



**FINAL INTERNATIONAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

<b>Program</b>	International Trade and Business
<b>Medium of Instruction</b>	English

<b>Category</b>	<b>Associate Degree</b>	<b>X</b>	<b>Undergraduate</b>	<b>Masters (Project Based)</b>	<b>Masters (Thesis)</b>	<b>PhD</b>

**CURRICULUM**

<b>ABBREVIATIONS</b>		
<b>UC:</b> University Core	<b>FC:</b> Faculty Core	<b>AC:</b> Area Core
<b>UE:</b> University Elective		<b>AE:</b> Area Elective

**YEAR 1**

**FALL**

Semester	Course code	Course name	Course category	Credit			Pre-requisite	ECTS Credits
				Lec.	Pract.	Tot.		
1	MGMT101	Introduction to Business I	FC	3	0	3		7
1	ECON101	Introduction to Economics I	FC	3	0	3		7
1	MATH111	Mathematics for Business I	FC	3	0	3		7
1	COMP111	Computer I	UC	2	1	3		3
1	ENGL101	English I	UC	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>30</b>

**SPRING**

2	ECON102	Introduction to Economics II	FC	3	0	3	ECON101	7
2	MGMT102	Introduction to Business II	FC	3	0	3	MGMT101	6
2	COMP112	Computer II	UC	2	1	3	COMP111	3
2	MATH112	Mathematics for Business II	FC	3	0	3	MATH111	6
2	ENGL102	English II	UC	3	0	3	ENGL101	6
2	HIST100/ TURK100	History of Turkish Republic/ Turkish as a Second Language	UC	2	0	2		2
<b>Total Credit</b>						<b>17</b>		<b>30</b>

**YEAR 2**

**FALL**

3	AE-XXX	Area Elective I	AE	3	0	3		6
3	MGMT203	Behavioral Science	AC	3	0	3		6
3	MGMT205	Business Law	AC	3	0	3		6
3	ACCT201	Principles of Accounting I	FC	3	0	3		6
3	STAT211	Business Statistics I	FC	3	1	3	MATH111	6
<b>Total Credit</b>						<b>15</b>		<b>30</b>

<b>SPRING</b>								
4	MGMT202	International Commerce	AC	3	0	3		6
4	MGMT204	Business Communication	AC	3	0	3		6
4	AE-XXX	Area Elective II	AE	3	0	3		6
4	ACCT202	Principles of Accounting II	AC	3	0	3	ACCT201	6
4	STAT212	Business Statistics II	FC	3	1	3	STAT211	6
<b>Total Credit</b>						<b>15</b>		<b>30</b>
<b>YEAR 3</b>								
<b>FALL</b>								
5	MGMT301	Production and Operation Management	AC	3	0	3		6
5	MGMT303	International Business	AC	3	0	3		6
5	ECON301	International Economics I	AC	3	0	3		6
5	MARK301	Principles of Marketing	AC	3	0	3		5
5	FINA310	Fundamentals of Corporate Finance	AC	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>29</b>
<b>SPRING</b>								
6	MGMT302	Quantitative Analysis for Management	AC	3	1	3	STAT212	6
6	MGMT304	Organizational Behavior	AC	3	0	3		5
6	MGMT306	Human Resource Management	AC	3	0	3		4
6	FINA302	Money and Banking	AC	3	0	3		6
6	MGMT418	Workshop in Export and Import	AC	3	0	3		6
6	MGMT300	Summer Internship - 30 calendar days	AC	0	0	0		5
<b>Total Credit</b>						<b>15</b>		<b>31</b>
<b>YEAR 4</b>								
<b>FALL</b>								
7	FINA407	International Finance	AC	3	0	3		6
7	MARK403	Pricing Strategy and Analysis	AC	3	0	3		6
7	UE-XXX	University Elective I	UE	3	0	3		6
7	AE-XXX	Area Elective III	AE	3	0	3		6
7	AE-XXX	Area Elective IV	AE	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>30</b>
<b>SPRING</b>								
8	MGMT402	Strategic Management	AC	3	0	3		6
8	MGMT416	Supply Chain and Management	AC	3	0	3		6
8	FINA410	International Banking	AC	3	0	3		6
8	AE-XXX	Area Elective V	AE	3	0	3		6
8	UE-XXX	University Elective II	UE	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>30</b>

## AREA ELECTIVE COURSES

	Course Code	Course Name	Credit			ECTS Credits
			Lec.	Pract.	Tot.	
1.	MGMT410	Insurance & Risk Management	3	0	3	6
2.	MGMT411	Non-Governmental Organizations	3	0	3	6
3.	MGMT412	Corporate Governance & Family Business	3	0	3	6
4.	MGMT413	Small Business Seminar	3	0	3	6
5.	MGMT414	Contemporary Issues in Business	3	0	3	6
6.	MGMT415	Project Evaluation and Investment Management	3	0	3	6
7.	MGMT416	Supply Chain and Management	3	0	3	6
8.	MGMT417	Cross Cultural Studies in Organizations	3	0	3	6
9.	MGMT418	Workshop in Export and Import	3	0	3	6
10.	MGMT420	Logistic Management	3	0	3	6
11.	MGMT421	Leadership and Organizational Culture	3	0	3	6
12.	MGMT422	Service Quality Management	3	0	3	6
13.	MGMT423	Investment Management	3	0	3	6
14.	MGMT424	Business Ethics	3	0	3	6

