

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Introduction to Business	BBA 101	Fall/Spring	3+0+0	3	7

Prerequisites

Language of Instruction English

Course Level Undergraduate

Course Type Compulsory

Course Coordinator Prof. Dr. H. Senem Göl Beşer

Instructors Prof. Dr. H. Senem Göl Beşer, .Assoc. Dr. Şafak Gündüz

Assistants

Goals The aim of this course is to introduce students to how a business can operate in interaction with the ever-changing business world, within the framework of the following topics: Key subjects and functions in business and management: fundamental leadership and management skills, vision and ethical standards, fundamental processes in strategic management, key rules and principles in management functions, globalization, strategic role of basic functions such as marketing, human resources, production, accounting and finance in business.

Content Exploring the business in a broad perspective, from production to sales, from accounting to human resources, from marketing to finance, from international business to management information systems; presenting the definition of the business, the differences between for-profit organizations and non-profit organizations and entrepreneurial enterprises, presenting the historical development of the business.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) To define the main issues and elements of contemporary business and business world from a holistic perspective.	1, 2, 4, 9	1, 2, 3, 12	A, B
2) To comprehend the interactions between companies-society-economy-economic system.	2, 4, 9	1, 2, 3, 12	A, B
3) To explain the importance of the international business, the reasons for the entry of new international markets and the comparison of these markets.	1, 2, 4, 9	1, 2, 3, 12	A, B
4) To criticize the barriers encountered in international trade and to recognize the importance of organizations and economic communities operating in order to reduce these barriers.	1, 2, 4, 7, 9	1, 2, 3, 12	A, B
5) To analyze the issues related with business ethics, the ethical development stages of individuals, the ethical dilemmas that may be	3, 4, 5, 6, 9, 10	1, 2, 3, 12	A, B

	encountered in the workplace, and the responsibilities of the enterprise to the stakeholders.			
6)	To understand the basic issues in the establishment and structuring of contemporary businesses, the contribution of small businesses and entrepreneurs to the economy and the role of the Internet in business.	1, 2, 4, 9	1, 2, 3, 12	A, B
7)	To understand the basic business and management issues such as management functions, the role of planning in the management hierarchy, competencies required for success in management, strategic planning process, leadership, corporate culture and organizational structure.	1, 2, 4, 9	1, 2, 3, 12	A, B
8)	To understand the role and the importance of human resources, marketing, production, quality assurance, accounting and finance functions of a business	1, 2, 4, 8, 9, 10	1, 2, 3, 12	A, B

Teaching Methods: 1: Lecture, 2: Question-Answer, 3: Discussion; 12: Case Study

Assessment Methods: A: Exam, B: Project

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction	Orientation
2	The Changing Face of Business	Related Chapters and Articles/Cases
3	Business Ethics and Social Responsibility	Related Chapters and Articles/Cases
4	Challenges Facing Contemporary Business	Related Chapters and Articles/Cases
5	Competing in World Markets	Related Chapters and Articles/Cases
6	Forms of Business Ownership and Organization	Related Chapters and Articles/Cases
7	Starting Your Own Business: The Entrepreneurship Alternative	Related Chapters and Articles/Cases
8	Management and the Internal Organization	Related Chapters and Articles/Cases
9	Leadership	Related Chapters and Articles/Cases
10	Marketing, Production	Related Chapters and Articles/Cases
11	HRM, Finance, Quality Management	Related Chapters and Articles/Cases
12	Term Project Presentations	

13	Term Project Presentations
14	Term Project Presentations

RECOMMENDED SOURCES	
Textbook	Boone, L. E., Kurtz, D. L., & Berston, S. <i>Contemporary business</i> . John Wiley & Sons.
Additional Resources	Case studies, articles and various newspaper/internet publications supporting the course

MATERIAL SHARING	
Documents	Textbook, Additional Readings, Case Studies
Assignments	Project
Exams	Midterm/s and a Final Exam

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	30
Project	1	20
Final	1	50
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.			*		
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.					*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.			*		

9	Will be able to work effectively in the team and takes initiative for the success of the team.	*
10	Will be able to manage and defend diversity.	*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Mid-term	1	20	20
Project	1	30	30
Final examination	1	35	35
Total Work Load			175
Total Work Load / 25 (h)			7
ECTS Credit of the Course			7

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Fundamentals of Management	BBA102	Fall/Spring	3+0+0	3	5

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Bachelor's Degree (First Cycle Programmes)
Course Type	Compulsory
Course Coordinator	A. Gönül Demirel
Instructors	Senem Göl, Şafak Gündüz, Deniz Palalar, Orçun Türegün
Assistants	
Goals	This course is designed to acquaint the students with the basic concepts, principles, theories, and practices of management
Content	The course is organized around three major topical areas: 1. Fundamental managerial functions such as <i>planning, organizing, directing, and controlling</i> ; 2. Critical managerial skills such as decision-making, leadership, motivation and communication and; 3. Special issues concerning ethics, social responsibility, external social, economic and technological forces which shape the theory and practice of management.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Understands basic managerial functions	1,2	1,2,3,12	A,B,C
Demonstrates managerial skills	7,9,10	1,2,3,12	A,B,C
Take decisions based on quantitative and qualitative data and communicates to other people	3,4	1,2,3,12	A,B,C
Understands the importance of ethics and social responsibility	5,6	1,2,3,12	A,B,C
Analyzes external and internal environment of organizations	7,8	1,2,3,12	A,B,C
Created linkages with different topics of the course	2	1,2,3,12	A,B,C

Teaching Methods:	1:Lecture 2:Question-Answer, 3:Discussion, 12: Case Study
--------------------------	---

Assessment Methods:	A:Exam, B:Quiz, C:Homework
----------------------------	----------------------------

COURSE CONTENT

Week	Topics	Study Materials
1	Overview of the course	Textbook +my lab application
2	Foundations of Management and Organizations	Textbook +my lab application
3	The History of Management	Textbook +my lab application
4	Social responsibility and managerial ethics	Textbook +my lab application
5	Managers as Decision makers	Textbook +my lab application
6	Foundations of Planning	Textbook +my lab application
7	Managing Strategy	Textbook +my lab application
8	Organization Structure and Design	Textbook +my lab application
9	Contemporary organizational design	Textbook +my lab application
10	Managers as Leaders	
11	Motivating Employees, understanding and managing individual behavior	Textbook +my lab application
12	Human Resource Management	Textbook +my lab application
13	Communication	Textbook +my lab application
14	Foundations of Control	Textbook +my lab application

RECOMMENDED SOURCES

Textbook	Robbins and M. Coulter. Management. Pearson, Prentice-Hall, 15 th ed.
Additional Resources	Pearson My Lab Application, supplementary cases, articles, internet sources

MATERIAL SHARING

Documents	Cases related with topics, material on My Lab application
Assignments	Homework assigned on each topic discussed
Exams	Midterm, quiz, final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	35
Quiz	2	10
In class study	varies	10
Total		55
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		45
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		55
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.					*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)

Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Quizzes	2	5	10
Mid-term	1	10	10
Final examination	1	15	15
Total Work Load			125
Total Work Load / 25 (h)			5
ECTS Credit of the Course			5

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Organization Theory and Design	BBA 201	Fall	3+0+0	3	6
Prerequisites	BBA 102				
Language of Instruction	English				
Course Level	Bachelor's Degree (First Cycle Programmes)				
Course Type	Compulsory				
Course Coordinator	Orçun Türegün				
Instructors	Orçun Türegün, Ayşe Gönül Demirel				
Assistants					
Goals	To provide the students with the necessary knowledge, skills and abilities to understand organizations, organizational structures and processes.				
Content	To understand the basic information about organizations, organizational structures and processes, to underline the fundamentals of organizational structure, determinants of effective organizational design and structural designs that managers can implement the conditions in this design				

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1. To provide the students with a basic knowledge of organizational theories, organizational structures and organizational processes.	2,3	1,2,3,4	A, B, C
2. To enable students to acquire knowledge and develop skills on the basic elements of organizational structures, conditions of effective organization, structural design options and requirements.	2,3	1,2,3,4	A, B, C
3. To help the students to get to know and analyze the factors such as size, technology, environment, goals, strategies and culture which affect the various dimensions of the organizational structure and the structural features of the organization and to gain knowledge and skills about how to use them as future managers.	2,3	1,2,3,4	A, B, C

--	--

Teaching Methods:	1:Lecture, 2:Question-Answer, 3:Discussion, 4: Case Study
Assessment Methods:	A: Exam, B:Presentation, C: Homework A: Exam, B:Presentation, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction	
2	What are Organizations and their Characteristics	Chapter 1
3	Perspectives on Organizations, from closed to open systems	Chapter 2
4	Strategy, Organizational Design, and Organizational Effectiveness	Chapter 3
5	Fundamentals of Organization Structure	Chapter 4
6	External Environment	Chapter 5
7	External Environment (cont.)	Chapter 5
8	Interorganizational Relationships	Chapter 6
9	Designing Organizations for International Environment	Chapter 7
10	Organization Size, Life Cycles and Decline	Chapter 10
11	Decision Making Process	Chapter 13
12	Organizational culture and ethical values	Chapter 11
13	Innovation and change	Chapter 12
14	Review	

RECOMMENDED SOURCES	
Textbook	“Organization Theory and Design. An International Perspective”, Richard L. Daft, Jonathon Murphy, Hugh Willmott, South - Western
Additional Resources	Cases Related with topics, Articles

MATERIAL SHARING

Documents	Cases Related with topics, Articles
Assignments	Students projects about selected contemporary topics
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	25
Term Project	1	25
Final	1	50
Total		100

COURSE CATEGORY	Expertise/Field Courses
------------------------	-------------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.			*		
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*

10	Will be able to manage and defend diversity.		*		
----	--	--	---	--	--

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Mid-terms	1	10	10
Term Project	1	15	15
Final examination	1	20	20
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Organizational Behavior	BBA202	Spring	3+0+0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Bachelor's Degree (First Cycle Programmes)
Course Type	Compulsory
Course Coordinator	Deniz Palalar Alkan
Instructors	Deniz Palalar Alkan; Şafak Gündüz
Assistants	N/A
Goals	This course provides a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life.
Content	This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to: 1. Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories; 2. Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations; 3. Understand the organizational system, including organizational structures, culture, human resources, and change.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Understands basic managerial functions	1,2,7,8	1,2,3,12	A,B,C
Demonstrates managerial skills	3,11, 12, 13,14	1,2,3,12	A,B,C
Take decisions based on quantitative and qualitative data and communicates to other people	1,9	1,2,3,12	A,B,C
Understands the importance of ethics and workforce diversity	1,2,6	1,2,3,12	A,B,C
Apply theories and concepts of motivation to develop strategies for improving work performance and organizational effectiveness	7,8,9	1,2,3,12	A,B,C
Apply theories and concepts from the behavioral sciences to develop strategies for effective teamwork	10,11,12,13,14	1,2,3,12	A,B,C

Teaching Methods:	1:Lecture 2:Question-Answer, 3:Discussion, 12: Case Study
Assessment Methods:	A:Exam

