co-req.
1	MGMT101	Introduction to Business- I	3		1	MGMT101	Introduction to Business- I	3	
1	ENGL181* ENGL191**	Academic English – I / Communication in English – I	3		1	ENGL181* ENGL191**	Academic English I / Communication in English – I	3	
1	MATH103	Math. for Business and Economics – I	3		1	MATH103	Math. for Business and Economics – I	3	
1	ECON101	Introduction to Economics – I	3		1	ECON101	Introduction to Economics – I	3	
1	MGMT171	Intro. to Information Technology - I	3		1	MGMT171	Intro. to Information Technology - I	3	
1	HIST280 / TUSL181	Atatürk's Prin. and Hist. of Turkish Reforms/ Turkish as a Second Language	2		1	HIST280 / TUSL181	Atatürk's Principles and History of Turkish Reforms/ Turkish as a Second Language	2	
2	MGMT102	Introduction to Business – II	3		2	MGMT102	Introduction to Business – II	3	
2	ENGL182* ENGL192**	Academic English – II / Communication in English – II	3	ENGL181 ENGL191	2	ENGL182* ENGL192**	Academic English – II / Communication in English – II	3	ENGL181 ENGL191
2	MATH104	Mathematics for Business and Economics – II	3	MATH103	2	MATH104	Mathematics for Business and Economics – II	3	MATH103
2	ECON102	Introduction to Economics- II	3		2	ECON102	Introduction to Economics- II	3	
2	MGMT172	Intro. to Information Technology - II	3	MGMT171	2	PSIR101	Introduction to Global Politics	3	
3	PSIR104	Introduction to Political Science	3		3	ECON203	Microeconomics for Business	3	
3	MGMT211	Business Communication	3		3	MGMT211	Business Communication	3	
3	STAT201	Statistics – I	3	MATH103	3	STAT201	Statistics – I	3	
3	UE01	University Elective – I	3		3	UE01	University Elective – I	3	
3	ACCT201	Principles of Accounting – I	3		3	ACCT201	Principles of Accounting – I	3	
4	MGMT202	Organizational Behavior	3		4	MGMT202	Organizational Behavior	3	
4	MGMT260	Business Law	3		4	MGMT260	Business Law	3	
4	ACCT202	Principles of Accounting – II	3	ACCT201	4	ACCT202	Principles of Accounting – II	3	
4	UE02	University Elective – II	3		4	UE02	University Elective – II	3	
4	AE01	Area Elective – I	3		4	AE01	Area Elective – I	3	
5	MRKT301	Marketing	3		5	MRKT301	Marketing	3	
5	FINA301	Financial Management	3		5	FINA301	Financial Management	3	
5	MGMT303	Human Resource Management	3		5	MGMT303	Human Resource Management	3	
5	UE03	University Elective – III	3		5	UE03	University Elective – III	3	
5	AE02	Area Elective – II	3		5	AE02	Area Elective – II	3	
6	MGMT322	Quantitative Analysis	3		6	MGMT322	Quantitative Analysis	3	MATH104
6	MRKT318	Sales Management	3		6	MRKT318	Sales Management	3	
6	MGMT308	International Business – I	3		6	MGMT308	International Business – I	3	
6	FINA302	Money and Banking	3		6	FINA302	Money and Banking	3	
6	AE03	Area Elective – III	3		6	AE03	Area Elective – III	3	
7	MRKT435	Advertising	3		7	MRKT435	Advertising	3	
7	MRKT409	International Marketing Strategy	3		7	MRKT409	International Marketing Strategy	3	MRKT301
7	MGMT405	Production Management	3		7	MGMT405	Production Management	3	
7	MRKT405	Consumer Behavior	3		7	MRKT405	Consumer Behavior	3	
7	AE04	Area Elective – IV	3		7	AE04	Area Elective – IV	3	
8	MRKT402	Marketing Research	3		8	MRKT402	Marketing Research	3	
8	AE05	Area Elective – V	3		8	AE05	Area Elective – V	3	
8	AE06	Area Elective – VI	3		8	AE06	Area Elective – VI	3	
8	AE07	Area Elective – VII	3		8	MGMT472	Applied Research Methods for Business	3	
8	MGMT424	Business Policy	3	MGMT401	8	MGMT424	Business Policy	3	

3. Teaching Language Change

Fill in this part if applicable.

Existing teaching language:

Proposed teaching Language:

Coverage: Whole program Only for the courses:

Rationale

4. Course Code Change

Fill in this part if only code of a course is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows.

	Old Code	New Code	Rationale
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Further remarks

5. Course Title Changes

Fill in this part if only title of a course is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows.

Course	Full Title (No Abbreviation)	Transcript Title
1.	English	
	Turkish	
	Rationale:	
2.	English	
	Turkish	
	Rationale:	
3.	English	
	Turkish	
	Rationale:	
4.	English	
	Turkish	
	Rationale:	
5.	English	

	Turkish	
	Rationale:	
Further remarks		

6. Change in the Course Descriptions

Fill in this part if the description (content) of a course is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows. The new course content shall be attached in the later sections of this form.

Course	Rationale
1. <input type="text"/>	<input type="text"/>
2. <input type="text"/>	<input type="text"/>
3. <input type="text"/>	<input type="text"/>
4. <input type="text"/>	<input type="text"/>
5. <input type="text"/>	<input type="text"/>
Further remarks	

7. Change in the Course Credit Descriptions

Fill in this part if the description of a course credit (Lecture / Lab / Tutorial / Total) is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows.

Course Code	Old				New				Rationale
	Lec	Lab	Tut	Tot	Lec	Lab	Tut	Tot	
1. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
By these changes, the total number of credits on the curriculum ...					Didn't change.	Increased by:	<input type="text"/>	decreased by:	<input type="text"/>
Further remarks									

8. Change in the Prerequisites – Co-requisites

Fill in this part if the prerequisites / co-requisites of a course are modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows. (Replace "P" with "C" in the second column if a course is a co-requisite of the course specified in the first column.)

Course Code	Pre / Co	Old	New	Rationale
1. <input type="text"/>	P	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. <input type="text"/>	P	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. <input type="text"/>	P	<input type="text"/>	<input type="text"/>	<input type="text"/>

4.		P			
5.					
Further remarks					

9. Addition / Replacement / Deletion of Courses in the curriculum

Fill in this part if a new course is added to the curriculum as either an additional course, as a replacement for an existing course, or if the course will be totally removed from the curriculum. Add extra rows for additional courses or remove blank rows. The new course contents shall be attached in the later sections of this form.

(For additional new courses: leave "old course" column blank. For totally deleted courses: leave "new course" column blank. For courses replaced by a new course: fill in both "new course" and "old course" columns.)

Semester	New Course	New Course Title	Old Course	Rationale
1. 8	-	-	AE07	A number of area elective has been decreased.
2. 3	ECON203	Microeconomics For Business	-	It is a useful course for the students enrolled in this programme.
3. 8	MGMT472	Applied Research Methods for Business	MGMT172	It is an applied course.
4. 3	-	-	PSIR104	This course has been replaced by PSIR101.
5. 2	PSIR101	Introduction to Global Politics	-	It is a useful course for the students enrolled in this programme.
6.				
7.				

Total number of new courses including replacements... 3 and deleted courses including replacements 2

Total number of courses... didn't change (check). decreased by: increased by:

Number... and list of courses being already offered in EMU

Are there similar courses with overlapping content already being offered in EMU? NO YES. If yes, then justify below:

Code	Similar / Overlapping Course(s)	Justification
1.		
2.		
3.		

Further remarks

10. Semester Shifts

Fill in this part if the semester of a course on the curriculum has changed. Write the sequence number of the semester in the curriculum (1-8) rather than Fall /Spring. Add extra rows for additional courses or remove blank rows.

Course Code	Old Sem	New Sem	Rationale
1.			
2.			
3.			

4.					
5.					
6.					
7.					

Further remarks

11. Splitting into / Modification of / Merging Streams

Fill in this part if the program is splitted into tracks, or the existing streams are modified or merged. Write NONE into "Courses in old curriculum" if the program is split into two or more streams. Write NONE into "courses in new curriculum" column if two or more streams are merged.

	Stream Title	Courses in old curriculum	Courses in new curriculum
1.			
2.			
3.			
4.			

Rationale

12. Unclassified Changes

Fill in this part if there is a change which can not be classified in any of the changes described in above sections.