## COURSE BREAKDOWN

	Total		
	Number	Credit	ECTS Credits
<b>All Courses</b>	<b>41</b>	<b>122</b>	<b>235</b>
<b>University Core Courses</b>	5	14	20
<b>Faculty Core Courses</b>	10	30	64
<b>Area Core Courses</b>	20	60	<b>115</b>
<b>Area Elective Courses</b>	3	9	18
<b>University Elective Courses</b>	3	9	18
<b>Summer Internship</b>	1	0	<b>5</b>
<b>Total</b>			<b>240</b>

  

Semester	1	2	3	4	5	6	7	8	Average
<b>Number of courses</b>	5	6	5	5	5	5	5	5	5.125
<b>Total credits</b>	15	17	15	15	15	15	15	15	15.25
<b>Total ECTS Credits</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>29</b>	<b>31</b>	<b>30</b>	<b>30</b>	<b>30</b>

## COURSE DESCRIPTIONS / SYNOPSES

1.	Course code: MGMT101	Course title: Introduction to Business I
	<p>Course outline: In this course, students will explore all of the primary disciplines in business on an introductory level: economics, human resource management, finance options, managerial accounting principles and marketing strategies. At the end of this course, a student will be able to understand the business system, global context of business, conduct business ethically and responsibly.</p> <p><b>Textbooks:</b> Business: A Changing World, NINTH Edition. By Ferrell, Hirt, and Ferrell. McGraw-Hill, 2014.</p>	
2.	Course code: ECON101	Course title: Introduction to Economics I
	<p>Course outline: This course introduces students to the key concept and topic of microeconomics such as demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly, monopolistic competition, oligopoly and factor markets.</p> <p><b>Textbooks:</b> Michael Parkin , ECONOMICS (12th Edition), Pearson.</p>	
3.	Course code: MATH111	Course title: Mathematics for Business I
	<p>Course outline: This course is designed for Business and Economic students. Topics include the review of linear and non-linear functions and models (including cost, revenue, profit, demand and supply), solving linear and non-linear systems of equations, matrices, linear programming, difference equations and mathematics of finance.</p> <p><b>Textbooks:</b> Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences. 13th Edition, Ernest F. Haeussler, Jr., Richard S. Paul. Prentice Hall.</p>	
4.	Course code: COMP111	Course title: Computer I
	<p>Course outline: Introduction to information technology and its significance for business, economics, and society. Understanding how computers work, introducing fundamental concepts relating to hardware, software, central processing unit, input and output, storage, networks and internet. Basic PC, Windows, and MS Office skills, and intermediate-level Word and PowerPoint skills.</p> <p><b>Textbooks:</b> Diane Coyle, Computers, Are Your Future, Complete, 10th edition, Prentice Hall. Windows Office Skills for word processing, power point presentations, spreadsheet software (excel), and database management (access) as covered by Robert Grauer, Exploring Microsoft Office 2010, Volume 1, 2/E.</p>	
5.	Course code: ENGL101	Course title: English I
	<p>Course outline: ENGL 111 is a first semester freshman academic English course. It is designed to help students improve the level of their English to B1 level, as specified in the Common European Framework of Reference for Languages. The course connects critical thinking with language skills and incorporates learning technologies such as Moodle. The purpose of the course is to consolidate students knowledge and awareness of academic discourse, language structures and lexis. The main focus will mainly be on the development of productive (writing and speaking) and receptive (reading) skills in academic settings.</p> <p><b>Textbooks:</b> Gülcü, M., Gülen, G., Şeşen, E., &amp; Tokdemir, G. (2015). The Compass: Route to Academic English II Ankara: Nüans Publishin.</p>	
6.	Course code: ECON102	Course title: Introduction to Economics II
	<p>Course outline: This course examines the differences between the economy in the short run and in the long run. A number of macroeconomic models, determination of national income, problems of inflation, unemployment and growth are considered, and the results are used to conduct macroeconomic policy discussion on stabilization policies and government debt. By the end of this module, the students will be able to understand, the relationships between different economic variables, presentation of economic issues with graphs, tables and essays, identify economic issues both in theory and practice.</p> <p><b>Textbooks:</b> Michael Parkin , ECONOMICS (12th Edition), Pearson.</p>	
7.	Course code: MGMT102	Course title: Introduction to Business II
	<p>Course outline: This course will enable the student to learn about the stock market, personnel management, leadership and motivational techniques. This course is a survey of the functions of business, role of motivation and leadership leadership, a comparison of the forms or organizations and methods of administration and the interdependence of production, distribution and finance in modern business.</p> <p><b>Textbooks:</b> Business: A Changing World, NINTH Edition. By Ferrell, Hirt, and Ferrell. McGraw-Hill, 2014.</p>	