COURSE CONTENT		
Week	Topics	Study Materials
1	Overview of the course	Textbook +my lab application
2	Diversity in Organizations	Textbook +my lab application
3	Attitudes and Job Satisfaction	Textbook +my lab application
4	Emotions and Moods	Textbook +my lab application
5	Perception and Individual Decision Making	Textbook +my lab application
6	Personality and Values	Textbook +my lab application
7	Motivation Concepts- Early Theories	Textbook +my lab application
8	Motivation Concepts- Contemporary Theories	Textbook +my lab application
9	Motivation Concepts- From Concepts to Application	Textbook +my lab application
10	Foundations of Group Behavior and Understanding Work Teams	Textbook +my lab application
11	Communication	Textbook +my lab application
12	Leadership	Textbook +my lab application
13	Power and Politics	Textbook +my lab application
14	Conflict and Negotiation	Textbook +my lab application

RECOMMENDED SOURCES	
Textbook	S.P. Robbins, S. P., & Judge, T. P. (Global Edition). Upper Saddle River, NJ: Pearson Publishing
Additional Resources	Pearson My Lab Application, supplementary cases, articles, internet sources

MATERIAL SHARING	
Documents	Cases related with topics, material on My Lab application
Assignments	Homework assigned on each topic discussed

Exams	Midterm, quiz, final
--------------	----------------------

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	40
Total		40
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE	1	40
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.				*	
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.				*	
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.				*	
9	Will be able to work effectively in the team and takes initiative for the success of the team.				*	
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Mid-term	1	15	15

Final examination	1	30	30
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Principles of Entrepreneurship	BBA 204	Spring	3+0+0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Bachelor's Degree (First Cycle Programmes)
Course Type	Core
Course Coordinator	Asst. Prof. Dr. Orçun Türegün
Instructors	Asst. Prof. Dr. Orçun Türegün, Assoc. Prof. Dr. Şafak Gündüz
Assistants	
Goals	The goal is to provide a solid background with practical application of important concepts applicable to entrepreneurial environment. Entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship.
Content	This class addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business. The course relies on classroom discussion, participation, guest speakers, case analysis, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a business. Students will need to draw upon their business education and experience, and apply it to the task of launching a new venture.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Develop an awareness of the complexity of entrepreneurship, with issues and problems related to it	1, 2, 3	1, 2, 3	A, B, C
Understand the role of entrepreneurs in developing a business opportunity	1, 2, 3	1, 2, 3	A, B, C
Communicate the inter-connection between the major functional areas of business toward building a company.	1, 2, 3	1, 2, 3	A, B, C
Describe a business model	1, 2, 3, 5	1, 2, 3	A, B, C
Work effectively in a team setting.	1, 2, 3	1, 2, 3,4	A, B, C
Learn the process of preparing business plans.	1, 2, 3, 8, 10	1, 2, 3,4	A, B, C
Utilize modern technological tools and resources to access, analyze, and present data in a way that is meaningful and impactful to the audience.	1, 2, 3, 7	1, 2, 3,4	A, B, C

Teaching Methods:	1. Lecture Method 2. Question/Answer Method 3. Discussion Method 4. Case Study Method 5. Workshop 6. Problem Solving Method
Assessment Methods:	A: Exam, B:Presentation, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Course Overview & Introduction	
2	Introduction to Entrepreneurship	Book Chapter 1
3	Developing Successful Business Ideas :Recognizing Opportunities and Generating Ideas	Book Chapter 2
4	Feasibility Analysis	Book Chapter 3
5	Developing an Effective Business Model;	Book Chapter 4
6	Industry and Competitor Analysis	Book Chapter 5
7	Writing a Business Plan	Book Chapter 6
8	Assessing a New Ventures Financial Strenght and Viability	Book Chapter 8
9	Financing and Funding the Business	Book Chapter 10
10	Unique Marketing Issues	Book Chapter 11
11	Strategies for Firm Growth	Book Chapter 14
12	Business Idea Presentations	
13	Business Idea Presentations	
14	Business Idea Presentations	

RECOMMENDED SOURCES	
Textbook	Bruce R. Barringer and Duane Ireland, Updated 6th Edition, 2021, Entrepreneurship: Successfully Launching New Ventures. Global Edition. Pearson
Additional Resources	Will be provided during class

MATERIAL SHARING	
Documents	Will be provided during class
Assignments	To be announced in the class
Exams	in-class written midterm and final exams

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Business Idea Presentation	1	50
Term Project Report	1	50
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM							
	No	Program Learning Outcomes	Contribution				
			1	2	3	4	5
1		Will be able to describe all the concepts related to business functions.			*		
2		Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3		Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4		Will be able to use various communication channels effectively in business life.					*
5		Will be able to demonstrate ethical values.					*
6		Will be able to demonstrate an understanding of social responsibility and active citizenship.			*		
7		Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8		Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9		Will be able to work effectively in the team and takes initiative for the success of the team.					*
10		Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45

Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Terms Assignments	1	30	30
Final examination	1	30	30
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Human Resource Management	BBA 206	Fall	3+0+0	3	4

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Undergraduate
Course Type	Compulsory
Course Coordinator	Assoc. Prof. Şafak Gündüz
Instructors	Assoc. Prof. Şafak Gündüz Prof. Dr. Gönül Demirel
Assistants	
Goals	The aim of this course is to draw students an outline about human resources to make them understand how important the human resources function is in modern organisations.
Content	Discovering the role of human resources professionals as a strategic partner in the management of today's businesses, including issues such as recruitment, placement, development, evaluation, salary accounting, employee relations, the impact of the legal and global environment, labour diversity, sexual harassment

Course Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1. Explains the concept of human resources from a strategic perspective	1, 2, 3	1, 2, 3	A, B
2. Describes the field of human resource management and understand its relevance to managers and employees in organizations.	1, 2, 3	1, 2, 3	A, B
3. Explains the importance of human resources.	1, 2, 3	1, 2, 3	A, B
4. Analyses business challenges, ethical issues and developments involving human resource systems.	1, 2, 3, 5	1, 2, 3	A, B
5. Critically assesses human resource policies and practices.	1, 2, 3	1, 2, 3	A, B
6. Describes sound practice in the areas of recruitment, selection, training, performance appraisal, remuneration, retention, job security and diversity management.	1, 2, 3, 8, 10	1, 2, 3	A, B
7. Applies relevant theories to the management of people in organizations.	1, 2, 3, 7	1, 2, 3	A, B

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 4: Presentation, 5: Case Study
--------------------------	---

Assessment Methods:	A: Exam, B: Presentation
----------------------------	--------------------------

COURSE CONTENT		
Week	Topics	Study Materials
1	Basic Human Resources Concept	
2	Strategic Human Resources Management	
3	Business Analysis and Design	
4	Human Resources Planning	
5	Collecting and Selecting Applications	
6	Training and Development	
7	Interview Techniques	
8	Career Planning	
9	Business Valuation	
10	Performance Evaluation	
11	Salary Management	
12	Determination of Additional Payments	
13	International Human Resources Management	
14	Review	

RECOMMENDED SOURCES	
Textbook	Human Resources Management, Dessler Ed.13
Additional Resources	

MATERIAL SHARING	
Documents	Presentations of the course instructor
Assignments	
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-term	1	25
Presentation	1	25

Final	1	50
Total		100

COURSE CATEGORY	Expertise/Field Courses
------------------------	-------------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.			*		
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.	*				
4	Will be able to use various communication channels effectively in business life.		*			
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.				*	
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.			*		
9	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.				*	
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	1	15
Mid-term	1	10	10
Presentation	1	10	10
Final examination	1	20	20
Total Work Load			100
Total Work Load / 25 (h)			4
ECTS Credit of the Course			4

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Corporate Social Responsibility	BBA 210	FALL/SPRING	3+0+0	3	6

Prerequisites	None
----------------------	------

Language of Instruction	English
Course Level	Undergraduate
Course Type	Core
Course Coordinator	Prof. Dr. Can Tansel Kaya
Instructors	Prof. Dr. Can Tansel Kaya
Assistants	None
Goals	The objective of the course is to give to students a basic understanding of philosophy and to integrate it with CSR and business ethics.
Content	Selected philosophical topics and business ethics cases.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Introduction to Philosophical Topics	1,2,3,5	1,2,3	1,2
2) Execution of the Philosophical Topics	1,2,3,5	1,2,3	1,2
3) Pursuing a Real-time CSR Project	1,2,3,5	1,2,3	1,2

Teaching Methods:	1:lecture 2:case studies 3:problem solving
Assessment Methods:	1:exams 2:classwork / quiz

COURSE CONTENT

Week	Topics	Study Materials
1	Selected Topics	Textbook and problems assigned
2	Selected Topics	//
3	Selected Topics	//
4	Selected Topics	//
5	Selected Topics	//
6	Selected Topics	//
7	Presentation of the Selected Topics	//
8	Presentation of the Selected Topics	//
9	Presentation of the Selected Topics	//
10	Presentation of the CSR Projects	//
11	Presentation of the CSR Projects	//
12	Presentation of the CSR Projects	//
13	Presentation of the CSR Projects	//
14	Presentation of the CSR Projects	//

RECOMMENDED SOURCES

Textbook

Class Notes

MATERIAL SHARING	
Documents	Problems / Examples shared
Assignments	Problems
Exams	Classwork / Quizzes / Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Project I	1	45
Project II	1	55
Total		100
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		55
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		45
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Project I	1	25	25
Project I	1	25	25
Total Work Load			140
Total Work Load / 25 (h)			5,6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Principles of Financial Accounting	BBA 244	FALL/S PRING	3+0+0	3	5

Prerequisites	none
----------------------	------

Language of Instruction	English
Course Level	Undergraduate
Course Type	Core
Course Coordinator	Tuba Şavlı
Instructors	Tuba Şavlı, Can Tansel Kaya, Begüm Tanyer, Çağla Demir Pali, Engin Yarbaşı, Engin Ergüden, Çağatay Akarçay
Assistants	Beyza Bayraktar
Goals	The objective of the course is to give to students a basic understanding of the accounting cycle.
Content	Explanation of accounting concepts, accounting equation, bookkeeping, preparing journal entries and adjusting entries, preparing trial balance and basic financial statements, namely, balance sheet and income statement for service companies and merchandising companies.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Bookkeeping	1,2,3,5	1,2,3	1,2
2) Preparation of financial statements	1,2,3,5	1,2,3	1,2
3) Accounting for service and merchandising companies	1,2,3,5	1,2,3	1,2

Teaching Methods:	1:lecture 2:case studies 3:problem solving
Assessment Methods:	1:exams 2:classwork / quiz

COURSE CONTENT		
Week	Topics	Study Materials
	1 Accounting Concept and Principles	Textbook and problems assigned
	2 Fundamental Accounting Equation	//
	3 Fundamental Accounting Equation	//
	4 Measuring Business Transactions	//
	5 Measuring Business Transactions	//
	6 Measuring Business Transactions	//
	7 Measuring Business Income / Adjusting Entries	//
	8 Measuring Business Income / Adjusting Entries	//
	9 Measuring Business Income / Adjusting Entries	//
	10 Completing the Accounting Cycle	//
	11 Merchandising Operations	//
	12 Merchandising Operations	//
	13 Merchandising Operations	//
	14 Review	

RECOMMENDED SOURCES	
Textbook	<p>B. Needles, H. Anderson, M. Powers, S. Mills <u>PRINCIPLES OF ACCOUNTING</u></p> <p>Wild, Shaw & Chiappetta <u>PRINCIPLES OF ACCOUNTING</u></p> <p>Williams, Haka, Bettner & Carcello <u>FINANCIAL ACCOUNTING</u></p> <p>Weygandt, Kimmel & Kieso <u>FINANCIAL ACCOUNTING</u></p>
Additional Resources	Any other book titled “Financial Accounting” or “Principles / Fundamentals of Accounting”