Brief description of the change

Rationale

Part VI. Resource and Cost Analysis

Human Resources

Explain the sufficiency or the need of the teaching or technical staff necessary for implementation of the proposed changes

Number of existing staff		Faculty members = 15	Number of staff to be hired after the full transition to the proposed curriculum?		Faculty members = 15
		Instructors = 30			Instructors = 30
		Assistants =13ft			Assistants =13ft
		Technical staff =			Technical staff =
		Administrative staff =1			Administrative staff =1

Further remarks on human resources (if any)

Physical Resources							
<i>Explain the sufficiency or the need of the physical resources to implement the proposed curriculum</i>							
Is there any need for:				IF YES, Anticipated values of:			IF NO
				Size (m ²)	Cost (USD)	First use date	Host building
	A new building?	YES	NO				
	New classrooms?	YES	NO				
	New laboratories / studios ?	YES	NO				
	Special lecture halls?	YES	NO				
<p style="text-align: center;">Further remarks on physical resources (if any). <i>Clarify especially any ADDITIONAL large or unusual resource demands, possible fixed expenditures like chemicals, lab or studio equipments, computers etc to maintain educational activities, not including the regular maintenance costs of the building. Also mention the possibilities of utilizing and sharing the resources of existing academic units.</i></p>							

Part VII. Implementation Guide for existing students

Equivalence chart for the remaining courses			
<i>Identify the equivalence of the remaining courses of existing students. For example write the new course "CHEM332" into "equivalence" column if it is going to replace "CHEM321" in the old curriculum. Or one may write "Area elective" or "University Elective" for a totally deleted course in the old curriculum. Presence of consecutive courses (like Analysis I & II), or prerequisite / co-requisites may necessitate alternative equivalent courses, exemptions or conditions for equivalency.</i>			
	Course	Equivalence	Alternatives / Exemptions or Conditions
1.			The curriculum will not affect current students. The revised curriculum will ideally be implemented by Fall 2015-2016.
2.	AE07	ECON203	ECON203 is a useful course currently offered to students to increase their analytical skills.
3.	MGMT172	MGMT472	It is a relevant course that will be taught to 4 th year students where they can utilize their technical and analytical skills.
4.	PSIR104	PSIR101	We are substituting PSIR104 with PSIR101. PSIR01 is already available.
5.			
6.			
7.			
8.			
9.			
10.			

Part VIII. Catalog Information

Provide the information for the revised curriculum in sections "Program Description", "Full Curriculum" and "Course Descriptions" which will be printed in the course catalog and the on-line catalog of the University.

Program Description
<i>Describe the program from several points of view like the mission, goals, objectives, focus and strengths of the program, opportunities for the graduates from an academic perspective. A brief historical perspective may be appropriate. Concise description of sub disciplines or areas of focus may be added. Also summarize lab / studio / workshop information as well as any summer practice or internship if any.</i>
<p>The Marketing program aims to produce well-informed graduates who possess in-depth marketing knowledge and skills as well as a solid foundation in business, all necessary in becoming successful in the global market. As the medium of instruction is English, Program graduates are equipped with skills in becoming successful in the global environment.</p> <p>The Marketing program improves students' analysis, synthesis and communication skills as well as turning them into creative and inquisitive individuals. Providing the students with computer and all other educational technologies, the Program is fully committed to bring up self-confident and inquisitive graduates who can express themselves without any difficulties.</p>

Complete the table by listing the sequence of courses, by semester that students in the program will take.
 Use the following abbreviations to fill in the course category: **UC** = University Core (like critical thinking, History etc.); **UC-M** = University core in Mathematics; **UC-PN** = University Core in Physical/Natural Sciences; **UC - AH** = University Core in Arts and Humanities; **UC-SB** = University core in Social and Behavioral Sciences; **UE-M** = University Elective in Mathematics; **UE-PN** = University Elective in Physical/Natural Sciences; **UE-MPN** = University elective in Math or Physical / Natural Sciences; **UE - AH** = University Elective in Arts and Humanities; **UE-SB** = University Elective in Social and Behavioral Sciences; **FC** = Faculty Core; **AC** = Area Core; **AE** = Area Elective;

Semester	Ref Code	Course Code	Full Course Title	Course Category	Credit				ECTS	Prerequisites	Co-requisites
					Lec	Lab	Tut	Tot			
1	C3511	MGMT101	Introduction to Business - I	FC	3	0	0	3	5		
1	C3512	ENGL181* ENGL191**	Academic English – I Communication in English – I	UC	3	0	1	3	6		
1	C3513	MATH103	Mathematics for Business and Economics - I	AC	3	0	1	3	6		
1	C3514	ECON101	Introduction to Economics - I	FC	3	0	1	3	6		
1	C3515	MGMT171	Introduction to Information Technology - I	UC	3	0	1	3	5		
1	C3516	HIST280 / TUSL181	Atatürk's Principles and History of Turkish Reforms/ Turkish as a Second Language	UC	2	0	0	2	2		
2	C3521	MGMT102	Introduction to Business II	AC	3	0	0	3	6		
2	C3522	ENGL182* ENGL192**	Academic English – II / Communication in English – II	UC	3	0	1	3	6	ENGL181 ENGL191	
2	C3523	MATH104	Mathematics for Business and Economics - II	AC	3	0	1	3	6	MATH103	
2	C3524	ECON102	Introduction to Economics - II	AC	3	0	1	3	6		
2	C3525	PSIR101	Introduction to Global Politics	AC	3	0	1	3	6		
3	C3531	ECON203	Microeconomics for Business	AC	3	0	0	3	6		
3	C3532	MGMT211	Business Communication	AC	3	0	0	3	6		
3	C3533	STAT201	Statistics – I	AC	3	0	1	3	7	MATH103	
3	C3534	UE01	University Elective – I	UE	3	0	0	3	5		
3	C3535	ACCT201	Principles of Accounting - I	AC	3	0	1	3	6		
4	C3541	MGMT202	Organizational Behavior	AC	3	0	0	3	6		
4	C3542	MGMT260	Business Law	AC	3	0	0	3	6		
4	C3543	ACCT202	Principles of Accounting – II	AC	3	0	1	3	7	ACCT201	
4	C3544	UE02	University Elective – II	UE	3	0	0	3	5		
4	C3545	AE01	Area Elective – I	AE	3	0	0	3	6		
5	C3551	MRKT301	Marketing	AC	3	0	0	3	6		
5	C3552	FINA301	Financial Management	AC	3	0	1	3	6		
5	C3553	MGMT303	Human Resource Management	AC	3	0	0	3	6		
5	C3554	UE03	University Elective – III	UE	3	0	0	3	5		
5	C3555	AE02	Area Elective – II	AE	3	0	0	3	6		
6	C3561	MGMT322	Quantitative Analysis	AC	3	0	1	3	7	MATH104	
6	C3562	MRKT318	Sales Management	AC	3	0	0	3	6		
6	C3563	MGMT308	International Business – I	AC	3	0	0	3	6		
6	C3564	FINA302	Money and Banking	FC	3	0	0	3	6		
6	C3565	AE03	Area Elective – III	AE	3	0	0	3	6		
7	C3571	MRKT435	Advertising	AC	3	0	0	3	6		
7	C3572	MRKT409	International Marketing Strategy	AC	3	0	0	3	6	MRKT301	
7	C3573	MGMT405	Production Management	AC	3	0	1	3	6		
7	C3574	MRKT405	Consumer Behavior	AC	3	0	0	3	6		
7	C3575	AE04	Area Elective – IV	AE	3	0	0	3	6		
8	C3581	MRKT402	Marketing Research	AC	3	0	0	3	6		
8	C3582	AE05	Area Elective – V	AE	3	0	0	3	6		
8	C3583	AE06	Area Elective – VI	AE	3	0	0	3	6		
8	C3584	MGMT472	Applied Research Methods for Business	AC	3	0	1	3	6		
8	C3585	MGMT424	Business Policy	AC	3	0	0	3	6		

Course Descriptions – I - English: All compulsory courses offered by the department of the program

Type the catalog course description of each course in English in the following order: course content, course credits, prerequisites and co-requisites, Abbreviated Title, Category of the course, teaching language, and keywords. The information supplied will be copied and pasted to the catalog.

- **Course code:** Replace CODEXXX with the course code
- **Course title:** Replace **Full Course Title** with the course title.
- **Course Outline:** Replace Course outline with statements of the course outline. Avoid using multiple paragraphs. Do not keep the text "Course outline" as a heading.
- **Credits:** Replace L, L, T and X with corresponding numbers for lecture, lab, tutorial and total course credit, respectively.
- **Prerequisites and co-requisites:** Delete "None" and replace XXXXXX with the corresponding course code.
- **Course Category:** XXXXXXXX with any of "University Core", "Faculty / School Core", "Area Core", "Area Elective", or "University Elective"
- **Abbreviated title:** This is going to be used in preparation of transcripts or registration forms. Replace XXXXXXXXXXXXXXX with a shorter version of the full title.
- **Teaching language:** Replace XXXXX with the teaching language
- **Keywords:** Replace XXXXXX, XXXXXX with words other than the ones available in the title and course outline which helps to identify the course.

The total text length should not exceed 2000 characters.