8.	Course code: COMP112	Course title: Computer II
	<p>Course outline: Introduction to business applications of information technology and related issues, including electronic commerce, computer security and privacy, database management systems, programming languages, systems analysis and design, and expert systems. Intermediate-level Windows and MS Office skills, and advanced-level Excel skills.</p> <p><b>Textbooks:</b> Diane Coyle, Computers, Are Your Future, Complete, 10th edition, Prentice Hall. Windows Office Skills for word processing, power point presentations, spreadsheet software (excel), and database management (access) as covered by Robert Grauer, Exploring Microsoft Office 2010, Volume 1, 2/E.</p>	
9.	Course code: MATH112	Course title: Mathematics for Business II
	<p>Course outline: The main objective of the course is to provide the mathematical background needed for the solution of business and economics problems. Subjects are supported by some selected real life application problems.</p> <p><b>Textbooks:</b> Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences. 13th Edition, Ernest F. Haeussler, Jr., Richard S. Paul. Prentice Hall.</p>	
10.	Course code: ENGL102	Course title: English II
	<p>Course outline: ENGL 112 is a second semester freshman academic English course. It is designed to help students improve the level of their English to B2 level, as specified in the Common European Framework of Reference for Languages. The course connects critical thinking with language skills and incorporates learning technologies such as Moodle. The purpose of the course is to consolidate students knowledge and awareness of academic discourse, language structures and lexis. The main focus will mainly be on the development of language skills in reading, writing, listening and speaking and the improvement of general academic study skills necessary in an academic setting.</p> <p><b>Textbooks:</b> Gülcü, M., Gülen, G., Şeşen, E., &amp; Tokdemir, G. (2015). The Compass: Route to Academic English II Ankara: Nüans Publishin.</p>	
11.	Course code: TURK100	Course title: Turkish as a Second Language
	<p>Course outline: The course takes an integrated skills approach to teaching oral and written communications. It introduces language grammars at a basic level for students who are taking Turkish course for the first time.</p>	
12.	Course code: HIST100	Course title: History of Turkish Republic
	<p>Course outline: A general survey of Turkish history from about the mid-19th century until World War II with a particular focuses on the early Republican era. A comparative and analytical account of Westernization and Ottoman reform attempts, the economic and social transformations, diplomacy and foreign policy, World War I, the rise of Turkish nationalism, social, economic and cultural reforms in the 1920s and 1930s with special emphasis on the Kemalist principles.</p>	
13.	Course code: ACCT201	Course title: Principles of Accounting I
	<p>Course outline: This course revisits topics covered in Financial Accounting, with a focus on the asset side of the balance sheet: Cash, accounts and notes receivable, inventory, marketable securities, equity investments, and intangibles. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of the financial statements.</p> <p><b>Textbooks:</b> Belverd E. Needles., Marian P., Susan V. Crosso., Principles of Accounting 12th Edition</p>	
14.	Course code: STAT211	Course title: Business Statistics I
	<p>Course outline: Business Statistics is the science of collecting, organizing, and summarizing data to provide Information, stated in numerical form, for the purpose of making objective business decisions. Descriptive statistics, sampling, sampling size estimation, hypothesis testing will be the focus of the course.</p> <p><b>Textbooks:</b> Elementary Statistics: Picturing the World, Fifth Edition, Ron Larson ,</p>	