MATERIAL SHARING	
Documents	Problems / Examples shared
Assignments	Problems
Exams	Classwork / Quizzes / Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	30
Quizzes	2	20
	Total	50
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
	Total	100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	2	30
Mid-terms (including quizzes)	3	10	30
Final examination	1	20	20
Total Work Load			125
Total Work Load / 25 (h)			5
ECTS Credit of the Course			5

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Financial Accounting	BBA 245	FALL/S PRING	3+0+0	3	5

Prerequisites	BBA 244
----------------------	---------

Language of Instruction	English
Course Level	Undergraduate
Course Type	Core
Course Coordinator	Tuba Şavlı
Instructors	Tuba Şavlı, Can Tansel Kaya, Begüm Tanyer, Çağla Demir Pali Engin Yarbaşı, Engin Ergüden, Çağatay Akarçay
Assistants	Beyza Bayraktar
Goals	The aim of the course is to give the students ability to understand and interpret financial statements.
Content	Balance Sheet, Income Statement, Statement of Shareholders' Equity, Statement of Cash Flows, Financial statement analysis

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1. Preparation of financial statements.	1,2,3,5	1,2,3	1,2
2. Measurement of certain financial statement items.	1,2,3,5	1,2,3	1,2
3. Financial statement analysis.	1,2,3,5	1,2,3	1,2

Teaching Methods:	1:lecture 2:case studies 3:problem solving
Assessment Methods:	1:exams 2:classwork / quiz

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction to Financial Accounting	Textbook and problems assigned
2	Overview of Financial Statements: Balance Sheet & Income Statement	//
3	Financial Assets	//
4	Accounts Receivable	//
5	Inventories	//
6	Property, Plant and Equipment & Intangible Assets	//
7	Liabilities	//
8	Other Assets and Liabilities and Income Statement Items	//
9	Statement of Shareholders' Equity	//
10	Statement of Cash Flows	//
11	Statement of Cash Flows	//
12	Financial Statement Analysis	//
13	Financial Statement Analysis	//
14	Review	

RECOMMENDED SOURCES	
Textbook	<p>B. Needles, H. Anderson, M. Powers, S. Mills <u>PRINCIPLES OF ACCOUNTING</u></p> <p>Wild, Shaw & Chiappetta <u>PRINCIPLES OF ACCOUNTING</u></p> <p>Williams, Haka, Bettner & Carcello <u>FINANCIAL ACCOUNTING</u></p> <p>Weygandt, Kimmel & Kieso <u>FINANCIAL ACCOUNTING</u></p>
Additional Resources	Any other book titled "Financial Accounting" or "Principles / Fundamentals of Accounting"

MATERIAL SHARING	
Documents	Problems / Examples shared
Assignments	Problems
Exams	Classwork / Quizzes / Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	30
Quizzes	2	20
	Total	50
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
	Total	100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	2	30
Mid-terms (including quizzes)	3	10	30
Final examination	1	25	25
Total Work Load			130
Total Work Load / 25 (h)			5,2
ECTS Credit of the Course			5

COURSE INFORMATION					
Course Title	<i>Code</i>	<i>Semester</i>	<i>T+P+L Hour</i>	<i>Credits</i>	<i>ECTS</i>
Marketing Principles	BBA 261	Fall/Spring	3+0+0	3	6

Prerequisites

Language of Instruction	English
Course Level	Undergraduate
Course Type	Compulsory
Course Coordinator	Assistant Prof. Özge Kirezli
Instructors	Prof. Dr. Tülin Ural Assoc. Prof. Yusuf Can Erdem Assoc. Prof. Aslı Tolunay Asst. Prof. Özge Kirezli
Assistants	-

Goals	The aim of this course is to teach the basic concepts and theories related to marketing and to explain the marketing world and the theories which the marketing strategies are based on.
Content	The content of the course covers the basic topics for a marketing plan. At the end of this course, students will be aware of the basic concepts and issues in marketing; appreciate the necessity of contemporary marketing; understand the main responsibilities, capabilities and skills of marketing managers; comprehend the strategic nature of marketing as of segmentation, targeting and positioning; realize modern consumer behavior as of process and different factors affecting them; and emphasize the ethical and social responsibilities of marketing management in organizations and society.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1. Define the basic marketing concepts and principles	1,2,3,6,7,8	1,2,3,4	1,3
2. Analyze the main dynamics of consumer and industrial markets	1,2,3,6,10	1,2,3,4	1,3
3. Recognize marketing information systems and marketing research applications.	1,2,3,6,7,8	1,2,3,4	1,3
4. Understand the strategic marketing process; segmentation, targeting and positioning	1,2,3,6,7,8	1,2,3,4	1,3

Teaching Methods:	1. Lecture/Method 2. Question/Answer Method 3. Discussion Method 4. Case Study Method 5. Workshop 6. Problem Solving Method
Assessment Methods:	A: Exam, B: Presentation, C: Homework

COURSE CONTENT

Week	Topics	Study Materials
1	INTRODUCTION & SETUP FOR THE SEMESTER – DEFINING MARKETING FOR THE NEW REALITIES	Chapter 1
2	DEFINING MARKETING FOR THE NEW REALITIES - cont.	Chapter 1 + Extra Reading Materials
3	MARKETING PLANNING AND MANAGEMENT	Chapter 2 + Extra Reading Materials
4	ANALYZING CONSUMER MARKETS	Chapter 3 + Extra Reading Materials
5	ANALYZING BUSINESS MARKETS	Chapter 4 + Extra Reading Materials
6	CONDUCTING MARKETING RESEARCH	Chapter 5 + Extra Reading Materials
7	CONDUCTING MARKETING RESEARCH	Chapter 5 + Extra Reading Materials
8	CONDUCTING MARKETING RESEARCH (Cont.)	Chapter 5 + Extra Reading Materials
9	IDENTIFYING MARKET SEGMENTS AND TARGET CUSTOMERS	Chapter 6 + Extra Reading Materials
10	IDENTIFYING MARKET SEGMENTS AND TARGET CUSTOMERS–cont. + CASE STUDY	Chapter 6 + Extra Reading Materials
11	CRAFTING A CUSTOMER VALUE PROPOSITION AND POSITIONING	Chapter 7 + Extra Reading Materials
12	CRAFTING A CUSTOMER VALUE PROPOSITION AND POSITIONING	Chapter 7 + Extra Reading Materials
13	STP CASE ANALYSES	Case + Extra Reading Materials
14	SOCIALLY RESPONSIBLE MARKETING	Chapter 21 + Extra Reading Materials

RECOMMENDED SOURCES

Textbook	Marketing Management, Philip Kotler and Kevin Lane Keller, Alexander Chernev, Pearson, Global 16. Ed., ISBN: 978-1292092621
Additional Resources	HBR Articles

MATERIAL SHARING	
Documents	Via Yulearn
Assignments	Via Yulearn
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm exam	1	35
In-class Assignments	3	15
Final exam	1	50
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
	Total	100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.		*			
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.			*		
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Mid-term	1	15	15

In-class Assignments	3	4	12
Final examination	1	30	30
Total Work Load			147
Total Work Load / 25 (h)			5,88
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Leadership	BBA 303	Fall	3+0+0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Bachelor's Degree (First Cycle Programmes)
Course Type	Elective
Course Coordinator	Assoc. Prof. Dr. Deniz Palalar Alkan
Instructors	Assoc. Prof. Dr. Deniz Palalar Alkan, Assoc. Prof. Dr. Şafak Gündüz
Assistants	N/A
Goals	This course objective is to explaining the leader and leadership concepts, the main differences between leaders and managers, features of leaders, leaders' power sources, fundamental leadership theories, leaders' personalities.
Content	The content of this course is to develop a leader that fits and handle the ever changing economy and challenge the sever competition in such a complex, dynamic market place. Coping with the newly emerged problems in such a competitive environment requires novel solutions and new types of leaders. However, explosions of technological innovation, rapid change of the demographic factors and rising life expectancy is causing more uncertainty for leaders as well as managers. Hence, the purpose of this course is to prepare the students as a new type of leader of future, to challenge the above said complexities and problems of the global market place.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Understands basic managerial functions	1,2	1,2,3,12	A,B,C
Demonstrates managerial skills	3,4,5,6,7	1,2,3,12	A,B,C
Take decisions based on quantitative and qualitative data and communicates to other people	9,10	1,2,3,12	A,B,C
Understands the importance of ethics and workforce diversity	11,12	1,2,3,12	A,B,C
Analyzes external and internal environment of organizations	13,14	1,2,3,12	A,B,C
Analyzes leadership situations from varying points of view in order to systematically evaluate ideas and arguments	9,11,13	1,2,3,12	A,B,C

Teaching Methods:	1:Lecture 2:Question-Answer, 3:Discussion, 12: Case Study
Assessment Methods:	A:Exam, B:Quiz, C:Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Overview of the course	Textbook
2	Introduction to Leadership	Textbook
3	Traits, Behaviors and Relationship Leadership Theories-1	Textbook
4	Traits, Behaviors and Relationship Leadership Theories-2	Textbook
5	Contingency Approaches to Leadership- Transformational Approach	Textbook
6	Contingency Approaches to Leadership- Transactional Approach and Full Range of Leadership Model	Textbook
7	Modern Leadership Theories	Textbook
8	Motivation and Empowerment	Textbook
9	Leading Teams	Textbook
10	Leadership Power and Influence	Textbook and HBSP Case
11	Developing Leadership Diversity	Textbook
12	Shaping Culture and Values	Textbook and HBSP Case
13	Leading Change	Textbook
14	Creating Vision and Strategic Direction	Textbook

RECOMMENDED SOURCES	
Textbook	Richard L. Daft, Patricia G. Lane. The Leadership Experience(2018). Cengage Learning, Boston, MA, USA.
Additional Resources	Supplementary cases (Harvard Business School Publishing), articles, internet sources

MATERIAL SHARING	
Documents	Articles and relevant reading materials related to topics
Assignments	Case Analyses assigned per semester
Exams	Midterm, final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE

Midterm	1	30
Case	2	20
Participation	1	10
Final	1	40
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		30
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		70
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.					*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Case Analysis	2	10	20
Mid-term	1	10	10

Final examination	1	15	15
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Managerial Accounting	BBA 341	FALL/SPRING	3+0+0	3	7

Prerequisites

Language of Instruction	English
Course Level	Undergraduate
Course Type	Core
Course Coordinator	Can Tansel Kaya
Instructors	Tuba Şavlı, Can Tansel Kaya, Begüm Tanyer, Çağla Demir Pali, Engin Yarbaşı, Engin Ergüden, Çağatay Akarçay
Assistants	
Goals	The objective of the course is to give to students an understanding of managerial accounting.
Content	Cost, CVP, Master Budget, Variance Analysis, Performance Evaluation in Decentralized Organizations, Make or Buy

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Cost-Volume-Profit	1,2,3,5	1,2,3	1,2
2) Budgeting	1,2,3,5	1,2,3	1,2
3) Other Topics	1,2,3,5	1,2,3	1,2

Teaching Methods:	1:lecture 2:case studies 3:problem solving
Assessment Methods:	1:exams 2:classwork / quiz