1.	<p>MGMT101 Introduction to Business- I</p> <p>Understanding the business system. Understanding the global context of business. Conducting business ethically and responsibly. Entrepreneurship and the small business. Managing the business enterprise. Organizing the business enterprise.</p> <p>Credits: (3 / 0 / 0) 3 Prerequisites: <i>None</i> ECTS: 5</p> <p>Abbreviated Title: <i>Introduction to Business- I</i> Category: <i>Faculty core course</i> Teaching Language: <i>English</i></p> <p>Keywords: Ethics, organization, effectiveness</p>
2.	<p>MGMT171 Introduction to Information Technology - I</p> <p>Introduction to information technology and its significance for business, economics, and society. Understanding how computers work, introducing fundamental concepts relating to hardware, software, central processing unit, input and output, storage, networks and internet. Basic PC, Windows, and MS Office skills and intermediate-level Word and PowerPoint skills.</p> <p>Credits: (3 / 0 / 1) 3 Prerequisites: <i>None</i> ECTS: 5</p> <p>Abbreviated Title: <i>Int. to Information Technology - I</i> Category: <i>University core course</i> Teaching Language: <i>English</i></p> <p>Keywords: Hardware, software, Windows</p>
3.	<p>MGMT102 Introduction to Business - II</p> <p>A basic introduction to business matters. Topics include: motivation and leadership; human resources and labor relations; marketing, information systems; money and banking; and securities and investments.</p> <p>Credits: (3 / 0 / 0) 3 Prerequisites: <i>None</i> ECTS: 6</p> <p>Abbreviated Title: <i>Introduction to Business - II</i> Category: <i>Area core course</i> Teaching Language: <i>English</i></p> <p>Keywords: Ethics, organization, effectiveness</p>
4.	<p>MGMT211 Business Communication</p> <p>Communicating within the organization, with stakeholders and on a cross cultural level. Techniques for effective business communication: use of communication technology, types of business letters, memos and reports, resume writing, how to act during presentations and interviews. Listening skills, nonverbal cues and international business etiquette.</p> <p>Credits: (3 / 0 / 0) 3 Prerequisites: <i>None</i> ECTS: 6</p> <p>Abbreviated Title: <i>Business Communication</i> Category: <i>Area core course</i> Teaching Language: <i>English</i></p> <p>Keywords: Memo, report, communication</p>
5.	<p>ACCT201 Principles of Accounting - I</p> <p>Basic concepts of accounting. Fundamentals of bookkeeping. Recording transactions in journal and ledger books. Principles underlying the balance sheet and income statement. Preparation of financial statements. Income measurement.</p> <p>Credits: (3 / 0 / 1) 3 Prerequisites: <i>None</i> ECTS: 6</p> <p>Abbreviated Title: <i>Principles of Accounting - I</i> Category: <i>Area core course</i> Teaching Language: <i>English</i></p> <p>Keywords: Balance sheet, income statement, asset</p>

6.	MGMT202 Organizational Behavior Introduction to organizational behavior. Motivation and leadership. Communication. Power and politics. The structure of organizations. Decision-making and control. Applications in behavior. Organization development. Credits: (3 / 0 / 0) 3 Abbreviated Title: Organizational Behavior Keywords: Motivation, leadership, communication	Prerequisites: None Category: Area core course	ECTS: 6 Teaching Language: English
7.	MGMT260 Business Law The legal principles and their concrete applications in business settings. Law of contracts, offer and acceptance intention, and privacy. Law of torts, liability for defective goods, services and premises. Forming a registered company and certain aspects of company law. Credits: (3 / 0 / 0) 3 Abbreviated Title: Business Law Keywords: Company law, law of torts	Prerequisites: None Category: Area core course	ECTS: 6 Teaching Language: English
8.	ACCT202 Principles of Accounting - II Accounting for assets, liabilities, and capital. Detailed accounting procedures for financial assets, inventories, and fixed assets. Accounting for cash, receivables, marketable securities, merchandise inventory, land, buildings, equipment, machinery, and other fixed assets. Accounting procedures for short and long-term liabilities. Components of capital. Credits: (3 / 0 / 1) 3 Abbreviated Title: Principles of Accounting - II Keywords: Financial assets, stockholders' equity, plant, property and equipment	Prerequisites: ACCT 201 Category: Area core course	ECTS: 6 Teaching Language: English
9.	MRKT301 Marketing Consumer behavior. Market segmentation. Product development and policies, methods and practices. Distribution decisions. Marketing communications. Marketing research. International marketing. Contemporary issues in marketing. Credits: (3 / 0 / 0) 3 Abbreviated Title: Marketing Keywords: Customer, market, advertising	Prerequisites: None Category: Area core course	ECTS: 6 Teaching Language: English
10.	MGMT303 Human Resource Management Basic objectives and concepts in human resource management. Fundamental functions of personnel management, such as human resource planning, job analysis, recruitment, selection, orientation, training and development, and personnel relations. Emerging trends in human resource management. Credits: (3 / 0 / 0) 3 Abbreviated Title: Human Resource Management Keywords: Training, recruitment, orientation	Prerequisites: None Category: Area core course	ECTS: 6 Teaching Language: English
11.	MGMT322 Quantitative Analysis This course aims at introducing various quantitative tools that can be used in the analysis of various types of probability theory in making statistical inferences. Models for business forecasting and criteria for decision-making under conditions of uncertainty and risk. Credits: (3 / 0 / 1) 3 Abbreviated Title: Quantitative Analysis Keywords: Probability, forecasting	Prerequisites: MATH 104 Category: Area core course	ECTS: 7 Teaching Language: English
12.	MRKT318 Sales Management This course is designed to give students a working knowledge and appreciation of what sales management is and how it is actually carried out in the field. This course should be of special interest to those who have practiced sales management or plan to do so in future. Credits: (3 / 0 / 0) 3 Abbreviated Title: Sales Management Keywords: Sales, after sales service, market	Prerequisites: None Category: Area Core Course	ECTS: 6 Teaching Language: English
13.	MGMT308 International Business - I Application of management science to international economic and commercial activities. Effects of economic, social and cultural factors on international business. Application of managerial factors such as finance, marketing, accounting and human resource management to international economic activities. Credits: (3 / 0 / 0) 3 Abbreviated Title: International Business - I Keywords: International organizations, joint venture	Prerequisites: None Category: Area core course	ECTS: 6 Teaching Language: English

14.	MRKT435 Advertising This course provides a basic understanding of the field of Advertising. Topics to be covered include: procedures and policies for planning and preparation of advertising, selection of media, coordination of advertising, sales promotion and display. Credits: (3 / 0 / 0) 3 Abbreviated Title: Advertising Keywords: Promotion, media, sales	Prerequisites: None Category: Area Core Course	ECTS: 6 Teaching Language: English
15.	MRKT409 International Marketing This course will be dealing; how to find new markets, to replace saturated markets; how to customize products for the demands of new markets; which products world customers want; how to best reach the customers; what pricing strategies are most appropriate; what distribution channels are adequate to serve the world customers; how to overcome barriers that hinder implementation of marketing programs. Credits: (3 / 0 / 0) 3 Abbreviated Title: International Marketing Keywords: World customers, international market	Prerequisites: MRKT301 Category: Area Core Course	ECTS: 6 Teaching Language: English
16.	MGMT405 Production Management The Production/Operations function in business. The evaluation and growth of production and operations management (POM). POM problems. Productivity and its measurement. Forecasting demand. Qualitative and quantitative forecasting techniques. Inventory control. Single and multiple period inventories. Problems and cases. Credits: (3 / 0 / 1) 3 Abbreviated Title: Production Management Keywords: Inventory control, forecasting, productivity	Prerequisites: MGMT 322 Category: Area core course	ECTS: 6 Teaching Language: English
17.	MRKT405 Consumer Behavior Consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. This course focuses on the examination and application of consumer behavior to the planning, development, and implementation of marketing strategies. Credits: (3 / 0 / 0) 3 Abbreviated Title: Consumer Behavior Keywords: Behavior, purchasing, marketing strategy	Prerequisites: None Category: Area Core Course	ECTS: 6 Teaching Language: English
18.	MRKT402 Marketing Research The fundamental concepts and stages of marketing research provided within an overall structural framework, including: how to integrate stages, carry out research in a scientific manner, read and analyze research reports, apply research skills. Credits: (3 / 0 / 0) 3 Abbreviated Title: Marketing Research Keywords: Research, market	Prerequisites: None Category: Area Core Course	ECTS: 6 Teaching Language: English
19.	MGMT472 Applied Research Methods for Business An introduction to quantitative and qualitative designs in business research as well as to frequently used applied statistics using Statistical Package Program. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires. Credits: (3 / 0 / 1) 3 Abbreviated Title: Applied Research Methods Keywords: Research Methods, Applied, SPSS, Business	Prerequisites: None Category: Area Core Course	ECTS: 6 Teaching Language: English
20.	MGMT424 Business Policy Strategic Management elements and environment. The manager and management. Internal analysis and diagnosis. Computing: algorithms and data structures. Strategic implements; resource allocation, organization and control. Case analysis and corporate simulations. Team works and presentation. Credits: (3 / 0 / 0) 3 Abbreviated Title: Business Policy Keywords: Organization, control, planning	Prerequisites: None Category: Area core course	ECTS: 6 Teaching Language: English