15.	Course code: MGMT201	Course title: Management and Organization
	<p>Course outline: An examination of the four functions of management (planning, organizing, leading, and controlling) with emphasis on the application of management concepts and theories to achieve organizational goals. The aim is to develop strategies, goals, and objectives to enhance performance and sustainability. Topics include ethics, social responsibility, globalization, and change and innovation.</p> <p><b>Textbooks:</b> Richard L. Daft., Management 12th Edition</p>	
16.	Course code: MGMT203	Course title: Behavioral Science
	<p>Course outline: The main goal of this course is to bring together perspectives of psychology and sociology. This course introduces the students behavioral of societies, groups, and individuals, behavior at work, interpersonal relationships, well being and health of others to show empathy to others.</p> <p><b>Textbook:</b> Human Relations in Organizations Applications and Skill Building Lussier, eighth edition, McGraw-Hill .</p>	
17.	Course code: MGMT205	Course title: Business Law
	<p>Course outline: Introduces the sources and basic principles of the law as it relates to business, the Constitution, sources of the law, business ethics; and studies a variety of applications of the law in contracts, torts, agency, and government regulation of business.</p> <p><b>Textbook:</b> Adams, A. (2006). "Law for Business Students". Pearson Publishing, Third Edition</p>	
18.	Course code: ACCT202	Course title: Principles of Accounting II
	<p>Course outline: This course examines the principles, techniques, and uses of accounting in the planning and control of business organizations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, and Activity Based Costing (ABC). Related theory and application will also be reviewed.</p> <p><b>Textbook:</b> Belverd E. Needles., Marian P., Susan V. Crosso., Principles of Accounting 12th Edition</p>	
19.	Course code: STAT212	Course title: Business Statistics II
	<p>Course outline: The aim of this course is to familiarize students with the basic concepts and techniques in statistics. To enhance the analytical skills of students to interpret data and to produce information for decision making in functional areas of business and economics. To help students think statistically and to motivate students to study furthers in areas of challenge offered by statistics.</p> <p><b>Textbook:</b> Elementary Statistics: Picturing the World, Fifth Edition, Ron Larson</p>	
20.	Course code: MGMT202	Course title: International Commerce
	<p>Course outline: The course focus on the trade theories (no trade model, Ricardian model, Heckscher-Ohlin theory, factor price equalization theorem, Stolper Samuelson theorem, Rybczynski Theorem), international trade and its importance, compare the free trade with autharky, and policy implications.</p> <p><b>Textbook:</b> John W. Head, Principles and Practice of International Commerce and Investment Paperback – May 31, 2012, ISBN-13: 978-1611631517 ISBN-10: 3<sup>rd</sup> Edition.</p>	
21.	Course code: MGMT204	Course title: Business Communication
	<p>Course outline: This course will provide an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace. By the end of this module, the students will be able to develop their skills in verbal and nonverbal communication, communicate in teams, compose different kinds of business messages, preparing CVs and interviewing for jobs.</p> <p><b>Textbook:</b> BCom2: Student edition, Authors: Lehman and Dufrene, Publisher: South-Western Cengage Learning</p>	

22.	Course code: MARK301	Course title: Principles of Marketing
	<p>Course outline: An understanding of consumer decision processes is developed through application of behavioral sciences. Organizational decision-making processes are also considered. The main subjects of this course are market segmentation, product development policies and methods, distribution decisions, and international marketing. Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies.</p> <p><b>Text Book :</b> Kotler, P., Armstrong, G., Principles of Marketing, 11.th.Ed., Pearson International Ed., 2006</p>	
23.	Course code: MGMT303	Course title: International Business
	<p>Course outline: This course provides an overview of the international businesses, economic development and international trade theories, social, political, economical and cultural differences and their importance, international marketing, international dimension of management, importing and exporting activities, country risk analysis and product differentiation.</p> <p><b>Textbook:</b> Charles W. L. Hill., International Business 9th Edition</p>	
24.	Course code: FINA310	Course title: Fundamentals of Corporate Finance
	<p>Course outline: Financial Statement and Financial Statement Analysis, Financial Planning and Financial Environment, Risk and Return, Time Value of Money, Valuation of Bonds, Valuation of Stocks, Cost of Capital, Capital Budgeting, Cash Flow Estimation and Risk Analysis, Capital Structure and Leverage.</p> <p><b>Textbook:</b> Stephen A. Ross, Randolph W. Westerfield and Bradford D. Jordan, Fundamentals of Corporate Finance 6th edition, Irwin/McGraw-Hill.</p>	
25.	Course code: MGMT302	Course title: Quantitative Analysis for Management
	<p>Course outline: This course provides students to improve their skills in observing and reporting. They will learn how to collect data, describe, categorize and analyze them. Computer packages for data analysis will be used as well. <b>Textbook:</b> Quantitative Analysis for Management, 8<sup>th</sup> Edition, Render, Stair and Hanna</p>	
26.	Course code: MGMT304	Course title: Organizational Behavior
	<p>Course outline: The study of human behavior in organizations. Emphasizes theoretical concepts and practical methods for understanding, analyzing, and predicting individual, group, and organizational behavior. Topics include work motivation, group dynamics, decision making, conflict and negotiation, leadership, power, and organizational culture. Ethical and international considerations are also addressed.</p> <p><b>Textbook:</b> Management and Organizational Behavior, Laurie J. Mullins, Prentice Hall, 2005</p>	
27.	Course code: MGMT306	Course title: Human Resource Management
	<p>Course outline: An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management. Topics cover personal planning, performance management and appraisal, managing employee retention, pay for performance etc.</p> <p><b>Textbook:</b> Banfield, P. And Kay, R. (2012) Introduction to Human Resource Management, 2nd Edition, Oxford University Press, United States.</p>	
28.	Course code: MGMT418	Course title: Workshop in Export and Import
	<p>Course outline: This course is designed to improve knowledge of import and export, inco-terms, Common Import/Export Documents. There are many documents involved in international trade, such as commercial documents, financial documents, transport documents, insurance documents and other international trade related documents. In processing the export consignment, documentation may be executed in up to four contracts: The export sales contract, the contract of carriage, the contract of finance and the contract of cargo insurance. It is therefore important to understand the role of each document and their requirements in the international trade.</p> <p><b>Textbook:</b> Export-Import Theory, Practices, and Procedures 3rd Edition, by Belay Seyoum How to Open &amp; Operate a Financially Successful Import Export Business (Book &amp; CD-ROM)</p>	