COURSE CONTENT		
Week	Topics	Study Materials
1	Cost Concepts	Textbook and problems assigned
2	CVP	//
3	CVP	//
4	Master Budget	//
5	Master Budget	//
6	Variance Analysis	//
7	Flexible Budgets	//
8	Performance Evaluation in Decentralized Organizations	//
9	Performance Evaluation in Decentralized Organizations	//
10	Flexible Budgets	//
11	Flexible Budgets	//
12	Segment Reporting	//
13	Segment Reporting	//
14	Review	

RECOMMENDED SOURCES	
Textbook	Managerial Accounting - Garrison

MATERIAL SHARING	
Documents	Problems / Examples shared
Assignments	Problems
Exams	Classwork / Quizzes / Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	30
Quizzes and Project	3	30
Total		60
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Mid-terms (including quizzes and project)	4	15	60
Final examination	1	25	25
Total Work Load			175
Total Work Load / 25 (h)			7
ECTS Credit of the Course			7

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Auditing	BBA 344	FALL/S PRING	3+0+0	3	6

Prerequisites	none
----------------------	------

Language of Instruction	English
Course Level	Undergraduate
Course Type	Elective
Course Coordinator	Tuba Şavlı
Instructors	Tuba Şavlı
Assistants	Beyza Bayraktar
Goals	The aim of this course is to teach how to audit the financial statements of the company according to generally accepted auditing standards. To convey the current developments in audit issues.
Content	Introduction to audit and basic audit concept, audit standards-ISA, audit cycle and planning, internal control, audit evidence and audit techniques, preliminary reports, audit reports, audit of financial statement accounts.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Understand risk-based audit concept	1,2,3,5	1,2,3,4	1,2
2) Understand the audit process in accordance with international standards	1,2,3,5	1,2,3,4	1,2
3) Comprehend audit techniques	1,2,3,5	1,2,3,4	1,2
4) Learn how to read an auditor's report	1,2,3,5	1,2,3,4	1,2

Teaching Methods:	1. Lecture 2. Question/Answer 3. Discussion Method 4. Case Study
Assessment Methods:	1:exams 2:homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction Definition and Purpose of Auditing	Textbook & Auditing Standards
2	Quality Standards & Code of Ethics Objective of the Auditor	//
3	Audit Risk Management Assertions and Audit Techniques	//
4	Overview of Audit Process	//
5	Client Acceptance and Continuance	//
6	Understand the Business and Audit Planning	//
7	Internal Control Environment	//
8	IT Environment and IT Controls	//
9	Risk of Financial Statement Fraud	//
10	Test of Controls	//
11	Substantive Procedures	//
12	Wrap-up Procedures	//
13	Auditor's Report	//
14	Review	

RECOMMENDED SOURCES	
Textbook	Auditing and Assurance Services, Alvin Arens
Additional Resources	Denetim Rehberi, Tuba Şavlı, Huz Akademi, 2019 International Standards on Auditing, IFAC, www.ifac.org Türkiye Denetim Standartları, KGK, www.kgk.gov.tr

MATERIAL SHARING	
Documents	Lecture Notes
Assignments	Presentations by Guest Speakers
Exams	Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Homework	6	60
Total		60
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Homework	6	6	36
Final examination	1	25	25
Total Work Load			151
Total Work Load / 25 (h)			6,04
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Cost Accounting	BBA 345	FALL/SPRING	3+0+0	3	7

Prerequisites	Financial Accounting
----------------------	----------------------

Language of Instruction	English
Course Level	Undergraduate
Course Type	Core
Course Coordinator	Can Tansel Kaya
Instructors	Tuba Şavlı, Can Tansel Kaya, Begüm Tanyer, Çağla Demir Pali, Engin Yarbaşı, Engin Ergüden, Çağatay Akarçay
Assistants	
Goals	The objective of the course is to give to students an understanding of cost accounting.
Content	Cost, CVP, Full Costing, Variable Costing, Different Types of Costing – Job-Order Costing, Process Costing

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Cost-Volume-Profit	1,2,3,5	1,2,3	1,2
2) Budgeting	1,2,3,5	1,2,3	1,2
3) Other Topics	1,2,3,5	1,2,3	1,2

Teaching Methods: 1:lecture 2:case studies 3:problem solving

Assessment

Methods:

1:exams 2:classwork / quiz

COURSE CONTENT

Week	Topics	Study Materials
1	Cost Concepts	Textbook and problems assigned
2	Cost Concepts	//
3	Full Costing	//
4	Full Costing	//
5	Variable Costing	//
6	Variable Costing	//
7	Variable Costing	//
8	Job-Order Costing	//
9	Job-Order Costing	//
10	Job-Order Costing	//
11	Process Costing	//
12	Process Costing	//
13	Process Costing	//
14	Review	

RECOMMENDED SOURCES**Textbook**

Managerial Accounting - Garrison

MATERIAL SHARING	
Documents	Problems / Examples shared
Assignments	Problems
Exams	Classwork / Quizzes / Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	30
Quizzes and Project	3	30
Total		60
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Mid-terms (including quizzes and project)	4	15	60
Final examination	1	25	25
Total Work Load			175
Total Work Load / 25 (h)			7
ECTS Credit of the Course			7

COURSE INFORMATION					
Course Title	<i>Code</i>	<i>Semester</i>	<i>T+P+L Hour</i>	<i>Credits</i>	<i>ECTS</i>
Marketing Research	BBA 361	Spring	3+0+0	6	3

Prerequisites

Language of Instruction	English
Course Level	Undergraduate
Course Type	Area Elective
Course Coordinator	Asst. Prof. Özge Kirezli
Instructors	Assoc. Prof. Yusuf Can Erdem Asst. Prof. Özge Kirezli
Assistants	-

Goals	The aim of this course is to increase the ability to ask the right questions in marketing studies, to reach the right results by following the right methods, to plan qualitative or quantitative research, to prepare the questionnaires, to encode, analyze and report the data.
Content	The place and importance of market research in marketing management and brand management, the process from identifying research problems to data collection and evaluation, qualitative and quantitative data collection techniques, consumer insight determination, evaluation of information gathered in brand management and conversion into strategy.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Define what marketing research is, what kind of information it can provide and how it is used in marketing management.	1,2,3,5,7	1,2,3,4	A,B,C,D
2) Will be able to define various research methods and interpret their strengths and weaknesses.	1,2,3,5,7	1,2,3,4	A,B,D
3) Will be able to decide which marketing research method will be appropriate for different marketing problems.	1,2,3,5,7	1,2,3,4	A,B,C,D
4) Will be able to define basic measurement techniques and data collection methods.	1,2,3,5,6,7,9	1,2,3,4	A,B,C,D
5) Will be able to design and implement a real world marketing research project.	2,3,4,5,6,7,8,9,10	1,2,3,4	A,B,C,D

Teaching Methods:	1. Lecture 2. Question/Answer 3. Discussion Method 4. Case Study 5. Workshop 6. Problem Solving Method
Assessment Methods:	A: Exam , B: Homework, C:Presentations, D: Project

COURSE CONTENT

Week	Topics	Study Materials
1	Introduction + Syllabus	
2	Defining the Marketing Research Problem and Developing an Approach	Book Chapter, Course Notes, Extra Readings
3	Research Design	Book Chapter, Course Notes, Extra Readings
4	Exploratory Research Design: Secondary, Syndicated Data and Qualitative Data	Book Chapter, Course Notes, Extra Readings
5	Descriptive Research Design: Survey and Observation	Book Chapter, Course Notes, Extra Readings
6	Causal Research Design: Experimentation	Book Chapter, Course Notes, Extra Readings
7	Causal Research Design: Experimentation (Continue)	Book Chapter, Course Notes, Extra Readings
8	Measurement and Scaling: Fundamentals and Comparative Scaling & Non-comparative Scaling Techniques	Book Chapter, Course Notes, Extra Readings
9	Questionnaire and Form Design	Book Chapter, Course Notes, Extra Readings
10	Questionnaire and Form Design -cont.	Book Chapter, Course Notes, Extra Readings
11	Sampling: Design and Procedures	Book Chapter, Course Notes, Extra Readings
12	Data Preparation, Introduction to Excel Solver / SPSS Frequency Distribution, Cross-Tabulation, and Hypothesis Testing	Book Chapter, Course Notes, Extra Readings

13	ANOVA, T-test & Regression & Correlation Analysis	Book Chapter, Course Notes, Extra Readings
14	PROJECT PRESENTATIONS	

RECOMMENDED SOURCES	
Textbook	Marketing Research: An Applied Orientation, Naresh K. Malhotra, 5th ed., Upper Saddle River, NJ: Pearson Prentice Hall, Copyright 2007, ISBN 0-13-227946-0, ISBN 0-13-222117-9.
Additional Resources	<p>Marketing Research Essentials, 7th Edition. Carl McDaniel, Jr., Roger Gates, ISBN 978-1-119-23945-1</p> <p>Pazarlama Araştırmaları, Prof. Dr. Ercan Gegez, 7. Baskı, Beta Yayınevi 2021, ISBN 9786052423394</p> <p>Pazarlama ve Pazar Araştırmaları, Prof. Dr. Bahtışen Kavak, 2. Baskı, Detay Yayınevi, ISBN 978-6055216405</p>

MATERIAL SHARING	
Documents	Via Yulearn
Assignments	Via Yulearn
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
In-class Assignments	3	15
Project & Presentation	1	35
Final Exam	1	50

Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE	50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE	50
Total	100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.					*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.				*	
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*

10 Will be able to manage and defend diversity.

*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Project & Presentation	1	15	15
Final examination	1	27	27
Total Work Load			147
Total Work Load / 25 (h)			5,88
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	<i>Code</i>	<i>Semester</i>	<i>T+P+L Hour</i>	<i>Credits</i>	<i>ECTS</i>
Consumer Behavior	BBA 362	Fall	3+0+0	6	3

Prerequisites

Language of Instruction	English
Course Level	Undergraduate
Course Type	Area Elective

Course Coordinator	Asst. Prof. Özge Kirezli
Instructors	Prof. Yusuf Can Erdem Asst. Prof. Özge Kirezli
Assistants	-
Goals	This course aims to provide students a comprehensive view on final consumers. It teaches to look deeper into consumers' world by focusing on the psychological, sociological and cultural aspects of consumption and consumer decision making process.
Content	<p>The students who succeeded in this course are expected to:</p> <ul style="list-style-type: none"> ● Describe the perception, learning and motivation processes of consumption. ● Explain the relationship between identity and consumption. ● Explain the factors affecting consumers' attitudes. ● Discuss the decision-making process of consumers and the different stages of the consumption process. ● Describe the effects of social class, subculture and culture on consumers. ● Discuss how different marketing strategies affect consumer behavior.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Define what consumer behavior is, how important it is in understanding consumer decision processes and how it is used in marketing management.	1,2,3,7	1,2,3,4	A, B, C, D
2) Will be able to define the major dimensions of consumer behavior concept and understand how they can be used in segmenting customers.	1,2,3,6,7,8,9	1,2,3,4	A, B, D
3) Will be able to define the stages of perception, motivation, learning, and attitude formation in both	1,2,3,4,5,7	1,2,3,4	A, B, C, D

consumption decision making and actual consumption process of consumers			
4) Will be able to define the major external factors influencing the consumption decisions of consumers with different cultural, and sociological backgrounds	1,2,3,7,10	1,2,3,4	A, B, C, D
5) Will be able to combine various consumer decision making models in understanding the everchanging trends in consumer behavior concept.	1,2,3,7,10	1,2,3,4	A, B, C, D