Course Descriptions – II - English : All compulsory courses offered by other academic units	
1.	<p>ENGL181 Academic English I ENGL 181 is a first semester freshman academic English course. It is designed to help students improve the level of their English to B1 level, as specified in the Common European Framework of Reference for Languages. The course connects critical thinking with language skills and incorporates learning technologies such as GEMoodle. The purpose of the course is to consolidate students' knowledge and awareness of academic discourse, language structures and lexis. The main focus will mainly be on the development of language skills in reading, writing, listening and speaking and on the improvement of general academic study skills necessary in an academic setting.</p> <p>Credits: (5/1/ 0) 3 Prerequisites: None ECTS: 6 Abbreviated Title: ENGL181 Academic English I Category: University Core Course Teaching Language: English Key words: Main idea, scanning, skimming, writing (academic composition, paragraph) Department offering the course: Modern Languages</p>
2.	<p>ENGL191 Communication in English I ENGL 191 is a first semester freshman academic English course. It is designed to help students improve the level of their English to B1+ level, as specified in the Common European Framework of Reference for Languages. The course connects critical thinking with language skills and incorporates learning technologies such as Moodle. The purpose of the course is to consolidate students' knowledge and awareness of academic discourse, language structures and lexis. The main focus will be on the development of productive (writing, speaking) and receptive (reading) skills in academic settings, and on the improvement of study skills in general.</p> <p>Credits: (3/1/ 0) 3 Prerequisites: None ECTS: 6 Abbreviated Title: Comm. Engl. I Category: University Core Course Teaching Language: English Keywords: Main idea, scanning, skimming, writing (academic composition, paragraph) Department offering the course: Modern Languages</p>
3.	<p>MATH103 Mathematics for Business and Economics - I First degree-equations in one variable. Second degree-equations in one variable. Inequalities and their solutions. Absolute value relationship. Rectangular coordinate system. Linear equations; Graphical characteristics, slope-intercept form, determination of the equation of a straight line. Systems of linear equations; two-variable systems of linear equations, Gaussian elimination method, n-variable systems, selected applications of systems of linear equations. Functions; types of functions, graphical representation of functions. Linear functions and applications; Linear cost, revenue, profit, demand and supply functions. Break-even models. Quadratic functions and their characteristics; quadratic cost, revenue, profit, demand and supply functions. Polynomial functions. Exponential and logarithmic functions and their characteristics. Equations involving logarithmic and exponential expressions.</p> <p>Credits: (3 / 0 / 1) 3 Prerequisites: None ECTS: 6 Abbreviated Title: Math. for Business and Economics - I Category: Area Core Course Teaching Language: English Keywords: Algebraic expressions, inequalities, logarithm, linear programming Department offering the course: Mathematics</p>
4.	<p>ECON101 Introduction to Economics - I Elementary microeconomics. The economic problem. Supply and demand. Elasticity. Marginal analysis of consumers' and firms' behavior. The theory of profit maximization. Analysis of markets. Pricing in competitive and non-competitive markets.</p> <p>Credits: (3 / 0 / 1) 3 Prerequisites: None ECTS: 6 Abbreviated Title: Introduction to Economics - I Category: Faculty core course Teaching Language: English Keywords: Supply, demand, elasticity Department offering the course: Economics</p>
5.	<p>HIST280 Atatürk's Principles and History of Turkish Reforms Understanding the Turkish War of Independence, the transition from the Ottoman Empire to the Republic of Turkey, the subsequent founding of the new Turkish state and the stages and philosophical basis of the Turkish Revolution, teaching the Ataturkist system of thought, familiarizing the youth with Ataturk's principles and their significance, and remembering our neglected recent history.</p> <p>Credits: (2 / 0 / 0) 2 Prerequisites: None ECTS: 2 Abbreviated Title: Atatürk's Principles and History of Turkish Reforms Category: University Core Course Teaching Language: Turkish Keywords: History of TR, Principles of Atatürk Department offering the course: Ataturk Research Center</p>
6.	<p>TUSL181 Turkish as a Second Language TUSL181 is a basic Turkish course introducing the Turkish language. It incorporates all four language skills and provides an introduction to basic grammar structures. Students will be encouraged to develop their writing skills through a variety of tasks. The aim of this course is for students to be able to understand and communicate in everyday situations, both in the classroom and in a Turkish speaking environment.</p> <p>Credits: (2/0/0) 2 Prerequisites: None ECTS: 2 Abbreviated Title: Category: University Core Course Teaching Language: English Keywords: Communication, culture, language Department offering the course: Modern Languages</p>

7.	<p>ENGL182 Academic English II ENGL 182 is a second semester freshman academic English course. It is designed to help students improve the level of their English to B2 level, as specified in the Common European Framework of Reference for Languages. The course connects critical thinking with language skills and incorporates learning technologies such as Moodle. The purpose of the course is to consolidate students' knowledge and awareness of academic discourse, language structures and lexis. The main focus will mainly be on the development of language skills in reading, writing, listening and speaking and the improvement of general academic study skills necessary in an academic setting.</p> <p>Credits: (5 / 1 / 0) 3 Abbreviated Title: Academic English II Key words: Main idea, scanning, skimming, writing (academic composition, paragraph, essay) Department offering the course: Modern Languages</p>	<p>Prerequisites: ENGL181 Category: University Core Course</p>	<p>ECTS: 6 Teaching Language: English</p>
8.	<p>ENGL192 Communication in English II This course is designed to further help students improve their English to B2 level, as specified in the Common European Framework of References for Languages. The course aims to reconsolidate and develop students' knowledge and awareness of academic discourse, language structures, and critical thinking. The course incorporates more technologies on MOODLE that will promote self-study and Microsoft computer skills. The course will focus on reading, writing, speaking and emphasize documentation and presentation skills in academic settings.</p> <p>Credits: (3 / 0 / 1) 3 Abbreviated Title: Comm. Engl II Keywords: Common European Framework of References for Languages, critical thinking, report writing, autonomous learning. Department offering the course: Modern Languages</p>	<p>Prerequisites: ENGL191 Category: University Core Course</p>	<p>ECTS: 6 Teaching Language: English</p>
9.	<p>MATH104 Mathematics for Business and Economics - II Matrices and determinants; Applications. Solution of systems of linear equations; Inverse matrix method, Cramer's rule. Rate of change. Derivatives. Higher order derivatives. Curve sketching. Optimization. Revenue, cost, profit applications. Cost-benefit analysis. Functions of several variables. Partial derivatives. Applications. Lagrange multipliers. Integrals. Definite Integrals. Areas, Applications.</p> <p>Credits: (3 / 0 / 1) 3 Abbreviated Title: Math. for Business and Economics -II Keywords: Matrices, limits, derivative, curve sketching, partial derivatives, integral Department offering the course: Mathematics</p>	<p>Prerequisites: MATH 103 Category: Area Core Course</p>	<p>ECTS: 6 Teaching Language: English</p>
10.	<p>ECON102 Introduction to Economics - II Elementary macroeconomics. Determination of national income. The role of government. The banking system. Problems of inflation, unemployment and growth.</p> <p>Credits: (3 / 0 / 1) 3 Abbreviated Title: Introduction to Economics - II Keywords: Macroeconomics, growth, potential, employment, inflation Department offering the course: Economics</p>	<p>Prerequisites: None Category: Area core course</p>	<p>ECTS: 6 Teaching Language: English</p>
11.	<p>PSIR101 Introduction to Global Politics This course aims to provide students with an introduction to International Relations as a discipline; to equip them with an appreciation of the complexity and inter-relatedness of global phenomena; to enable them to understand different points of view, including those which they do not share; and to help them develop speaking and advocacy skills.</p> <p>Credits: (3 / 0 / 1) 3 Abbreviated Title: Int to Global Politics Keywords: globalization, transnational cooperation, capitalism, power, coercion, peace Department offering the course: Political Science and International Relations</p>	<p>Prerequisites: None Category: Area Core Course</p>	<p>ECTS: 6 Teaching Language: English</p>
12.	<p>ECON203 Microeconomics for Business This course applies microeconomic principles and tools to the management of firms, including both small price-taker firms as well as large dominant firms with market power. The aim of the course is to develop students' understanding of the economic, financial and political environment in which firms operate, and help them to think strategically about firm-to-firm, firm-to-consumer, and firm-to-government interactions. Topics covered include the development and business applications of Consumer Theory, Production Theory, Cost of Production and Market Structures.</p> <p>Credits: (3 / 0 / 0) 3 Abbreviated Title: Introduction to Economics - II Keywords: Consumer behavior, market structures, market failures Department offering the course: Economics</p>	<p>Prerequisites: None Category: Area core course</p>	<p>ECTS: 6 Teaching Language: English</p>