29.	Course code: FINA302	Course title: Money and Banking
	<p>Course outline: This course offers analysis of monetary theories, importance and structure of the financial system, functions of money, money supply and money demand, determination of interest rate, monetary and fiscal policies and its effects, money and inflation and applications.</p> <p><b>Textbook:</b> Money, Banking and Financial Markets, Stephen G. Cecchetti, McGraw-Hill; 2. edition (2008)</p>	
30.	Course code: FINA407	Course title: International Finance
	<p>Course outline: The aim of this course is to familiarize students with the operations of global financial markets and the analysis of financial decisions of multinational firms. By the end of this course, the student will have gained knowledge about special financial problems of corporations operating in more than one country, including decisions to invest abroad, forecasting exchange rates, measuring and managing exchange risk, international capital movements and portfolio diversification, the management of international working capital and the tools used in multinational fixed asset decisions.</p> <p><b>Textbooks:</b> EITMAN David K., STONEHILL Arthur I., MOFFETT Michael H., Multinational Business Finance (1998 8th Ed.), Addison Wesley</p>	
31.	Course code: MARK403	Course title: Pricing Strategy and Analysis
	<p>Course outline: Pricing is the only element of the marketing mix that generates revenue. Organizations and marketing professionals today face many challenges in optimizing pricing strategies, processes and tactics. Therefore, this course will cover key pricing concepts and pricing strategies to help students understand and use the concepts when making pricing decisions.</p> <p><b>Textbook:</b> Thomas T. Nagle, John E. Hogan, Joseph Hale, 2011, The Strategy and Tactics of Pricing: A Guide to Growing Profitably, 5th edition, Pearson.</p>	
32.	Course code: ECON301	Course title: International Economics I
	<p>Course outline: This course focuses on theories of comparative advantage; classical theory, Heckscher-Ohlin theory. Gains from trade. Factor price equalization theorem, Stolper-Samuelson theorem. Contemporary theories of trade. Instruments of protection, tariffs and subsidies. Economics of integration.</p> <p><b>Textbook:</b> International Economics by Dominick Salvatore 9th Edition</p>	
33.	Course code: MGMT402	Course title: Strategic Management
	<p>Course outline: Strategic management introduces students to foundational issues of strategic management, strategy formulation, portfolio analysis, growth strategies, stability strategies, collaborative strategies, and implementing the strategic plan. Students will be able to understand the key concepts and principles of strategy formulation and competitive analysis, use analytical skills, tools and techniques for analyzing a company strategically, build on and integrate ideas, concepts, and theories from previously taken functional courses such as Accounting, Finance, and Marketing and think critically and strategically.</p> <p><b>Textbook:</b> Strategic Management: Formulation, Implementation, and Control. Twelfth Edition By Pearce and Robinson. McGraw-Hill, 2011.</p>	
34.	Course code: FINA410	Course title: International Banking
	<p>Course outline: Comprehensive overview of international banking, the functions and responsibilities of the international loan officer and the role that commercial and government financial institutions play in facilitating world trade. Includes balance of payments and country risk analysis; documentary collections and letters of credit; principles of international lending; national and international lending agencies; trade and project financing.</p> <p><b>Textbook:</b> Oppenheim P., "International Banking", 6th Ed., American Bankers Association, 1993 and "Global Banking", 2nd Ed., American Bankers Association, 1999.</p> <p>UCP 600 Uniform Customs and Practice for Documentary Credits (2007 Revision of the ICC)</p>	
35.	Course code: MGMT416	Course title: Supply Chain and Management
	<p>Course outline: Supply chain management, strategy creation. About the problems with the administrative issues on the agenda to provide information. Logistics operations of these areas with areas of supply chain positioning strategy, order management, value-added services provider. Raw materials, production and transmission and then up to the end user's design.</p> <p><b>Textbook:</b> 1. Supply Chain Management, Strategy, Planning, and Operation. Sunil Chopra, Peter Meindl. Pearson 2007.</p>	

## ELECTIVE COURSES

### MARKXXX – Introduction to Advertising

**Course outline:** This course provides a basic overview of principles and practices of advertising and examines various issues that are relevant to advertising. It aims to show the importance of advertising for communication and marketing with audience. Various cases will be examined and students will attempt to create samples of advertisements to practice throughout the semester.

**Textbooks:** Arens, Weigold, Arens (2013). Contemporary Advertising and IMC. 14e, Burr Ridge, IL:McGraw Hill/Irwin

### MARKXXX – Services Marketing

**Course outline:** This course is designed for addressing the distinct needs and challenges of managing services and delivering quality service to customers and to prepare students to be successful managers in this increasingly service-oriented economy. It aims to help students understand the unique characteristics of services, the marketing challenges created by these characteristics, and effective ways to address these challenges.