Teaching Methods:	1. Lecture 2. Question/Answer 3. Discussion Method 4. Case Study 5. Workshop 6. Problem Solving Method
Assessment Methods:	A: Exam, B: Homework, C: Presentations, D: Project

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction + Syllabus	
2	Buying, Having and Being: Introduction to Consumer Behavior	Book Chapter, Course Notes, Extra Readings
3	Consumer Well-Being	Book Chapter, Course Notes, Extra Readings
4	Perception	Book Chapter, Course Notes, Extra Readings
5	Learning and Memory	Book Chapter, Course Notes, Extra Readings
6	Motivation and Affect	Book Chapter, Course Notes, Extra Readings
7	The Self: Mind, Gender, and Body	Book Chapter, Course Notes, Extra Readings

8	Personality, Lifestyles, and Values	Book Chapter, Course Notes, Extra Readings
9	Attitudes and Persuasive Communications	Book Chapter, Course Notes, Extra Readings
10	Decision Making	Book Chapter, Course Notes, Extra Readings
11	Buying, Using, and Disposing	Book Chapter, Course Notes, Extra Readings
12	Group Influences and social media	Book Chapter, Course Notes, Extra Readings
13	Income and Social Class	Book Chapter, Course Notes, Extra Readings
14	Subcultures / Culture / Project presentations	Book Chapter, Course Notes, Extra Readings

RECOMMENDED SOURCES	
Textbook	Solomon, M.R. (2020). Consumer Behavior, Solomon 13 th Edition, Pearson.
Additional Resources	<p>Schiffman, Leon G., Wisenblit, Joseph, Consumer behavior 12 Ed. Upper Saddle River, New Jersey : Pearson Education, ISBN 9780134734828</p> <p>Batı U. (2018). Tüketici Davranışları 2. Baskı, Alfa Yayınları.</p> <p>Koç, E. (2013). Tüketici Davranışı ve Pazarlama Stratejileri (5. Baskı). Ankara: Seçkin Yayıncılık.</p>

MATERIAL SHARING	
Documents	Via Yulearn
Assignments	Via Yulearn

Exams**ASSESSMENT**

IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm Exam	1	30
Project & Presentation	1	20
Attendance & Participation		10
Final		40
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
	Total	100

COURSE CATEGORY

Expertise Courses

COURSE'S CONTRIBUTION TO PROGRAM

N o	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*

3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.	*
4	Will be able to use various communication channels effectively in business life.	*
5	Will be able to demonstrate ethical values.	*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.	*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.	*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.	*
9	Will be able to work effectively in the team and takes initiative for the success of the team.	*
10	Will be able to manage and defend diversity.	*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Project & Presentation	1	15	15
Final examination	1	27	27
Total Work Load			147
Total Work Load / 25 (h)			5,88
ECTS Credit of the Course			6

COURSE INFORMATION

Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Brand Management	BBA 363	Spring	3+0+0	3	10

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Undergrad
Course Type	Compulsory
Course Coordinator	Assoc. Prof. Dr. Aslı Tolunay
Instructors	Assoc. Prof. Dr. Aslı Tolunay, Asist. Prof. Dr. Özge Kirezli
Assistants	
Goals	The objective of this course is to introduce students to the concepts, analyses, and activities that comprise brand management, and to provide practice in assessing and solving problems. This course addresses important branding decisions faced by organizations. The course objectives are: to increase student understanding of the terminology, concepts and activities of brand management and important issues in planning, implementing and evaluating brand strategies; to provide relevant theories, models and tools for the making of brand decisions; and to provide a forum for students to apply these principles.
Content	Brand management, Advertisement, Product development, Distribution, Pricing, Promotion, Positioning, Differentiation, Consumer trends, Marketing plan, Brand strategy

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1. How to develop strong brands	2,3,4,6,7,8,9	1,2,3,4,5	A,B,C
2. Brand marketing plan development	2,3,4,6,7,8,9	1,2,3,4,5	A,B,C
3. How to develop and manage brand and product portfolio	2,3,4,6,7,8,9	1,2,3,4,5	A

Teaching Methods:	1. Lecture Method 2. Question/Answer Method 3. Discussion Method 4. Case Study Method 5. Workshop 6. Problem Solving Method
Assessment Methods:	A: Exam, B:Presentation, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction to brand management	Related Chapters
2	Purpose of branding, Strong brands	Related Chapters
3	Differentiation and market analysis	Related Chapters and HBR articles

4	Differentiation and market analysis	Related Chapters and HBR articles
5	Developing and evaluating brand elements	Related Chapters and HBR articles
6	Developing and evaluating brand elements	Related Chapters and HBR articles
7	Developing and evaluating brand elements	Related Chapters and HBR articles
8	Developing and evaluating brand elements	Related Chapters and HBR articles
9	Marketing mix	Related Chapters and HBR articles
10	Marketing mix	Related Chapters
11	Brand performance measurement	Related Chapters
12	Multibranding and brand extension strategies	Related Chapters and HBR articles
13	Multinational brand management	Related Chapters and HBR articles
14	Presentations	

RECOMMENDED SOURCES	
Textbook	Strategic Brand Management, 5th edition, Kevin Lane Keller, Prentice-Hall.
Additional Resources	HBR Articles

MATERIAL SHARING	
Documents	Course presentations
Assignments	Building and evaluating a strong brand
Exams	1 Midterm 1 Final Exam

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-term	1	20
Term Assignment Presentation	1	30
Participation	1	20
Final	1	30
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		30
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		70
	Total	100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.			*		
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.				*	
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.			*		
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.			*		

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	7	90
Term Assignment Presentation	1	43	43
Mid-terms	1	33	33
Final examination	1	33	33
Total Work Load			244
Total Work Load / 25 (h)			9,76
ECTS Credit of the Course			10

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Marketing Management	BBA364	Spring	3+0+0	3	6
Prerequisites	BBA 261				
Language of Instruction	English				
Course Level	Undergraduate				
Course Type	Compulsory				
Course Coordinator	Prof. Dr. Tülin Ural				
Instructors	Prof. Dr. Tülin Ural Assoc. Prof. Dr. Y. Can Erdem Assoc. Prof. Dr. Aslı Tolunay				
Assistants	--				
Goals	The course aims to enable students to gain basic knowledge about the development of marketing, marketing environment, consumer behavior, target audience determination, product development, pricing, distribution, and communication strategies and to lay the foundation for strategic decision-making.				
Content	Examining the theoretical background required for applying marketing concepts and methods from a strategic perspective through case studies, competitive marketing strategies needed in different sectors, and various economic conditions.				

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) To improve strategies of marketing.	2,3	1,2,3,4	A,B,C
2) To analyze micro and macro actors in the periphery of marketing to make a SWOT analysis	2,3	1,2,3,4	A,B,C
3) To produce marketing strategies for determined product or service	2,4	1,2,3,4	A,B,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 4. Simulation
Assessment Methods:	A: Exam, B: Presentation, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Designing and Managing Products	Related chapter and articles
2	Designing and Managing Services	Related chapter and articles

3	Building Strong Brands	Related chapter and articles
4	Managing Pricing and Sales Promotion	Related chapter and articles
5	Managing Marketing Communications	Related chapter and articles
6	Designing an Integrated Marketing Campaign in the Digital Age	Related chapter and articles
7	Designing an Integrated Marketing Campaign in the Digital Age	Related chapter and articles
8	Personal Selling and Direct Marketing	Related chapter and articles
9	Designing and Managing Distribution Channels	Related chapter and articles
10	Managing Retailing	Related chapter and articles
11	Driving Growth in Competitive Markets	Related chapter and articles
12	Developing New Market Offerings	Related chapter and articles
13	Building Customer Loyalty	Related chapter and articles
14	Case Studies	Related chapter and articles

RECOMMENDED SOURCES

Textbook

Marketing Management, Philip Kotler and Kevin Lane Keller,
Alexander Chernev, Pearson, Global 16. Ed., ISBN: 978-1292092621

Additional Resources

MATERIAL SHARING

Documents

Assignments

Exams

ASSESSMENT

IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	30
Simulation	1	30
Final	1	40
Total		100

COURSE CATEGORY

Expertise/Field Courses

COURSE'S CONTRIBUTION TO PROGRAM

No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.			*		
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.		*			
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.				*	
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.			*		

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Mid-term exam	1	5	5
Simulation	1	7	7
Final exam	1	25	25
Total Work Load			142
Total Work Load / 25 (h)			5,68
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Centennial Brand Management	BBA 366	Fall	3+0+0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Undergraduate
Course Type	Elective
Course Coordinator	Assoc. Prof. Dr. Aslı Tolunay
Instructors	Assoc. Prof. Dr. Aslı Tolunay
Assistants	Elective
Goals	The course aims to teach the basic information about creating, managing and maintaining a strong brand for centuries, and to examine and learn the processes of forming and managing a brand. Informing about the concepts, analyzes and activities of the brand management and providing the opportunity to practice in recognizing and solving problems are additional purposes. For this reason, the course covers the main issues companies face in brand management.
Content	The course will be conducted in partnership with Centennial Brands Association. It has been designed with an approach that includes concrete and ongoing brand stories of centuries-old brands in Turkey in business, brand, marketing, communication and entrepreneurship processes, where students can be inspired, generate ideas and especially improve their perspectives on innovation/innovation concepts. Brand creation process, how to become a successful and long-term brand will be given with sectoral examples.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
How to develop strong brands	2,3,4	1,2,3,4,5	A,B
Brand marketing plan development	2,3,4	1,2,3,4,5	A,B
How to develop and manage brand and product portfolio	2,4,6	1,2,3,4,6	A,B

Teaching Methods:	1. Lecture Method 2. Question/Answer Method 3. Discussion Method 4. Case Study Method 5. Workshop 6. Problem Solving Method
Assessment Methods:	A. Exam, B: Homework, C: Student Presentations, D: Project

COURSE CONTENT

Week	Topics	Study Materials
1	Introduction to brand management	Related Chapters
2	Purpose of branding, Strong brands	Related Chapters
3	Differentiation and market analysis	Related Chapters
4	Brand pyramid	Related Chapters
5	Developing and evaluating brand elements	Related Chapters
6	Guest speaker	Related Chapters
7	Guest speaker	Related Chapters
8	Guest speaker	Related Chapters
9	Guest speaker	Related Chapters
10	Guest speaker	Related Chapters
11	Guest speaker	Related Chapters
12	Guest speaker	Related Chapters
13	Guest speaker	Related Chapters
14	Student presentations	Related Chapters
15	Student presentations	Related Chapters

RECOMMENDED SOURCES	
Textbook	Strategic Brand Management, 4th edition, Kevin Lane Keller, Prentice-Hall.
Additional Resources	

MATERIAL SHARING	
Documents	Powerpoint presentations
Assignments	Developing and managing a strong brand
Exams	One midterm , one final exam

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Assignments	1	20
Project	1	40
Final	1	40
Total		100

COURSE CATEGORY	Major area courses
------------------------	--------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.		*			
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.			*		
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATION BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Assignments	1	15	15
Project	1	20	20
Final examination	1	10	10
Total Work Load			150
Total Work Load / 25 (h)			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Digital Transformation	BBA 389	Fall	3+0+0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
--------------------------------	---------

