



OKAN UNIVERSITY

İSTANBUL

FACULTY OF
ECONOMICS AND ADMINISTRATIVE SCIENCES

BANKING AND FINANCE UNDERGRADUATE PROGRAM

WEB CATALOG



OKAN UNIVERSITY

İSTANBUL



TUZLA CAMPUS

34959 Akfırat / Tuzla / İstanbul
Phn: +90 (216) 444 OKAN (6526)
Fax: +90 (216) 677 16 47
iletisim@okan.edu.tr

KADIKÖY CAMPUS

Uzunçayır Street No: 4/A 34722
Hasanpaşa / Kadıköy / İstanbul
Phn: +90 (216) 325 48 18
Fax: +90 (216) 339 61 36
iletisim@okan.edu.tr

MECİDİYEKÖY CAMPUS

Avni Dilligil Street No: 18 34394
Mecidiyeköy / İstanbul
Phn: +90 (212) 212 OKAN (6526)
Fax: +90 (212) 216 18 03
iletisim@okan.edu.tr

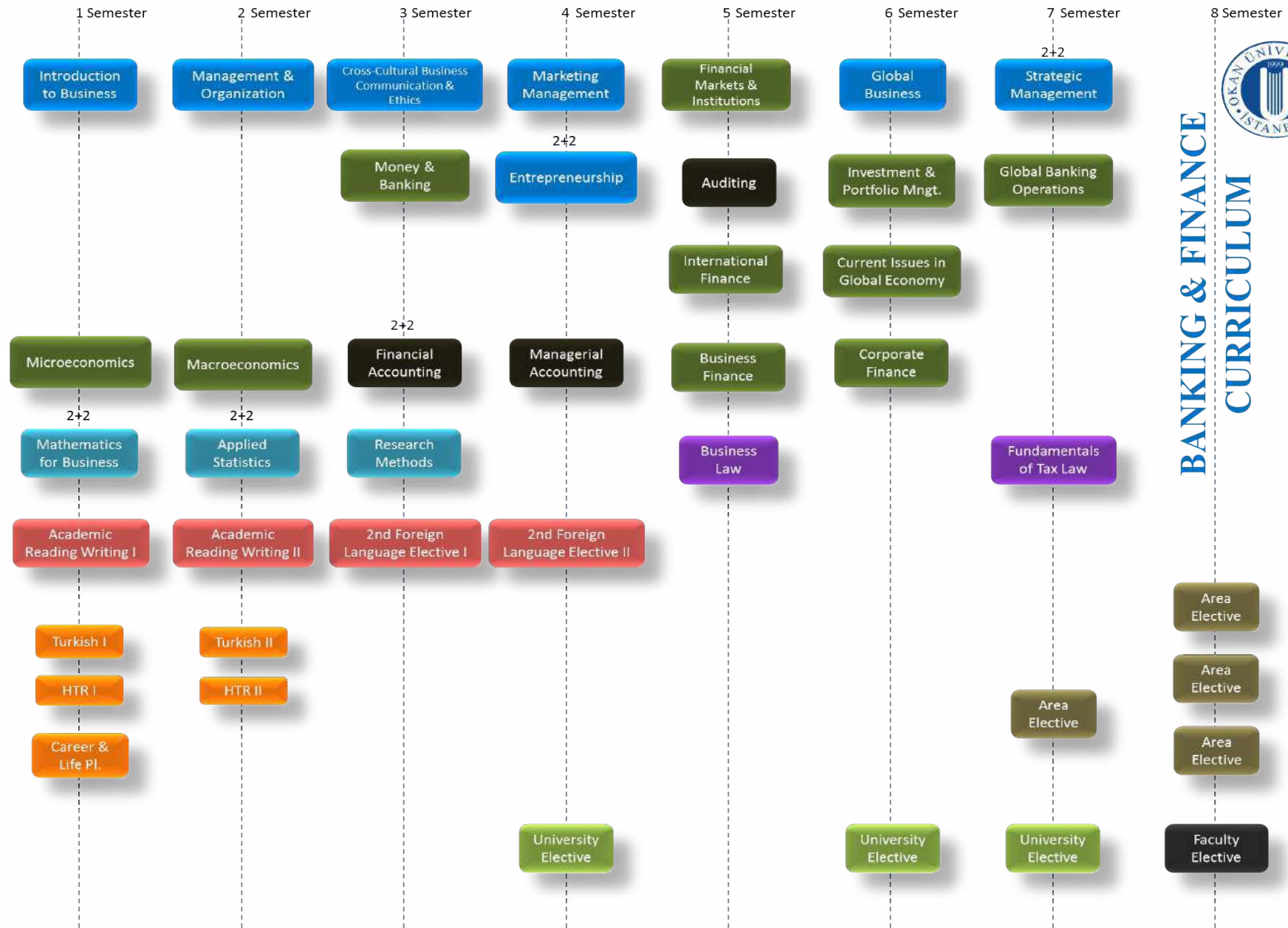
BEYOĞLU CAMPUS

İstiklal Cad. İmam Adnan Sok.
No 19 Beyoğlu / İstanbul
Phn: +90 (212) 212 65 26
iletisim@okan.edu.tr