**Textbooks:** Lovelock & Wirtz, 2007, Services Marketing, 6/e, Pearson.

### MARKXXX – Public Relations

**Course outline:** The course introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts. In this course, what is involved in developing, implementing and evaluating public relations strategies will be examined. The course provides insights on understanding an organization's internal and external environment; as well as identifying and addressing public relations situations that emerge in these environments.

**Textbooks:** Ronald D. Smith 2017, Strategic Planning for Public Relations, 5th Edition, Routledge.

### MARKXXX – Sustainable Marketing

**Course outline:** This course aims to provide a comprehensive framework for learning about sustainability issues as a part of marketing strategy in the business and public sector. Some topics of the course includes market communication, environmental strategy and sustainable supply chain management. In this course, students will be provided with tools for critical analysis of marketing activities from a sustainability perspective. The course also reviews global trends and issues that influence sustainable product success.

**Textbooks:** Diane Martin, John Schouten, 2014, Sustainable Marketing, New International Edition, Pearson

### MARKXXX – Business to Business Marketing

**Course outline:** This course provides the basics of marketing goods and services in organizations that market to other organizations. The course is suitable for individuals interested in business-to-business (B2B) marketing as well as in consulting, manufacturing, and in nonmarketing functional areas of B2B firms. The course emphasizes the tactical aspects of business marketing and conceptual and strategic elements.

**Textbooks:** Robert Vitale, Waldemar Pfoertsch, Joseph Giglierano, 2011, Business to Business Marketing, Pearson. Hutt and Speh, 2013, Business Marketing Management b2b, South-Western CENGAGE Learning.

### MARKXXX – Big Data and Marketing Analytics

**Course outline:** This course introduces a variety of modern marketing data sources, and discusses how the data can be used in practice, and how to use statistical marketing models to evaluate the impacts of marketing-mix, and manage customer lifetime value.

**Textbooks:** Chuck Hemann, Ken Burbary, 2018, Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, 2/E, Pearson.

James Mathewson, Mike Moran, 2016, Outside-In Marketing: Using Big Data to Guide your Content Marketing, IBM Press.

**MARKXXX – Personal Selling and Sales Management**

**Course outline:** This course provides the basics of selling and guides the student to explore and understand successful sales and sales management behaviors. The course will focus on professional selling theory and approaches, presentation skills, and sales management techniques. Course topics include the selling process, the buying process, creating value in buyer-seller relationships, prospecting, sales call planning, communicating the message, negotiating for win-win solutions, closing the sale, as well as how to motivate, compensate and train sales people.

**Textbooks:** Geoffrey Lancaster, David Jobber, 2015, Selling and Sales Management, 10th ed., Pearson.

**MARKXXX – Theory and Marketing Thought**

**Course outline:** This course provides theoretical and applied perspectives on marketing theory and concepts including the historical development of marketing thought, and contemporary debates on theory and practice in specialist areas of the discipline. The course aims to provide substantial insights into the foundations and evolution of marketing and to foster skills in critical thinking, synthesis and articulation of ideas and arguments.

**Textbooks:** Shelby D. Hunt, Armonk, 2010, Marketing Theory: Foundations, Controversy, Strategy, Resource-Advantage Theory, New York: M.E. Sharpe.

Michael J. Baker and Michael Saren, 2010, Marketing Theory, Second edition, Sage Publications.

**MARKXXX – Corporate Social Responsibility**

**Course outline:** In this course, students are introduced to the concept of corporate social responsibility, which involves an examination of whether organizations should expand their focus from serving stockholders to also considering the impact of the firm's activities on diverse stakeholders.

**Textbooks:** Werther, W. B. & Chandler, D. (2011). Strategic corporate social responsibility. Thousand Oaks, CA: Sage.

**MARKXXX – Fashion Marketing**

**Course outline:** The course will provide fundamentals of marketing in apparel and related industry. Study of consumers and consumer choices in today's complex, ever-changing fashion marketplace. Consumer rights, responsibilities, and diversity considered. Basis for informed and wise consumer decisions.

**Textbooks:** Gini Stephens Frings, Design West, 2014, Fashion: Pearson New International Edition: From Concept to Consumer, 9/E, Pearson.

Rath, P., Bay, S., Gill, P. (2014). The why of the buy: Consumer behavior and fashion marketing (2nd ed.). New York : Fairchild Books.

**MARKXXX – Distribution Channel Management**

**Course outline:** This course aims to introduce current theories and practice in distribution channels management through learning of relevant frameworks. Students will attempt to understand the motivations and behaviors of channel members and effective management of distribution channels as well as how to make informed decisions. The course will combine concepts and ideas from other marketing issues and concepts to comprehensively grasp the linkage of distribution with other marketing functions.

**Textbooks:** Bert Rosenbloom, 2011, Marketing Channels: A Management View, International Edition, Thomson South-Western.