13.	STAT201 Statistics - I The course familiarizes students with the basic concepts and techniques in statistics. The course will focus on descriptive statistics and a brief introduction to inferential statistics. Credits: (3 / 0 / 1) 3 Abbreviated Title: Statistics - I Keywords: Mean, variance, probability <i>Department offering the course:</i> Economics	Prerequisites: MATH 103 Category: Area core course	ECTS: 7 Teaching Language: English
14.	FINA301 Financial Management This course introduces the basic principles of financial management to the students. Studying the decision making process faced by the financial manager and their basic applications; explanation of the role of finance and the financial manager in the firm; introduction to the concepts of time, and value of money: the present and future value of single and multiple cash flows; fundamentals of bonds and stocks: definitions and evaluation; and the basic investment criteria and their application in project assessment. Credits: (3 / 0 / 1) 3 Abbreviated Title: Financial Management Keywords: Interest rates, financial statements, Investment <i>Department offering the course:</i> Banking and Finance	Prerequisites: None Category: Area core course	ECTS: 6 Teaching Language: English
15.	FINA302 Money and Banking The definition and role of money in economic activity. Analysis of commercial and Central banking institutions. Examination of macro relations between financial organizations, and principal objectives of stabilization policy. Credits: (3 / 0 / 0) 3 Abbreviated Title: Money and Banking Keywords: Money, risk, interest rate, inflation <i>Department offering the course:</i> Banking and Finance	Prerequisites: None Category: Faculty core course	ECTS: 6 Teaching Language: English

Course Descriptions – I - Turkish: All core courses offered by the department of the program
Ders Tanımları – I – Türkçe: Programı sunan Bölüm tarafından verilen tüm temel dersler

- **Ders Kodu:** DERSXXX 'in ders kodu ile değiştirin
- **Ders Adı:** "Tam Ders Adı" yazısını silip yerine dersin tam adını yazınız.
- **Ders İçeriği:** "Ders içeriği..." yazısını silip dersin içeriğini yazınız. Çoklu paragraflardan kaçınınız. Ve sonunda bir satır boşluk kalmasını sağlayınız.
- **Dersin Kredisi:** L, L, T ve X harfleri yerine sırasıyla ders, lab, tutorial ve dersin toplam kredilerini karşılık gelecek şekilde yazınız..
- **Ön ve yan koşullar:** "Yok" kelimesini siliniz ve XXXXXX yerine dersin ön veya yan koşul dersini yazınız.
- **Dersin kategorisi:** XXXXXXXX yerine "Üniversite Ana", "Fakülte / Okul Ana", "Alan Ana", "Alan Seçmeli", veya "Üniversite Seçmeli" ibarelerinden birini yazınız.
- **Dersin Kısa Adı:** Bu bilgi ders çizelgesi (transkript) veya kayıt formlarında kullanılacaktır. XXXXXXXXXXXXXXXX yerine dersin kısa adını yazınız.
- **Eğitim Dili:** XXXXX yerine dersin eğitim dilini yazınız.
- **Anahtar Kelimeler:** XXXXXX, XXXXXX yerine dersi tanımlamakta yararlı olacak ve derin adı ile içeriğinde yer almayan kelimeleri yazınız.

Toplam metin uzunluğu 2000 basamağı geçemez.

1.	MGMT101 İşletmeye Giriş - I İş ve ekonomi sisteminin nitelik ve özellikleri. İşletmelerin küreselleşmedeki yeri. İşletmelerin etik ve sorumlu davranmaları. Girişimcilik ve küçük işletmeler. İşletmelerin yönetimi. İşletmelerin örgütlenmesi. Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: İşletmeye Giriş - I Anahtar Kelimeler: Etik, organizasyon, etkinlik	Önkoşul: Yok Kategorisi: Fakülte Ana Dersi	AKTS: 5 Eğitim Dili: İngilizce
2.	MGMT171 Bilgi Teknolojilerine Giriş - I Bilgi teknolojilerine giriş. Bu teknolojilerin işletme, ekonomi, ve toplum için önemi. Bilgisayarın temel çalışma prensipleri, donanım, yazılım, merkez işlem ünitesi, girdi ve çıktı, hafıza, ağlar, ve internet. Temel kişisel bilgisayar, Windows, ve MS Office becerileri, ve orta-seviye Word ve PowerPoint becerileri. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Bilgi Teknolojilerine Giriş - I Anahtar Kelimeler: Yazılım, Windows	Önkoşul: Yok Kategorisi: Üniversite Ana Dersi	AKTS: 5 Eğitim Dili: İngilizce

3.	<p>MGMT102 İşletmeye Giriş - II</p> <p>Çeşitli yönetim konularına genel bir bakış. İşlenen konular arasında motivasyon ve liderlik, insan kaynakları ve çalışanlarla ilişkiler, pazarlama, finans ve bankacılık, ve finansal kıymetler ve yatırım araçları bulunmaktadır.</p> <p>Kredi: (3 / 0 / 0) 3</p> <p>Dersin Kısa Adı: İşletmeye Giriş - II</p> <p>Anahtar Kelimeler: Etik, organizasyon, etkinlik</p>	<p>Önkoşul: Yok</p> <p>Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6</p> <p>Eğitim Dili: İngilizce</p>
4.	<p>MGMT211 İşletmelerde İletişim</p> <p>Örgüt içi, paydaşlarla ve kültürlerarası iletişim.Etkili iletişim teknikleri: iletişim teknolojisinin kullanımı, ticari yazışmalar, şirket içi yazışmalar, raporlar, özgeçmiş yazımı, sunumlar ve iş görüşmesi esnasında davranışlar.Dinleme becerisi ve vücut dili kullanımı.</p> <p>Kredi: (3 / 0 / 0) 3</p> <p>Dersin Kısa Adı: İşletmelerde İletişim</p> <p>Anahtar Kelimeler: Memo, rapor, iletişim</p>	<p>Önkoşul: Yok</p> <p>Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6</p> <p>Eğitim Dili: İngilizce</p>
5.	<p>ACCT201 Muhasebe İlkeleri - I</p> <p>Muhasebenin temel kavramları. Defter tutmanın esasları. Mali işlemlerin yevmiye defteri ve büyük deftere kaydedilmesi. Bilanço ve gelir tablosu ilkeleri. Mali tabloların hazırlanması. Gelirin ölçülmesi.</p> <p>Kredi: (3 / 0 / 1) 3</p> <p>Dersin Kısa Adı: Muhasebe İlkeleri - I</p> <p>Anahtar Kelimeler: Bilanço, gelir tablosu, varlıklar</p>	<p>Önkoşul: Yok</p> <p>Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6</p> <p>Eğitim Dili: İngilizce</p>
6.	<p>MGMT202 Örgütsel Davranış</p> <p>Örgütlerde davranış konuları. Motivasyon ve liderlik. İletişim. Güç ve siyaset. Örgüt yapıları. Karar alma ve kontrol. Örgüt geliştirme uygulamaları.</p> <p>Kredi: (3 / 0 / 0) 3</p> <p>Dersin Kısa Adı: Örgütsel Davranış</p> <p>Anahtar Kelimeler: Motivasyon, liderlik, iletişim</p>	<p>Önkoşul: Yok</p> <p>Kategorisi: Üniversite Ana Dersi</p>	<p>AKTS: 6</p> <p>Eğitim Dili: İngilizce</p>
7.	<p>MGMT260 İşletme Hukuku</p> <p>Hukuk ilkeleri ve iş ortamında uygulaması. Ticari işletme hukuku konuları. Tüketici hakları. Sözleşme hukuku. Rekabet kuralları ve sınai mülkiyet hakları konuları.</p> <p>Kredi: (3 / 0 / 0) 3</p> <p>Dersin Kısa Adı: İşletme Hukuku</p> <p>Anahtar Kelimeler: İşletme hukuku, tazminat kanunu</p>	<p>Önkoşul: Yok</p> <p>Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6</p> <p>Eğitim Dili: İngilizce</p>
8.	<p>ACCT202 Muhasebe İlkeleri -II</p> <p>Varlıklar, borçlar ve özsermaye ile ilgili detaylı muhasebe uygulamaları. Dönen varlıklar, stoklar ve duran varlıklarla ilgili muhasebe uygulamaları. Kasa, alacaklar, menkul kıymetler, arsa ve araziler, ticari mallar, binalar, makineler ve diğer duran varlıklarla ilgili muhasebe uygulamaları. Özsermayenin unsurları.</p> <p>Kredi: (3 / 0 / 1) 3</p> <p>Dersin Kısa Adı: Muhasebe İlkeleri -II</p> <p>Anahtar Kelimeler: Finansal varlıklar, özsermaye, duran varlıklar</p>	<p>Önkoşul: ACCT 201</p> <p>Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 7</p> <p>Eğitim Dili: İngilizce</p>
9.	<p>MRKT301 Pazarlama</p> <p>Tüketici davranışları. Pazar segmentasyonu. Ürün geliştirme ve ürün politikaları, yöntem ve uygulamaları. Dağıtım kararları. Pazarlama iletişimi. Pazar araştırmaları. Uluslararası pazarlama. Pazarlamada güncel konular.</p> <p>Kredi: (3 / 0 / 0) 3</p> <p>Dersin Kısa Adı: Pazarlama</p> <p>Anahtar Kelimeler: Müşteri, Pazar, reklam</p>	<p>Önkoşul: Yok</p> <p>Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6</p> <p>Eğitim Dili: İngilizce</p>
10.	<p>MGMT303 İnsan Kaynakları Yönetimi</p> <p>İnsan kaynakları yönetiminin temel hedefleri. İnsan kaynakları planlaması, iş analizi, personel temini ve seçimi, eğitim ve geliştirme gibi personel yönetimi fonksiyonları. İnsan kaynakları yönetiminde güncel konular.</p> <p>Kredi: (3 / 0 / 0) 3</p> <p>Dersin Kısa Adı: İnsan Kaynakları Yönetimi</p> <p>Anahtar Kelimeler: Eğitim, istihdam, oryantasyon</p>	<p>Önkoşul: Yok</p> <p>Kategorisi: Üniversite Alan Dersi</p>	<p>AKTS: 6</p> <p>Eğitim Dili: İngilizce</p>