Course Level	Undergraduate
---------------------	---------------

Course Type	Department Elective
--------------------	---------------------

Course Coordinator	
---------------------------	--

Instructors	
--------------------	--

Assistants	
-------------------	--

Goals	To give brief information about Digital Transformation and the Factors shaping digital transformation, to provide self-awareness about the effects of industry 4.0 and generally digital transformation process on management and organization, to explain new technologies and digital transformation trends. Moreover, to explain the critical factors for maintaining sustainable digital transformation culture in the companies for corporate performance.
--------------	---

Content	These topics will be covered: Digital Transformation Concept, Digital Transformation-Innovation relationships and factors shaping Digital Transformation, Barriers To Digital Transformation, Industry 4.0 And Its Characteristic, Methodologies For Digital Transformation, Evaluation of New Technologies and Tech-Trends (IoT, AI and Others), Digital Ecosystem, Digital Disruption and Changing Business Models, Company Visit (Experimenting DT Practice/Project), Digital Transformation Expert Invitation and Q&A Session, Building a Sustainable Digital Transformation Culture, Future of Work and Projection About DT Trends
----------------	---

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Identifying the Factors Affecting Digital Transformation and Barriers to Digital Transformation	2,3	1,2,3	A,B,C
Observing Methodologies for Digital Transformation Basics	2,3	1,2,3	A,B,C
Interpreting Evolution of New Technologies and Tech Trends	4,5	1,2,3	A,B,C
Getting Foresight About the Future of Work and Projections about DT Trends	8,10	1,2,3	A,B,C

Teaching Methods:	1. Lecture 2. Question/Answer 3. Discussion Method 4. Case Study 5. Workshop 6. Problem Solving Method
--------------------------	--

Assessment Methods:	A: Testing , B: Homework, C: Presentations, D: Project
----------------------------	--

COURSE CONTENT		
Week	Topics	Study Materials
1	Digital Transformation Fundamentals	Textbook and articles
2	Rethinking Business Models in the Digital Age	Textbook and articles
3	Data as the New Currency	Textbook and articles
4	The Power of Platforms and Ecosystems	Textbook and articles
5	Customer-Centric Digital Strategies	Textbook and articles
6	The Role of Innovation in Digital Transformation	Textbook and articles
7	Navigating the Digital Landscape: Opportunities and Challenges	Textbook and articles
8	Cybersecurity and Data Privacy in the Digital World	Textbook and articles
9	Digital Transformation Projects and Change Management	Textbook and articles
10	Artificial Intelligence and Machine Learning in Business Transformation	Textbook and articles
11	Scaling Digital Initiatives: Best Practices and Case Studies	Textbook and articles
12	The Future of Digital: Emerging Trends and Technologies	Textbook and articles
13	Measuring and Evaluating Digital Transformation Success	Textbook and articles
14	Crafting Your Digital Transformation Roadmap	Textbook and articles

RECOMMENDED SOURCES	
Textbook	The Digital Matrix: New Rules for Business Transformation Through Technology, Venkat Venkatraman
Additional Resources	Articles, Case Studies

MATERIAL SHARING	
Documents	Articles and Case Studies
Assignments	Homework, Project and Presentation Preparation
Exams	Midterm, Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE

Homework	1	20
Project & Presentation Preparation	1	40
Midterm	1	40
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.			*		
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.				*	
5	Will be able to demonstrate ethical values.			*		
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.		*			
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.			*		
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.				*	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Homework	1	10	10
Project and Presentation Preparation	1	10	10
Mid-terms	1	10	10

Final examination	1	20	20
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Strategic Management	BBA 402	Spring	3+0+0	3	6

Prerequisites	BBA 102
----------------------	---------

Language of Instruction	English
Course Level	Undergraduate
Course Type	Compulsory
Course Coordinator	A. Gönül Demirel
Instructors	A. Gönül Demirel Orçun Türegün
Assistants	
Goals	The course has been designed to provide the students with the opportunity to develop an understanding of strategic management and managerial policy concepts, techniques and methodologies, to develop the necessary conceptual and analytical skills to collect and analyze data, to make rational and strategic decisions, and to integrate and apply the previously learned and accumulated knowledge to deal with the complex business problems through business simulation.
Content	The course will cover such topical areas as the study of strategic management and business policy, a descriptive model of strategic management, corporate governance and social responsibility, strategic audit, external environmental scanning and industry analysis, internal environmental scanning and organizational analysis, SWOT analysis, strategy formulation, strategy implementation, evaluation and control.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Develop a level of comfort with the complexity of running a successful business.	1,3,7	1,2,3	A,B
Identify and assess individual/team skills and influence performance accordingly.	4,9	1,2,3	A,B
Distinguish between decision-making methods that succeed or fail.	3,7,2	1,2,3	A,B
Measure and explain the level of success in a business function.	2,3	1,2,3	A,B
Analyze business data for a business function, make inferences and be accountable	3,7,8	1,2,3	A,B
Determine own capabilities in the diagnosis of business problems	3,9	1,2,3	A,B

Develop awareness of own risk preferences and response to team dynamics.	9	1,2,3	A,B
--	---	-------	-----

Teaching Methods: 1 Lecture 2 Question&Answer 3 Online simulation material
Assessment Methods: A:Project written report & presentation, B: Exam

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction and Course Overview -Basic concepts of strategic management	textbook
2	Environmental scanning, industry analysis	textbook
3	Organizational analysis, competitive advantage	textbook
4	Strategy formulation	textbook
5	Strategy Implementation, Evaluation & control -Introduction to Capsim Foundation Business Simulation	Textbook +Simulation material
6	Practice rounds and debriefs, Complete rehearsal	Simulation material
7	Practice rounds and debriefs, Complete rehearsal	Simulation material
8	Competition round 1 and debrief 1	Simulation material
9	Discussion, round 2, and debrief	Simulation material
10	Discussion, round 3, and debrief	Simulation material
11	Discussion, round 4, and debrief	Simulation material
12	Discussion, rounds 5&6, and debrief	Simulation material
13	Discussion, rounds 7&8, and debrief	Simulation material
14	Team presentations	Simulation material

RECOMMENDED SOURCES	
Textbook	Wheelen T. L., Hunger J. D., Hoffman A. N., Bamford C. E., 2018, Strategic Management and Business Policy, 15 th Ed., Global Ed., Pearson
Additional Resources	All training material provided on www.capsim.com web site including documentation, book and training videos and online help.

MATERIAL SHARING	
Documents	Lecture notes, Capsim online material
Assignments	Continuous application on simulation
Exams	Midterm exam

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Simulation project submission and presentation	1	70
Midterm exam	1	30
Total		
CONTRIBUTION OF EXAMINATION TO OVERALL GRADE		30
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		70
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.					*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.				*	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Project report and presentation	1	30	30
Midterm examination	1	30	30

Total Work Load	150
Total Work Load / 25 (h)	6
ECTS Credit of the Course	6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
IIA Turkey Internal Audit Seminars	BBA 403	FALL/S PRING	3+0+0	3	5

Prerequisites	none
----------------------	------

Language of Instruction	Turkish
Course Level	Undergraduate
Course Type	Elective
Course Coordinator	Tuba Şavlı
Instructors	TİDE Professionals
Assistants	Beyza Bayraktar
Goals	The course aims to teach basics about internal auditing and the internal control processes of a business.
Content	Corporate Governance, Risk Management, Internal Audit Processes and Practices

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Understand risk-based audit concept	1,2,3,5	1,2,3,4	1,2
2) Understand the audit process in accordance with international standards	1,2,3,5	1,2,3,4	1,2
3) Comprehend audit techniques	1,2,3,5	1,2,3,4	1,2
4) Learn how to read an auditor's report	1,2,3,5	1,2,3,4	1,2

Teaching Methods:	1. Lecture 2. Question/Answer 3. Discussion Method 4. Case Study
Assessment Methods:	1:exams

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction to Internal Audit	Lecture Notes
2	Corporate Governance	//
3	Risk Management and Internal Control	//
4	International Professional Practices Framework	//
5	International Professional Practices Framework	//
6	Core Principles for the Professional Practice of Internal Auditing	//
7	Core Principles for the Professional Practice of Internal Auditing	//
8	Core Principles for the Professional Practice of Internal Auditing	//
9	Communication Skills for Internal Auditors	//
10	IT Audit	//
11	Code of Ethics, Sustainability and Social Responsibility	//
12	Fraud Risk and Fraud Investigation	//
13	Quality Control for Internal Audit	//
14	Career Path of an Internal Auditor	

RECOMMENDED SOURCES	
Textbook	<u>Presentations</u>
Additional Resources	Any book on Internal Audit

MATERIAL SHARING	
Documents	Lecture Notes
Assignments	Presentations by Guest Speakers
Exams	Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-term	1	50
Total		50
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
Total		100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)

Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Mid-term	1	20	20
Final examination	1	30	30
Total Work Load			140
Total Work Load / 25 (h)			5,6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	<i>Code</i>	<i>Semester</i>	<i>L+P Hour</i>	<i>Credits</i>	<i>ECTS</i>
Financial Statement Analysis	BBA 404	Fall/Spring	3 + 0	3	6

Prerequisites	BBA 245
----------------------	---------

Language of Instruction	English
Course Level	Bachelor's Degree (First Cycle Programmes)
Course Type	Elective
Course Coordinator	
Instructors	
Assistants	
Goals	To inform the students about how the financial statements including balance sheet, income statement, and statement of cash flows were analyzed, preparation of flow of funds and general capital change tables, evaluation of analysis results and writing reports are examined within the scope of this course.
Content	Understanding the preparation of financial statements, the ratio analysis of assets, the ratio analysis of capital, the ratio analysis of financial structure, the analysis of profitability, and the preparation and interpretation of dynamic statements.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1 - Analysis of Liquidity		1,2,3	A,C
2- Analysis of Profitability		1,2,3	A,C
3- Ratio Analysis of Financial Structure		1,2,3	A,C

4 - Ratio Analysis of Capital	1,2,3	A, B, C
5 - Information about basis of financial statements.	1,2,3,12	A,C

Teaching Methods: 1: Lecture, 2: Question-Answer, 3: Discussion, 12: Case Study

Assessment Methods: A: Exam, B:Presentation, C: Homework

COURSE CONTENT

Week	Topics	Study Materials
1	Accounting Overview	
2	Accounting Diversity and Harmonization	
3	IASB and IFRS	
4	Turkish Financial Reporting System	
5	Income Statement	
6	Statement of Financial Position	
7	Cash Flow Statement	
8	Annual Report	
9	Horizontal Analysis	
10	Vertical Analysis	
11	Ratio Analysis	
12	Ratio Analysis	
13	Project Presentations	
14	Review	

RECOMMENDED SOURCES

Textbook

Martin S. Fridson, Fernando Alvarez
Financial Statement Analysis: A Practitioner's Guide, 5th Edition

Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield
Intermediate Accounting IFRS, 4th Edition

Ergun Ülkü, Gönen Seçkin
Finansal Tablolar Analizi

Additional Resources

MATERIAL SHARING

Documents

Assignments
Exams

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Participation	1	10
Quizzes	2	40
Total		50
CONTRIBUTION OF PROJECT TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
Total		100

COURSE CATEGORY	Expertise/Field Courses
------------------------	-------------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45

Hours For off-the-classroom Study (Pre-study, practice)	15	2	30
Mid-terms	1	15	15
Homework	2	15	30
Final Examination	1	30	30
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Entrepreneurship (KOSGEB)	BBA 412	Fall/Spring	3 + 0 + 0	3	6