**MARKXXX – Retail Marketing Management**

**Course outline:** This course help students develop a comprehensive understanding of retail and services management as well as non-store retailing. Topics include an overview of retail marketing; retail marketing, financial and location strategy; merchandising; pricing and distribution; promotion including communications, store layout, store design, visual merchandising; and customer service.

**Textbooks:** Levy, M and B Weitz. 2014, Retailing Management, 9th ed. New York: McGraw-Hill Irwin.

**MARKXXX – Marketing of Non-for Profit Organizations**

**Course outline:** This course examines the marketing principles of mission-driven organizations, specifically nonprofits and government agencies. Public and nonprofit marketers face unique marketing challenges and this course will address these challenges of nonprofit and public sector marketers, providing students with an introduction to marketing theory. It will also

equip students with practical experience in developing a strategic marketing plan, influencing the attitudes and behaviors of diverse stakeholders, leveraging social media and other emerging technologies, and other skills relevant to nonprofit and public sector marketers.

**Textbooks:** Alan R Andreasen (Author), Philip T. Kotler, 2007, Strategic Marketing for Non-Profit Organizations (7th Edition) Pearson.

**MARKXXX – Sports Marketing**

**Course outline:** This course is designed for students who are interested in sports marketing through understanding of the marketing tools (e.g., research, segmentation) for sports marketing, the perspectives of participants and spectators as sports consumers, and the marketing mix options for sports products. This course covers three basic components of sports marketing: (1) the use of sports as a marketing tool for other products; (2) the marketing of sports products; and (3) the emerging considerations relevant for both marketing through and the marketing of sports.

**Textbooks:** Sam Fullerton, 2010, Sports Marketing, 2nd edition, McGraw-Hill/Irwin.

**MARKXXX – Trends in Marketing Research**

**Course outline:** In this course contemporary issues and trends in marketing research will be studied. Students will learn how to effectively conduct marketing research and review recent literature.

**Textbooks:** Selected readings.

**MARKXXX – Special Topics in Marketing**

**Course outline:** Selected topics on marketing will be critically analyzed and discussed.

**Textbooks:** Selected readings.

**MGMTXXX – Total Quality Control**

**Course outline:** In this course, the basic concepts in Total Quality Management (TQM) and specific tools and techniques for quality improvement will be identified and examined. The course will help students to differentiate between product quality characteristics and service quality characteristics, list the key steps in the control of quality, and explain the process of planning for quality, the system of documentation, implementation and assessment of quality and the role of external and internal customers in setting quality parameters

**Textbooks:** Quality Management for Organizational Excellence Pearson New International Edition: Introduction to Total Quality, 7/E by David L. Goetsch, Stanley Davis, ISBN-10: 1292022337 • ISBN-13: 9781292022338, Pearson

**MGMTXXX – Supply Chain Management**

**Course outline:** The objective of this course is to introduce you to the key concepts and techniques that will allow you to analyze, manage and improve supply chain processes for different industries and markets. Some of the topics that will be covered in this course are supply chain strategy (strategic fit, network design, global dual sourcing), managing supply chain risks (risk-sharing contracts, risk pooling, risk hedging), coordinating supply chain (sales and operations planning, bullwhip effect).

**Textbooks:** Supply Chain Management: Strategy, Planning, and Operation (7th Edition) (What's New in Operations Management) 7th Edition, by Sunil Chopra, 2018, Pearson.

**FINA305 – Project Management**

**Course outline:** This course provides a systematic and thorough introduction to all aspects of project management. It focuses on the relation between projects and the strategic goals of the organization, the technical, cultural, and interpersonal skills

necessary to successfully manage projects from start to finish. Concepts are reinforced by case studies covering a wide variety of project types and industries. Topics include the strategic role of projects in contemporary organizations;

dealing

with stakeholders, such as customers, vendors, and subcontractors; organizational cultures; and the technical management tools.

**Textbooks:** Erik W Larson, 2017, Project Management: The Managerial Process, 6th Edition, McGraw Hill.

### **MGMT201 – Organizational Theory**

**Course outline:** An examination of the four functions of management (planning, organizing, leading, and controlling) with emphasis on the application of management concepts and theories to achieve organizational goals. The aim is to develop strategies, goals, and objectives to enhance performance and sustainability. Topics include ethics, social responsibility, globalization, and change and innovation.

**Textbooks:** Gareth Jones (2013) Organizational Theory, Design, and Change, Global Edition, 7/e, Pearson.

### **MGMT206 – Entrepreneurship**

**Course outline:** This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Student will be able to recognize the entrepreneurial potential within them and others in their environment, appreciate the role of entrepreneurship within society, at the level of the organization, and in their own personal life, understand the process nature of entrepreneurship, and ways to manage the process.