11.	<p>MGMT322 Kantitatif Analiz</p> <p>Olasılık teorisinin işletme problemlerine uygulanması. Mevsimsel olmayan ürünlerin talep tahminlemesine ilişkin modeller ve uygulamaları. Risk ve geleceğe yönelik belirsizlik şartlarında karar verme sürecine yönelik kriterler. Yatırım projelerinin başa baş yöntemi ile değerlendirilmesi.</p> <p>Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Kantitatif Analiz Anahtar Kelimeler: Olasılık, tahmin</p>	<p>Önkoşul: MATH 104 Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 7 Eğitim Dili: İngilizce</p>
12.	<p>MRKT318 Satış Yönetimi</p> <p>Bu ders öğrencilere satış yönetimin ne olduğunu ve bu alandaki faaliyetlerin nasıl yürütüldüğünü anlatır. Bu ders bu alanda tecrübesi olan veya gelecekte bu alanda çalışmayı planlayanların ilgi alanındadır.</p> <p>Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: Sat. Yön. Anahtar Kelimeler: Satış, satış sonrası hizmet, Pazar</p>	<p>Önkoşul: Yok Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6 Eğitim Dili: İngilizce</p>
13.	<p>MGMT308 Uluslararası İşletmecilik – I</p> <p>Yönetim biliminin uluslararası ekonomiye uyarlanması. Ekonomik, sosyal ve kültürel faktörlerin uluslararası ekonomik ilişkilere etkisi. Uluslararası para sistemi. Küreselleşme. Ticaret kısıtlamaları. Uluslararası organizasyonlar.</p> <p>Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: Uluslararası İşletmecilik - I Anahtar Kelimeler: Uluslararası işletmeler, ortak girişim</p>	<p>Önkoşul: Yok Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6 Eğitim Dili: İngilizce</p>
14.	<p>MRKT435 Reklamcılık</p> <p>Bu ders reklamcılık alanındaki temel kavramların anlaşılmasını sağlar. Bu derste işlenecek konular: reklamların planlanıp hazırlanmasıyla ilgili yöntemler ve ilkeler, medya seçimi, reklamların koordinasyonu, tanıtım ve satış promosyonları.</p> <p>Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: Reklamcılık Anahtar Kelimeler: Promosyon, medya, satış.</p>	<p>Önkoşul: Yok Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6 Eğitim Dili: İngilizce</p>
15.	<p>MRKT409 Uluslararası Pazarlama</p> <p>Uluslararası pazarlama dersinin amacı temel uluslararası pazarlama kavramını ve pazarlamada ihracat kavramını öğretmektir. Uluslararası pazarlama dersinde, öğrenciler aynı zamanda uluslararası ticareti, uluslararası bütünleşmeleri, uluslararası pazarlama çevresini, uluslararası pazarlama stratejilerini ve uluslararası pazarlamadaki pazarlama karması (ürün, fiyat, dağıtım, tutundurma) stratejilerini de öğrenirler.</p> <p>Kredisi:(3 / 0 / 0) 3 Dersin Kısa Adı: Uluslararası Pazarlama Anahtar Kelimeler: Uluslararası dağıtım, reklam</p>	<p>Önkoşul: MRKT301 Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6 Eğitim Dili: İngilizce</p>
16.	<p>MGMT405 Üretim Yönetimi</p> <p>İşletmelerde Üretim/İşlemler işlevi ve sistemi. Üretim ve işlemler yönetiminin (ÜRİY) tarihsel gelişimi. ÜRİY de karşılaşılan sorunlar. Verimlilik ve ölçümlenmesi. İstem öngörülemezliği. Nicel ve nitel öngörülemezlik teknikleri. Envanter kontrolü. Tek ve çok dönem envanterleri. Problemler ve vakalar.</p> <p>Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Üretim Yönetimi Anahtar Kelimeler: Stok kontrolü, tahmin, verimlilik</p>	<p>Önkoşul: Yok Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6 Eğitim Dili: İngilizce</p>
17.	<p>MRKT405 Tüketici Davranışları</p> <p>Tüketici davranışı, tüketicilerin ihtiyaçlarını karşılamak için bir mal veya hizmeti araştırması, satın alması, kullanması, değerlendirmesi ve elden çıkarması için sergiledikleri davranıştır. Bu ders, pazarlama stratejilerinin planlanıp, geliştirilip ve uygulanmasında tüketici davranışlarının incelenmesi ve uygulanmasına odaklanır.</p> <p>Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Tük. Dav. Anahtar Kelimeler: Davranış, satın alma, Pazarlama stratejisi</p>	<p>Önkoşul: Yok Kategorisi: Alan Ana Dersi</p>	<p>AKTS: 6 Eğitim Dili: İngilizce</p>

18.	MRKT402 Pazarlama Araştırması Bu ders genel çerçevede pazarlama araştırmasının temel kavramlarını, pazarlama araştırmasındaki aşamaların nasıl gerçekleştirildiğini, bilimsel anlamda çalışmaların nasıl yürütüldüğünü, araştırma raporlarının okunup incelenmesini ve araştırma becerilerinin uygulanmasını içerir. Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: Paz. Araş. Anahtar Kelimeler: Araştırma, pazar	Önkoşul: Yok Kategorisi: Alan Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce
19.	MGMT472 İşletme için Uygulamalı Araştırma Yöntemleri İşletme araştırmalarında nicel ve nitel yöntemlere giriş ve sıkça kullanılan istatistiksel analizlerin İstatistik Paket Programı ortamında uygulamalarının işletme ve yönetim tabanlı örnekleri. Güvenilirlik ve geçerlik gibi önemli araştırma ve ölçme konuları, ahlaki hususlar, ve anketler gibi araştırma araçlarının kritik gözle değerlendirilmesi. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Uygulamalı Araştırma Yöntemleri Anahtar Kelimeler: Araştırma Yöntemleri, Uygulama, SPSS İşletme	Önkoşul: Yok Kategorisi: Alan Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce
20.	MGMT424 İşletme Politikası Stratejik yönetim öğeleri ve çevresi. Yönetici ve yönetim. Firma içi analiz ve tanı. Algoritmalar ve veri yapıları. Stratejik uygulamalar. Kaynak tahsisi. Örgüt ve kontrol. Vaka analizi ve işletme benzetimleri. Grup çalışmaları ve sunumlar. Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: İşletme Politikası Anahtar Kelimeler: Organizasyon, kontrol, planlama	Önkoşul: Yok Kategorisi: Alan Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce

Course Descriptions – II - Turkish : All compulsory courses offered by other academic units
Ders Tanımları – II – Türkçe : Diğer akademik birimler tarafından verilen tüm temel dersler

1.	ENGL181 Akademik İngilizce I ENGL181 birinci sınıf akademik İngilizce dersi. Avrupa Ortak Dil Öğretim Politikası'nda (CEFR) belirtildiği gibi ENGL 181 dersi öğrencilerin İngilizce seviyelerinin B1 seviyesinde ilerletmeleri için düzenlenmiştir. Ders, kritik düşünme ile dil becerilerini birleştirir ve GEMoodle gibi teknoloji öğrenimini sağlar. Bu dersin amacı öğrencilerin bilgilerini ve akademik konuşmanın farkındalığını, dil yapılarını ve kelime dağarcığını pekiştirmektir. Bu ders başlıca, akademik ortamlarda yazma, konuşma becerileri, okuma becerileri ve genelde çalışma becerilerinin geliştirilmesi üzerinde yoğunlaşır. Kredi: (5 / 0 / 1) 3 Dersin Kısa Adı: Akademik İngilizce II Anahtar Kelimeler: Ana fikir, detaylı okuma, yüzeysel okuma, yazma (akademik konularda kompozisyon, paragraf) Dersi veren Bölüm: Modern Diller	Önkoşul: Yok Kategorisi: Üniversite Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce
2.	ENGL191 İngilizce İletişim - I ENGL191 birinci sınıf akademik İngilizce dersi. Avrupa Ortak Dil Öğretim Politikası'nda (CEFR) belirtildiği gibi ENGL 191 dersi öğrencilerin İngilizce seviyelerinin B1 +seviyesinde ilerletmeleri için düzenlenmiştir. Ders, kritik düşünme ile dil becerilerini birleştirir ve mldmoodle gibi teknoloji öğrenimini sağlar. Bu dersin amacı öğrencilerin bilgilerini ve akademik konuşmanın farkındalığını, dil yapılarını ve kelime dağarcığını pekiştirmektir. Bu ders başlıca, akademik ortamlarda yazma, konuşma becerileri, okuma becerileri ve genelde çalışma becerilerinin geliştirilmesi üzerinde yoğunlaşır. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: İngilizce'de İletişim- I Anahtar Kelimeler: Ana fikir, detaylı okuma, yüzeysel okuma, yazma (akademik konularda kompozisyon, paragraf) Dersi veren Bölüm: Modern Diller	Önkoşul: Yok Kategorisi: Üniversite Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce
3.	MATH103 İşletme ve Ekonomi için Matematik – I Bir bilinmeyenli birinci derece ve ikinci derece denklemler. Eşitsizlikler ve çözümleri. Doğrusal denklemler, grafiksel özellikler. Mutlak değer. Kartezyen koordinat sistemi. Doğrusal eşitlikler, grafiksel özellikleri, eğim-kesişim şekli, bir doğru denkleminin belirlenmesi. Doğrusal denklem sistemleri. İki değişkenli Doğrusal denklem sistemleri, Gauss eliminasyon metodu, n değişkenli sistemler. Doğrusal deklemler sistemi uygulamaları. Fonksiyonlar: Fonksiyon türleri, fonksiyonların grafiksel gösterimi. Doğrusal fonksiyonlar ve uygulamaları. Doğrusal gelir-gider, kar, arz-talep fonksiyonları. Başabaş modelleri. İkinci derece fonksiyonlar ve özellikleri. İkinci derece gelir-gider, kar, arz-talep fonksiyonları. Polinom fonksiyonlar. Üssel ve logaritmik fonksiyonlar ve özellikleri. Üssel ve logaritmik terim içeren denklemler. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Matematik	Önkoşul: Yok Kategorisi: Alan Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce

	<p>Anahtar Kelimeler: cebirsel ifaedeler, esitsizlik, logaritma, dogrusal programlama Dersi veren Bölüm: Matematik</p>
4.	<p>ECON101 Ekonomiye Giriş - I Temel mikroekonomi; Ekonomik problemler; Arz ve talep; Esneklik; Tüketici ve firma davranışlarının marjinal analizleri; Kar maksimizasyonu teorisi; Piyasa analizi; Rekabete dayalı olan ve rekabete dayalı olmayan piyasalarda fiyatlandırma.</p> <p>Kredi: (3 / 0 / 1) 3 Önkoşul: Yok AKTS: 6 Dersin Kısa Adı: Ekonomiye Giriş - I Kategorisi: Fakülte Ana Dersi Eğitim Dili: İngilizce Anahtar Kelimeler: Arz, talep, esneklik Dersi veren Bölüm: Ekonomi</p>
5.	<p>TUSL181 İkinci Dil Olarak Türkçe TUSL181 İkinci Dil olarak Türkçe, Türkçe'ye giriş dersi. Dört temel dil becerisini ve temel dilbilgisi yapılarını içerir. Öğrenciler çeşitli çalışmalarla yazma becerilerini geliştirmeye teşvik edilirler. Bu dersin amacı, öğrencilerin günlük hayatta karşılaşılabilecekleri durumlarda, sınıfta ve Türkçe konuşulan ortamlarda Türkçe'de iletişim kurabilmelerini sağlamaktır.</p> <p>Kredi: (2/0/0) 2 Önkoşul: Yok AKTS: 2 Dersin Kısa Adı: İkinci Dil Olarak Türkçe Kategorisi: Üniversite Ana Dersi Eğitim Dili: İngilizce Anahtar Kelimeler: İletişim, kültür, dil Dersi veren Bölüm: Modern Diller</p>
6.	<p>HIST280 Atatürk İlkeleri ve İnkılap Tarihi Türk Bağımsızlık Savaşı ile Osmanlı'dan Cumhuriyet'e geçiş süreci ve sonrasında Yeni Türk Devleti'nin Kuruluş safhası, Türk İnkılabının geçirdiği safhaları ve felsefi alt yapıyı kavratmak, Atatürkçü Düşünce Sistemi'ni ve bu bağlamda Atatürk İlkeleri'ni genç nesillere öğretmek ve bunun önemini ve değerini idrak ettirmek, unutulmuş yakın tarihimizi hatırlatmak.</p> <p>Kredi: (2/0/0) 2 Önkoşul: Yok AKTS: 2 Dersin Kısa Adı: Atatürk İlkeleri ve İnkılap Tarihi Kategorisi: Üniversite Ana Dersi Eğitim Dili: Türkçe Anahtar Kelimeler: T.C tarihi, Atatürk İlkeleri Dersi veren Bölüm: Atatürk Araştırma Merkezi</p>
7.	<p>ENGL 182 Akademik İngilizce II ENGL182 birinci sınıf ikinci dönem akademik İngilizce dersi. Avrupa Ortak Dil Öğretim Politikası'nda (CEFR) belirtildiği gibi ENGL 182 dersi öğrencilerin İngilizce seviyelerinin B2 seviyesinde ilerletmeleri için düzenlenmiştir. Ders, kritik düşünme ile dil becerilerini birleştirir ve Moodle gibi teknoloji öğrenimini sağlar. Bu dersin amacı öğrencilerin bilgilerini ve akademik konuşmanın farkındalığını, dil yapılarını ve kelime dağarcığını pekiştirmektir. Bu ders başlıca, akademik ortamlarda yazma, konuşma becerileri, okuma becerileri ve genelde çalışma becerilerinin geliştirilmesi üzerinde yoğunlaşır.</p> <p>Kredi: (5 / 1 / 0) 3 Önkoşul: ENGL181 AKTS: 6 Dersin Kısa Adı: Akademik İngilizce II Kategorisi: Üniversite Ana Dersi Eğitim Dili: İngilizce Anahtar Kelimeler: Ana fikir, detaylı okuma, yüzeysel okuma, yazma (akademik konularda kompozisyon, paragraf) Dersi veren Bölüm: Modern Diller</p>
8.	<p>ENGL192 İngilizce'de İletişim - II ENGL 192 dersi öğrencilerin İngilizce bilgisini Avrupa Ortak Dil Öğretim Politikası'nda (CEFR) belirtildiği gibi B2 seviyesinde ilerletmeleri için hazırlanmıştır. Dersin amacı, öğrencilerin akademik düzey yazma, kaynak kullanarak rapor hazırlama alanlarındaki becerilerini geliştirmektir. Bu ders aynı zamanda öğrencilerin farklı amaçlarla yazılmış okuma parçalarını okuyup anlamlarını sağlayıp, kritik düşünme becerilerini geliştirmelerini amaçlamaktadır. Bu ders Microsoft bilgisayar becerilerini ve özerk çalışmayı öne çıkaracak MOODLE teknolojileri içerir. Bu ders öncelikle okuma, yazma, belgeleme, akademik ortamlarda sunum yapma becerilerini ve dinleme, konuşma gibi diğer becerileri içerir.</p> <p>Kredi: (3 / 0 / 1) 3 Önkoşul: ENGL191 AKTS: 6 Dersin Kısa Adı: İngilizce'de İletişim - II Kategorisi: Üniversite Ana Dersi Eğitim Dili: İngilizce Anahtar Kelimeler: Avrupa Ortak Dil Öğretim Politikası, B2, kritik düşünme, rapor yazma, özerk çalışma Dersi veren Bölüm: Modern Diller</p>
9.	<p>MATH104 İşletme ve Ekonomi için Matematik – II Determinantlar, matrisler ve uygulamaları. Doğrusal deklemler sisteminin çözümü. Matris ters çevirme metodu, Cramer kuralı. Değişim süreci ve türev. Eğri çizimi. Optimizasyon. Gelir-gider, kar uygulamaları. Gider fayda analizi. Çok değişkenli fonksiyonlar. Kısmi türev. Uygulamalar. Lagrange metodu. İntegral hesap. Belirli integraller, alan hesapları ve uygulamalar.</p> <p>Kredi: (3 / 0 / 1) 3 Önkoşul: MATH 103 AKTS: 6 Dersin Kısa Adı: Matematik - II Kategorisi: Alan Ana Dersi Eğitim Dili: İngilizce Anahtar Kelimeler: matrix, limit, türev, eğri çizimi, kısmi türev, integral Dersi veren Bölüm: Matematik</p>