Prerequisites

Language of Instruction	English
Course Level	Undergraduate
Course Type	
Course Coordinator	Elective
Instructors	Prof. Dr. Esra Karadeniz
Assistants	Prof. Dr. E. Esra Karadeniz, Prof. Dr. Y.Can Erdem
Goals	<p>This course aims to raise awareness about entrepreneurship, provide students with the knowledge and skills required for entrepreneurial activities, and introduce them to the entrepreneurship ecosystem.</p> <p>This course will be aligned with the topics of the "Entrepreneurship Support Program" by KOSGEB (Small and Medium Enterprises Development Organization). The course will cover topics such as understanding entrepreneurs, validating business ideas, creating a business model, conducting market research, and the legal aspects of starting a business. At the end of the course, students can take the KOSGEB exam through e-government to obtain a certificate. Certificate holders will be eligible for KOSGEB's Traditional Entrepreneurship grant support if they establish their businesses.</p>
Content	Topics covered in the course include entrepreneurship definitions, personality traits of entrepreneurs, creativity, innovation, innovation workshops, business idea generation, feasibility studies, business models, and business law.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Explains the concepts of entrepreneurship and entrepreneur.	1,2,3,7,8,9	1,2,3,4	A,C
Lists the types of entrepreneurship.	1,2,3,8	1,2,3,4	A,C
Explains the importance of entrepreneurship and entrepreneurial culture.	1,2,3,7	1,2,3,4	A,C
Knows and explains the steps of creating a business idea.	1,2,3,7,9,10	1,2,3,4	A,C
Understands and explains the concepts of creativity and innovation.	1,2,3,4,7,10	1,2,3,4	A,C
Knows and explains the steps of Feasibility Analysis, Business Model Development, and Commercialization of Business Ideas.	1,3,4,7,8,10	1,2,3,4	A,C

Knows and explains the steps of preparing and presenting a business plan.	1,2,3,4,5,6,7,8	1,2,3,4	A,C
---	-----------------	---------	-----

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 4: Talks and seminars given by experts on entrepreneurship.
Assessment Methods:	A: Testing, B: Experiment, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction to Entrepreneurship	
2	Basic Concepts of Entrepreneurship	Chapter 1
3	Identifying Entrepreneurial Opportunities	Chapter 2
4	Idea Generation/Development & Feasibility Study	Chapter 3
5	Business Model	Chapter 4
6	Economics, Industry, Competition, and Customer Analysis & Marketing Principles and Management	Chapter 5
7	Guest Speaker: Entrepreneurship Success Story	Chapter 5
8	Guest Speaker: Marketing and e-Commerce	Chapter 5
9	Guest Speaker: Sustainable Management	Chapter 5
10	Guest Speaker: Digitalization and Innovation	Chapter 5
11	Guest Speaker: Company Law for Entrepreneurs	Chapter 6 & 7
12	Guest Speaker: Finance and Accounting for Entrepreneurs	Chapter 5
13	KOSGEB Business Plan	Chapter 5
14	Project Presentation	Chapter 5

RECOMMENDED SOURCES	
Textbook	KOSGEB Entrepreneurship Handbook (To be accessed via https://www.kosgeb.gov.tr/Content/Upload/Dosya/Bagimsiz/GEK.pdf)
Additional Resources	Entrepreneurship, by Bruce Barringer and R Ireland, Pearson, 6th edition

MATERIAL SHARING	
Documents	
Assignments	KOSGEB Certificate

Exams

1 Exam 1 Final Project, 1 KOSGEB Certificate

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Final Exam	1	40
Final Project (KOSGEB Business Plan and Presentation)	1	40
KOSGEB Certificate	1	10
Attendance	1	15
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
	Total	100

COURSE CATEGORY

Expertise Courses

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.			*		
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.			*		
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.			*		
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.			*		
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.			*		
9	Will be able to work effectively in the team and takes initiative for the success of the team.				*	
10	Will be able to manage and defend diversity.			*		

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the Exam Week: 15 * total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Mid-terms	1	10	10
Quizzes (attendance, presentation, etc.)	1	30	30
Assignments	1	20	20
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Total Quality Management	BBA 414	Fall/Spring	3+0+0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Bachelor's Degree
Course Type	Departmental Elective
Course Coordinator	
Instructors	
Assistants	
Goals	At the end of the course, students will be able to understand the philosophy underlying Total Quality Management (TQM) and evaluate the philosophy founders' opinion. Primarily, they will learn the basic concepts and tools of Total Quality Management also they will be capable of making connection with advanced issues such as reengineering, benchmarking and six sigma. Students will also study about practical TQM examples and analyze the company experiments.
Content	Program focuses on the philosophy of total quality management, total quality management concept and tools, general and practical management, the relationship between Total Quality Management and advanced topics such as reconstruction, reengineering, benchmarking.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Defining and explaining the basic terminology of Total Quality Management	2,4,6,8	1,2,3	A,B,C
Analyzing the relationship between classical management and total quality management	3,5,8	1,2	A,B,C
Implementation of total quality management tools and techniques	6,7,8,10	1,2	A,B,C
Discussing the application of TQM for both product and service and the differences between them	5,7,8,9	1,2,3	A,B,C
Understanding the concepts of continuous improvement, six sigma, reengineering and benchmarking	4,8,10	1,2,12	A,B,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion; 12: Case Study
--------------------------	---

Assessment Methods:	A: Exam B:Presentation C: Homework
----------------------------	------------------------------------

COURSE CONTENT

Week	Topics	Study Materials
1	Introduction to Quality Concept	
2	Historical development of total quality management	
3	Quality control, quality assurance, total quality management (TQM)	
4	Customer Orientation	
5	Participation, Leadership	
6	Factors Affecting Quality	
7	Process Management	
8	Continuous Improvement	
9	Team work	
10	Implementation process of total quality management: Planning period	
11	Implementation process of total quality management: Quality planning technique	
12	Implementation process of total quality management: Quality planning technique	
13	TQM Examples in Turkey	
14	Case Study	

RECOMMENDED SOURCES

Textbook	Will be shared by the instructor.
-----------------	-----------------------------------

Additional Resources	Will be shared by the instructor.
-----------------------------	-----------------------------------

MATERIAL SHARING

Documents	Lecture notes will be shared by the Instructor and KalDer
------------------	---

Assignments	Analysis and presentation of case studies
--------------------	---

Exams	1 Mid-term, 1 Final
--------------	---------------------

ASSESSMENT

IN-TERM STUDIES	NUMBER	PERCENTAGE
Homework (Case Studies)	2	20
Mid-term	1	30
Class Participation	15	10
Final	1	40
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise/Field Courses
------------------------	-------------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.		*			
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.			*		
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.				*	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)

Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	5	75
Homework	2	5	10
Mid-term	1	10	5
Final	1	15	15
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Quality Management Systems	BBA 416	Fall/Spring	3+ 0 + 0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Bachelor's Degree
Course Type	Departmental Elective
Course Coordinator	
Instructors	
Assistants	
Goals	To provide the students with information about the importance of the revision of ISO 9001 which ensures added value to the activities of the organizations and enables to increase the performance consistently.
Content	ISO 9001:2015 Quality Management System Standard based on principles of customer orientation, leadership, employee participation, process approach, improvement, evidence based decision making, relationship management, customer satisfaction and ensuring valid legal requirements.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Quality Concepts and Principles: Students should understand the fundamental concepts and principles of quality management. They should have a broad knowledge of quality management approaches, processes, and quality control techniques.	2,4,6,8	1,2,3	A, B, D
Implementation of Quality Management Systems: Students should learn how quality management systems are implemented in different industries. They should have practical knowledge of the requirements of standards such as ISO 9001 and how these requirements are applied in organizations.	3,5,8	1,2,3,12	A, B, D
Quality Assessment and Improvement: Students should understand the methods and tools used to assess quality performance. They should also grasp the principles of continuous improvement and be able to apply them.	6,7,8,10	1,2,3,12	A, B, D

Application Skills in Quality Management: Students should develop skills in creating, implementing, and managing a quality management system. This should include the ability to conduct internal audits, manage the documentation process, and propagate a culture of quality within the organization.	5,7,8,9	1,2,3,12	A, B, D
---	---------	----------	---------

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 12: Case Study
Assessment Methods:	A: Exam, B: Presentation, D: Project

COURSE CONTENT		
Week	Topics	Study Materials
1	Quality Concepts, Elements and History	
2	Standard and Standardization	
3	ISO 9000 Standards Series	
4	ISO 9001: 2015 Standard Timeline	
5	Comparison Table (ISO 9001: 2008 and ISO 9001: 2015)	
6	Quality Management Principles	
7	ISO 9001: 2015 QMS Terms	
8	Headlines	
9	Standard Items	
10	Midterm Exam	
11	Total Quality Management	
12	Preparation Phases and Documents of Registered Companies	
13	Preparation Phases and Documents of Non-registered Companies	
14	Case Study	

RECOMMENDED SOURCES	
Textbook	KalDer resources and case studies
Additional Resources	Will be shared by the instructor.

MATERIAL SHARING	
Documents	Will be shared by the instructor and KalDer

Assignments	Analysis and results of case studies
Exams	1 Mid-term, 1 Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-term	1	30
Case Studies and Projects	2	20
Class Participation	15	10
Final	1	40
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Major area courses
------------------------	--------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.		*			
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.			*		
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.				*	
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.				*	

ECTS ALLOCATION BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	5	75
Case Studies and Projects	2	5	10
Mid-term	1	5	5
Final	1	15	15
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
European Foundation for Quality Management (EFQM) Excellence	BBA 418	Fall/Spring	3+ 0 + 0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Undergraduate
Course Type	Elective
Course Coordinator	
Instructors	
Assistants	
Goals	The program aims to inform the participants who are the managers and employees of the institutions and organizations which are planning to initiate self-assessment studies, be involved in The International Quality Awards and The European Quality Award process about EFQM Excellence Model's basic concepts, model's criteria and RADAR scoring method.
Content	The course is based on the case studies and group studies. These studies and workshops are about the basic concepts, model criteria and RADAR dimensions which are prepared in regard to application and feedback form's quotations of an imaginary organization.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Examining the application of excellence process procedures by using management systems	1,2,6,9	1,2,3	A, B, D
Defining possible strengths and generating solutions for these areas	1,2,3,4,6,7,8,9	1,2,3,12	A, B, D
Knowing EFQM Model's Content	1,2,3,4,6,7,8,9	1,2,3,12	A, B, D
Knowing the stages of EFQM Excellence	1,4,6,9,10	1,2,3,12	A, B, D

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 12: Case Study
Assessment Methods:	A. Exam, B: Homework, C: Student Presentations, D: Project

COURSE CONTENT

Week	Topics	Study Materials
1	Introduction to Total Quality (Quality and Total Quality Concepts, Importance and Benefits of Total Quality Management)	
2	Elements of Total Quality Management	
3	Historical Development of Total Quality Management	
4	Pioneers of Total Quality Management	
5	Quality Management Models	
6	Rewards and Reward Evaluation Process	
7	Why Do Companies Gives Importance to EFQM Excellence Model Today?	
8	Worldwide EFQM Network	
9	Basics of Excellence	
10	Definitions of Model Criterias	
11	Stages of Excellence	
12	RADAR-Evaluation and Management Tool	
13	RADAR Exercises	
14	Case Study	

RECOMMENDED SOURCES

Textbook	KalDer resources' case studies
Additional Resources	

MATERIAL SHARING

Documents	Lecture notes will be shared by KalDer
Assignments	Analysis and results of case studies
Exams	Written examination