**Textbooks:** Peter F. Drucker, 2006, Innovation and Entrepreneurship, Reprint edition, HarperBusiness.

### **MGMT303 – International Business**

**Course outline:** This course provides an overview of the international businesses, economic development and international trade theories, social, political, economical and cultural differences and their importance, international marketing, international dimension of management, importing and exporting activities, country risk analysis and product differentiation.

**Textbooks:** Ricky W. Griffin & Michael W. Pustay, 2013, International Business, 7th Edition, Pearson Ed. Ltd.

### **MGMT304 – Organizational Behavior**

**Course outline:** The study of human behavior in organizations. Emphasizes theoretical concepts and practical methods for understanding, analyzing, and predicting individual, group, and organizational behavior. Topics include work motivation, group dynamics, decision making, conflict and negotiation, leadership, power, and organizational culture. Ethical and international considerations are also addressed.

**Textbooks:** Robbins & Judge, 2019, Organizational Behavior, Global Edition, 18/e, Pearson.

### **MGMT305 – Management Information Systems**

**Course outline:** This course provides an in-depth look at how business firms use information technologies and information systems to achieve corporate objectives. Upon completion of the course, the student should understand and assess the role of Information Systems in achieving competitive advantage in the ever changing business world of today. Main topics are: Information systems in global business today, global e-business, information systems, organizations and strategy, foundation of business intelligent, achieving operational excellence and customer intimacy, e-commerce, enhancing decision making, managing global systems.

**Textbooks:** Kenneth Laudon, Jane Laudon, 2013, Management Information Systems, Global Edition, 13th Edition, Pearson Publishing.

### **MGMT402 – Strategic Management**

**Course outline:** Strategic management introduces students to foundational issues of strategic management, strategy formulation, portfolio analysis, growth strategies, stability strategies, collaborative strategies, and implementing strategic plan. Students will be able to understand the key concepts and principles of strategy formulation and competitive analysis, use analytical skills, tools and techniques for analyzing a company strategically, build on and integrate ideas, concepts, and theories from previously taken functional courses such as Accounting, Finance, and Marketing and think critically and strategically.

**Textbooks:** Fred R. David, Forest R. David, Strategic Management: Concepts and Cases, Global Edition, 15th Edition, Pearson Publishing.

### **MGMT404 – Customer Relations Management**

**Course outline:** This course introduces students how to develop customer loyalty in businesses. Main topics covered in the course include customer loyalty and discussing its benefits, CRM types, goals and process, preparation and implementation of a cost efficient CRM program, automated system and eCRM.

**Textbooks:** Francis Buttle, 2009, Customer Relationship Management (2nd Edition), Elsevier Ltd.

### **MGMT422 – Service Quality Management**

**Course outline:** This course introduces the key concepts in managing service organisations and their operations. The focus is on creating value and customer satisfaction. This course covers in-depth discussions of services, value creations, service strategy, and the issues related to the development of a service system. This course also addresses topics crucial to effectively and efficiently operating a service system, such as managing capacity and demand, and service quality management.

**Textbooks:** 1. R. Woods and J. King, Quality Leadership and Management in the Hospitality Industry. AHLA.  
2. Jay Kandampully, Connie Mok, Beverley A. Sparks, 2001, Service Quality Management in Hospitality, Tourism and Leisure Routledge.

### **MGMT424 – Business Ethics**

**Course outline:** This course exposes the student to both sides of past and present ethical dilemmas facing the world. Course content includes an overview of individual ethical development, ethical issues in business today, the opportunity and conflict of ethical decision-making framework, and the development of an effective ethics program in a corporation.

**Textbooks:** 1. Richard DeGeorge, 2013, Business Ethics, 7th Edition, Pearson New International Edition.  
2. Colin Fisher, Alan Lovell, Néstor Valero-Silva, 2012, Business Ethics and Values, 4th Edition, Pearson.

### **THRM302 - Marketing Strategies in Tourism**

**Course outline:** Students develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b) planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan.

**Textbooks:** Philip Kotler, John Bowen, James Makens, 2013, Marketing for Hospitality and Tourism, 6th Edition, Pearson New International Edition PDF eBook.

### **FINA202 – Financial Marketing**

**Course outline:** This course operationalizes several marketing concepts such as segmentation, targeting, and positioning for financial markets.

**Textbooks:** Ross, Stephen A., Westerfield, Radolph W. and Jordan, Bradford D. (2007), Essentials of Corporate Finance, 7th edition, McGraw-Hill, NY, USA.

### **PSIR205– Principles of Law**

**Course outline:** This is an introductory course in which basic concepts and general principles of law, as well as issues concerning the Turkish legal system, are studied in order to provide an introduction to legal concepts and institutions that will serve as a foundation for other courses dealing with legal studies. The main topics to be studied are the concept

of “law”, the sources of law, the different branches of law and the application of law.

**Textbooks:** Jeffrey L. Dunoff, Steven R. Ratner, David Wippman (2015), *International Law: Norms, Actors, Process: A Problem-Oriented Approach* (4th eds.), Wolters Kluwer Law & Business.