10.	ECON102 Ekonomiye Giriş - II Temel makroekonimi; Ulusal gelirin belirlenmesi; Devletin rolü; Bankacılık sistemi; Enflasyon; İşsizlik ve gelişme problemleri. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Ekonomiye Giriş - II Anahtar Kelimeler: Makroekonomi, büyüme, enflasyon, istihdam Dersi veren Bölüm: Ekonomi	Önkoşul: Yok Kategori: Alan Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce
11.	PSIR101 Küresel Siyasete Giriş Bu ders öğrencilerin, küresel olayların karmaşıklığını ve birbirlerine olan bağlantılarını anlamalarını sağlamayı amaçlıyor. Farklı altyapıları olan öğrencilere yönelik olarak bu ders karmaşık teorik tartışmalardan kaçınıp bunun yerine siyasi, ekonomik, çevresel ve toplumsal somut gelişmeleri incelemektedir. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: Küresel Siyasete Giriş Anahtar Kelimeler: Küreselleşme, Kapitalizm, güç, barış, savaş Dersi veren Bölüm: Siyaset Bilimi ve Uluslararası İlişkiler	Önkoşul: Yok Kategori: Alan Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce
12.	ECON203 İşletme için Mikroekonomi Bu ders, iş dünyasındaki küçük fiyat-alıcı firmaların yanı sıra piyasa gücüne sahip büyük baskın firmalar da dahil olmak üzere, firmaların yönetiminde mikroekonomik ilkelerin ve araçların uygulanması için gerekli düşünce sistematığının gelişimini sağlar. Dersin amacı öğrencilerin firmaların faaliyet gösterdikleri ekonomik, finansal ve siyasi ortamı anlamalarını sağlayarak firmalar arası, firma-tüketici, ve firma-hükümet etkileşimleri hakkında stratejik düşünmeye başlamalarına yardımcı olmaktır. İşlenen konular Tüketici Teorisi, Üretim Teorisi, Üretim Maliyeti ve Pazar Yapılarının geliştirilmesi ve iş uygulamalarını içerir. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: İşletme ve Mikr. Ekon. Anahtar Kelimeler: Tüketici davranışları, pazar yapıları, Pazar başarısızlıkları Dersi veren Bölüm: Ekonomi	Önkoşul: Yok Kategori: Alan Ana Dersi Dersin Statüsü: Yeni	AKTS: 6 Eğitim Dili: İngilizce
13.	STAT201 İstatistik - I İstatistiğin içeriği; Tanımlayıcı ve tümevarımlı istatistik; Merkezi eğilim ölçümleri ve dağılımları; Olasılık, örnekleme, tahmin hesapları. Kredi: (3 / 0 / 1) 3 Dersin Kısa Adı: İstatistik - I Anahtar Kelimeler: Ortalama, varyans, olasılık Dersi veren Bölüm: Ekonomi	Önkoşul: Math 103 Kategori: Alan Ana Dersi	AKTS: 7 Eğitim Dili: İngilizce
14.	FINA301 İşletme Finansmanı Finansal yönetimin temel ilkeleri ve finansal yönetici temel kararlarına uygulanması. Finansman ve firma finansal yöneticisinin rolünün tanımı ve açıklanması. Paranın zaman değeri kavramlarının açıklanması: yalın ve çoğul nakit akışlarının şimdiki ve gelecek zaman değerleri. Tahvil ve hisse senetlerinin temelleri, tanımları, ve değerlendirilmesi. Temel yatırım kararları ve proje değerlendirmelerinde uygulanması. Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: İşletme Finansmanı Anahtar Kelimeler: Faiz oranları, finansal raporlar, yatırım Dersi veren Bölüm: Bankacılık ve Finans	Önkoşul: Yok Kategori: Alan Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce
15.	FINA302 Para ve Banka Paranın tanımı ve ekonomik faaliyetteki rolü, ticari ve merkez bankası kurumlarının analizi, finansal kurumlar arasında makro ilişkilerin değerlendirilmesi, istikrar politikalarının başlıca hedefleri. Kredi: (3 / 0 / 0) 3 Dersin Kısa Adı: Para ve Banka Anahtar Kelimeler: Para, risk, faiz oranları, enflasyon Dersi veren Bölüm: Bankacılık ve Finans	Önkoşul: Yok Kategori: Fakülte Ana Dersi	AKTS: 6 Eğitim Dili: İngilizce

Part IV. Consultations

Other academic units (academic owners) affected by this revision				
Approval (i.e., initials) of the listed academic unit heads which somehow are affected by the proposed changes is necessary. Please exclude area or University elective courses. Add additional rows if necessary.				
Academic Unit	Courses to be taught by this academic unit	Total Number	Total Credits	Approval

					(Date and initials)
1.					
2.					
3.					
4.					
5.					
			Total:		

Rector's Office: Vice Rector for Student Affairs					
<i>Consult and get approval for compliance of the proposed changes with the existing student recruitment policies IF THE TITLE OR DIPLOMA DEGREE OF THE PROGRAM HAS BEEN CHANGED.</i>					
Recommendations and other remarks:					
Vice Rector (Name)		Date		Signature	

Rector's Office: Budget and Planning Office					
<i>Consult and get approval for the compliance of the proposed changes with the existing budget and planning policies IF ADDITIONAL HUMAN OR PHYSICAL RESOURCES are needed.</i>					
Recommendations and other remarks:					
Name and Duty		Date		Signature	

Part IX. Approval of the Department Board

Founding Department Chair, Title and Name	Assoc.Prof. Dr. Mustafa TÜMER	Signature		Date	26.02.2015
Founding Board Meeting Date	24.02.2015	Meeting Number	79	Decision Number	79

Part X. Approval of the Faculty/School Board

Board Meeting Date		Meeting Number		Decision Number	
Dean/Director Title and Name		Signature		Date	

Part XI. Evaluation of University Curriculum Committee

Program Title:	MARKETING			Date Received:	30.04.2015
Preliminary Evaluation Date:	05.05.2015	Subcommittee Evaluation Date:	22.05.2015/29.06.2015	UCC Evaluation Date:	18.09.2015

Review item	OK	Remarks / Recommendations
<i>Submission:</i>		
<p>Format in general (completeness of the forms) (Latest version of the most proper form; No blank spaces left etc...)</p>		
<p>Deadlines (Initiation: no later than 2 semesters; Senate Approval: no later than 3 months before implementation semester)</p>		
<p>Board Approvals (Department Board, Faculty/School Board)</p>		
<p>Consultations (Other academic units affected by the changes; GE Department Head; Vice Rector for Academic Affairs if the title or diploma degree has been changed; Vice Rector for budget and financing if additional resources required)</p>		
<i>Curriculum:</i>		
<p>Compliance with the core curriculum policy (The category of courses should be specified properly; 6 SPIKE, 1 History, 1 Turkish, 2 English, 2 Critical Thinking Skills, 1 Computer Literacy, total of 8 courses from Math and social sciences (at least 3 in this category one of which is Math, the other Physical/Natural Sciences), 2-3 from Arts and Humanities, 2 or 3 from Social/Behavioral Sciences; At least 3 University Electives from these three categories containing 8 courses; More or all of these 8 courses can be left as a University elective course; at least 5 Faculty Core Courses; 12-16 Area Core Courses; at least 4 or more Area Elective Courses; A total of 20 Area Core and Area Elective courses)</p>		
<p>Coherence and relevance of justifications in general (The departments should explain, in detail, why the Department / School wants to make these changes. The explanation can include, among other things, changes in the department's focus, changes in the field, changes in quality standards, changes in expectations regarding the qualifications of graduates, or weaknesses in the old program that the new program is designed to rectify. Some historical background and a comparative analysis with the programs of some universities will be most appropriate.)</p>		
<p>Appropriateness of course coding (4 letter field code; 3 letter numeric code; no space; no sub discipline based field codes; odd third digits for fall semesters)</p>		
<p>Format and length of course titles and descriptions (60 characters; hyphenated use of roman numerals ("I", "II" etc.) in sequential courses; limited number of sequential courses; Concise and clear language; 30 character transcript title)</p>		
<p>Course contents (Max. 2000 characters; concise and clear language; no overlap with similar courses)</p>		
<p>Calculation of the credits of the individual courses and the total credit of the program (Credit = Lec + ½ (lab+tut), the digits after the decimal point of the resultant number is dropped)</p>		
<p>Consistency of the use of credits in different sections of the form</p>		

Compliance of the course credit descriptions with policies (mainly 3 credit courses; seminar and professional orientation courses are 1 credit, SPIKE is 0 credit, HIST 200 is 2 credit)		
Total credit or student work load appropriateness (Total of 40 3-4 credit courses excluding SPIKE, Turkish and History, 120-145 total credits)		
Reasonable distribution of courses among semesters (Five 3-4 credit courses per semester excluding SPIKE, Turkish and History)		
Reasonable prerequisites and co-requisites (Very limited number of courses should be assigned as "prerequisite" or "co requisite". Prerequisites should be limited to sequential courses if possible)		
Appropriateness of academic ownership of the courses (The courses should be offered by a department which hosts the field of the course. For example, Math courses by Math department)		
Justifiable minimum overlap among similar courses (A course can not be opened in the presence of an existing course with similar content. Vocational school courses are exceptional)		

Accreditation:

Compliance with the requirements of YÖK		
Compliance with the requirements of ABET or any other accreditation body if applicable		

Implementation:

Sufficiency of human resources		
Sufficiency of physical resources		
Justified budget and financing		
Proper initiation semester		
Existence of the implementation guide		

Additional Remarks:

Overall:

Recommend without reservation Recommend with minor corrections/recommendations indicated above Not recommended

Report-Decision No: 15/54-12

The Department made the relevant corrections.

Chairperson Title and Name	Prof. Dr. Osman M. KARATEPE	Date	02.10.2015	Signature	
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Part XII. Approval of Senate

Senate Meeting Date		Meeting Number		Decision Number	
Rector Title and Name		Signature		Date	