ASSESSMENT

IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-term	1	20
Case Studies and Projects	2	25
Participation	3	15

Final	1	40
Total		100

COURSE CATEGORY	Major area courses
------------------------	--------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.			*		
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.			*		
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.					*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATION BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	5	75
Midterm	1	10	10
Quiz	1	5	5
Final	1	15	15
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
International Accounting	BBA 450	Fall/Spring	3+0+0	3	6

Prerequisites	BBA 245
----------------------	---------

Language of Instruction	English
Course Level	Undergraduate
Course Type	Elective
Course Coordinator	Tuba Şavlı
Instructors	Tuba Şavlı
Assistants	Beyza Bayraktar
Goals	The aim of this course is to understand and apply international standards in financial reporting.
Content	Financial reporting in the world and in Turkey, selected topics under International Financial Reporting Standards: financial instruments, inventories, long lived assets, revenue recognition, deferred taxation, group reporting, foreign currency translation / inflation accounting.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Students will be able to analyze applied standards and international accounting practices.	1,2,3,5	1,2,3	1,2
Students will be able to prepare financial statements in terms of financial reporting standards	1,2,3,5	1,2,3	1,2
Students will be able to use the standards in the global business world	1,2,3,5	1,2,3	1,2

Teaching Methods:	1:lecture 2:case studies 3:problem solving
Assessment Methods:	1:exams 2:classwork / quiz

COURSE CONTENT		
Week	Topics	Study Materials
1	Financial Reporting System in Turkey and in the World	Textbook and lecture notes
2	International Financial Reporting Standards Conceptual Framework	//
3	Presentation of Financial Statements / Inventories	//
4	Financial Instruments	//
5	Long Lived Assets	//
6	Provisions / Employee Benefits	//
7	Revenue Recognition / Income Tax	//
8	Group Reporting	//
9	Group Reporting	//
10	Accounting Policies, Change in Accounting Estimates, and Errors / Events After the Reporting Period / Other Standards	//
11	Statement of Cash Flows	//
12	Foreign Currency Reporting / Inflation Accounting	//
13	Foreign Currency Reporting / Inflation Accounting	//
14	Review	

RECOMMENDED SOURCES	
Textbook	Choi, D., & Meek, G. (2011). International Accounting. (7th ed.) Prentice Hall: Boston
Additional Resources	ŞAVLI, Tuba, Uluslararası / Türkiye Finansal Raporlama Standartları, Yaklaşım Yayıncılık, 2014

MATERIAL SHARING	
Documents	Problems / Examples shared
Assignments	Problems
Exams	Classwork / Quizzes / Mid-term / Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm	1	30
Quizzes	2	20
	Total	50
CONTRIBUTION OF FINAL EXAM TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
	Total	100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.				*	
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.			*		
5	Will be able to demonstrate ethical values.				*	
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.			*		
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.		*			
9	Will be able to work effectively in the team and takes initiative for the success of the team.		*			
10	Will be able to manage and defend diversity.		*			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	2	30
Mid-terms (including quizzes)	3	15	45
Final examination	1	30	30
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Sales Management	BBA 462	Spring	3+0+0	3	6

Prerequisites	-
----------------------	---

Language of Instruction	English
Course Level	Undergrad
Course Type	Area Elective
Course Coordinator	Assoc. Prof. Dr. Aslı Tolunay
Instructors	Assoc. Prof. Dr. Aslı Tolunay
Assistants	
Goals	The goal of the Sales Management course is to examine the elements of an effective sales process as well as 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.
Content	Sales Process, Relationship between Sales and Marketing, Sales Force Structure, Customer Relationship Management (CRM), Uses of Technology to Improve Sales Force Effectiveness

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1. Understand the contribution of sales function and sales force in particular, to the overall success of the marketing department.	2,3,4,5,6,7,9,10	1,2,3	A,B,C
2. Gain how to use technology and personal skills in the process of negotiations, motivation and managing the sales force.	3,4,9,10	1,2,3	A,B,C
3. Explain the recent and contemporary trends in the management process of sales force.	3,4,9,10	1,2,3	A,B,C

Teaching Methods:	1. Lecture Method 2. Question/Answer Method 3. Discussion Method 4. Case Study Method 5. Workshop 6. Problem Solving Method
Assessment Methods:	A: Exam, B:Presentation, C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction to sales management	Related chapters
2	General knowledge on personal selling	Related chapters

3	Evolution of personal selling philosophy	Related chapters
4	Influence of culture and values on selling	Related chapters
5	B2B vs B2C selling	Related chapters
6	The duties and responsibilities of sales managers	Related chapters
7	Qualities of sales people	Related chapters
8	Marketing segmentation and targeting	Related chapters
9	Steps of the sales process	Related chapters
10	Customer types	Related chapters
11	Customer types	Related chapters
12	Sales strategies	Related chapters
13	Management, recruitment, evaluation and training of sales teams	Related chapters
14	Presentations	

RECOMMENDED SOURCES	
Textbook	<ul style="list-style-type: none"> •Manning, G. L., Reece, B. L., & Ahearne, M. (2015). Selling today: Partnering to create value. 15 edition. Pearson Education. •Tanner, J., Honeycutt, E. D., & Erffmeyer, R. (2008). Sales management (p. 434). Prentice Hall. •Jobber, D., & Lancaster, G. (2006). Selling and sales management. Pearson education.
Additional Resources	HBR Articles

MATERIAL SHARING	
Documents	Powerpoint presentations
Assignments	Analyzing the sales strategy of a company
Exams	1 final exam

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Term Assignment and Presentation	1	40
Participation	1	10
Final	1	50
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50

CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE	50
Total	100

COURSE CATEGORY	Expertise Courses
------------------------	-------------------

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.		*			
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.		*			
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.			*		
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	4	60
Term Assignment and Presentation	1	22	22
Final examination	1	25	25
Total Work Load			152
Total Work Load / 25 (h)			6,08
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Innovation Management	BBA 486	Fall	3 + 0 + 0	3	6

Prerequisites

Language of Instruction	English
Course Level	Bachelor's Degree
Course Type	Elective
Course Coordinator	-
Instructors	
Assistants	-
Goals	The aim of this course is to give the students the ability to manage innovation.
Content	At the strategic and operational level, important elements and necessary skills are handled in innovation management. It offers different approaches based on real examples and experiences from leading companies in the world.

Learning Outcomes	Teaching Methods	Assessment Methods
1. Understands the importance of innovation management.	2,3	1,2,3
2. Learn the skills needed in innovation management.	2,3,4,7	1,2,3
3. Can make a presentation of a study.	3,9,10	2,3

Teaching Methods:	1. Lecture, 2. Question-Answer, 3. Discussion,
Assessment Methods:	1: Exam, 2: Homework, 3: Presentation

COURSE CONTENT		
Week	Topics	Study Materials
1	Innovation Management: Introduction	Chapter 1
2	Economy and Market Adaptation	Chapter 2
3	Innovation Management in the Company	Chapter 3
4	Innovation and Operations Management	Chapter 4

5 Intellectual Property Management	Chapter 5
6 Corporate Information Management	Chapter 6
7 An overview	
8 Strategic Alliances and Networks	Chapter 7
9 Research and Development Management	Chapter 8
10 Open Innovation and Technology Transfer	Chapter 9
11 New Service Innovation	Chapter 14
12 An overview	
13 Project Presentations	
14 Project Presentations	

RECOMMENDED SOURCES	
Textbook	Trott, P., Innovation Management and New Product Development, 4th Ed., 2008, Prentice-Hall.
Additional Resources	

MATERIAL SHARING	
Documents	
Assignments	Homework, Project,
Exams	1 mid-term , 1 Final

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-term Exam	1	40
Homework	1	20
Project	1	20
Presentation	1	20
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
Total		100

COURSE CATEGORY

Expertise/Field Courses

COURSE'S CONTRIBUTION TO PROGRAM

No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.			*		
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.				*	
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.				*	
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.			*		
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.			*		
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.			*		
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	3	45
Homework	1	5	5
Project & Presentation Preparation	1	20	20
Mid-term	1	15	15
Final examination	1	20	20
Total Work Load			150
Total Work Load / 25 (h)			6
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	T+P+L Hour	Credits	ECTS
Internship	BBA 491	Spring /Fall	0+0	0	10

Prerequisites

Language of Instruction	English
Course Level	Undergraduate
Course Type	Compulsory
Course Coordinator	Asst. Prof Özge Kirezli
Instructors	Asst. Prof Özge Kirezli
Assistants	-
Goals	The aim of the internship course is to provide practical knowledge and applications that strengthen the students' theoretical backgrounds as well as to provide professional aspects that improve administrative skills of the students.
Content	Students have a 40 workdays of mandatory internship at a company that they select, apply, and get accepted. Afterwards, students need to prepare necessary documents for internship completion and a detailed internship report.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) The student gains practical knowledge and observes applications that strengthen his/her theoretical background.	1,2,3,5,6,7,8,9,10	2	D

2) The student learns about professional aspects that improve his/her administrative skills.	1,2,3,5,6,7,8,9,10	2	D
3) The student gets a chance to participate in work involved in different departments of companies in the production or service sector.	1,2,3,5,6,7,8,9,10	2	D
4) The student improves his/her communication skills.	1,2,3,4,5,6,7,8,9,10	2	D

Teaching Methods:	1. Lecture Method 2. Question/Answer Method 3. Discussion Method 4. Case Study Method 5. Workshop 6. Problem Solving Method
Assessment Methods:	A: Exam, B:Presentation, C: Homework, D: Project

COURSE CONTENT		
Week	Topics	Study Materials
1	Transfer of general responsibilities related to internship	
2	Active Internship at Work	
3	Active Internship at Work	
4	Active Internship at Work	
5	Active Internship at Work	
6	Active Internship at Work	
7	Active Internship at Work	
8	Active Internship at Work	
9	Active Internship at Work	
10	Active Internship at Work	

11	Active Internship at Work
12	Active Internship at Work
13	Active Internship at Work
14	INTERNSHIP REPORT DELIVERY

RECOMMENDED SOURCES	
Textbook	-
Additional Resources	Internship Completion Forms, Internship Report Format

MATERIAL SHARING	
Documents	Via website
Assignments	
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Internship Report	1	100
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		100
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		100

Total

COURSE CATEGORY

Expertise Courses

COURSE'S CONTRIBUTION TO PROGRAM

No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Will be able to describe all the concepts related to business functions.					*
2	Will be able to use the theoretical and practical knowledge gained in the field of business administration.					*
3	Will be able to explain concepts, ideas and cases with scientific methods, interpret and evaluate qualitative and quantitative data, define problems and develop solutions.					*
4	Will be able to use various communication channels effectively in business life.					*
5	Will be able to demonstrate ethical values.					*
6	Will be able to demonstrate an understanding of social responsibility and active citizenship.					*
7	Will be able to evaluate the acquired knowledge and skills with a critical approach.					*
8	Will be able to interpret quality management and processes, environmental protection, occupational safety and sustainability.					*
9	Will be able to work effectively in the team and takes initiative for the success of the team.					*
10	Will be able to manage and defend diversity.					*

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 15x Total course hours)	15	3	45
Hours for off-the-classroom study (Pre-study, practice)	15	0	0
Internship & Report	1	215	215
Total Work Load			260
Total Work Load / 25 (h)			10,4
ECTS Credit of the Course			10