BAHÇELİEVLER CAMPUS

Şirinevler Meydanı Mareşal Fevzi
Çakmak Cad. No: 2
Bahçelievler / İstanbul
Phn: +90 (216) 444 OKAN (6526)
iletisim@okan.edu.tr





BANKING & FINANCE CURRICULUM



BANKING AND FINANCE UNDERGRADUATE PROGRAM CURRICULUM

| Code | | Course |
|--------------------------------|------------|---|
| 1st Semester | | |
| ENG | 113 | Academic Reading and Writing I |
| BBA | 101 | Introduction to Business |
| ECO | 101 | Microeconomics |
| BBA | 181 | Mathematics for Business |
| TRD | 111 | Turkish I |
| ATA | 111 | Atatürk Principles and the History of Turkish Revolution I |
| CLP | 001 | Career and Life Planning |
| 2nd Semester | | |
| ENG | 114 | Academic Reading and Writing II |
| BBA | 102 | Management and Organization |
| ECO | 102 | Macroeconomics |
| BBA | 182 | Applied Statistics |
| TRD | 112 | Turkish II |
| ATA | 112 | Atatürk Principles and the History of Turkish Revolution II |
| INT | 001 | Internship |
| 3rd Semester | | |
| ACCA | 102 | Financial Accounting |
| BBA | 203 | Cross-Cultural Business Communication and Ethics |
| FNCE | 203 | Money and Banking |
| BBA | 281 | Research Methods |
| | | Second Foreign Language Elective I |
| 4th Semester | | |
| BBA | 220 | Entrepreneurship |
| BBA | 341 | Marketing Management |
| ACCA | 202 | Managerial Accounting |
| | | University Elective I |
| | | Second Foreign Language Elective II |
| 5th Semester | | |
| FNCE | 301 | Business Finance |
| FNCE | 303 | Financial Markets and Institutions |
| FNCE | 305 | International Finance |
| ACCA | 303 | Auditing |
| BBA | 411 | Business Law |
| 6th Semester | | |
| BBA | 302 | Global Business |
| FNCE | 302 | Corporate Finance |
| FNCE | 304 | Investment and Portfolio Management |
| FNCE | 306 | Current Issues in Global Economy |
| | | University Elective II |
| 7th Semester | | |
| BBA | 389 | Fundamentals of Tax Law |
| BBA | 401 | Strategic Management |
| FNCE | 401 | Global Banking Operations |
| | | Area Elective I |
| | | University Elective III |
| 8th Semester | | |
| | | Area Elective I |
| | | Area Elective II |
| | | Area Elective III |
| | | Faculty Elective |

BANKING AND FINANCE UNDERGRADUATE PROGRAM MINOR PROGRAMS

| FINANCE | | |
|-------------|------------|-------------------------------------|
| | | |
| BBA | 101 | Introduction to Business |
| FNCE | 301 | Business Finance |
| FNCE | 302 | Corporate Finance |
| FNCE | 303 | Financial Markets and Institutions |
| FNCE | 304 | Investment and Portfolio Management |
| FNCE | 305 | International Finance |
| | | Area Elective |
| | | Area Elective |

BANKING AND FINANCE UNDERGRADUATE PROGRAM ELECTIVE PROGRAMS

| FINANCE | | |
|------------------|------------|-------------------------------------|
| Elective Courses | | |
| ECO | 407 | Energy Markets and Pricing |
| FNCE | 403 | Derivatives and Risk Management |
| FNCE | 405 | Central Banking and Monetary Policy |
| FNCE | 404 | Behavioral Finance |
| FNCE | 406 | Entrepreneurial Finance |
| FNCE | 408 | Risk and Insurance |
| FNCE | 410 | International Financial Management |
| FNCE | 412 | Bank Management |
| ITRD | 202 | International Trade |
| ITRD | 302 | Financing International Trade |
| BBA | 290 | Advanced Excel Applications |



BANKING AND FINANCE UNDERGRADUATE PROGRAM COURSE DESCRIPTIONS

ENGI13 Academic Reading and Writing I (2-2-0-3-4)

Introduction to the course; tenses - advanced level; gerund, infinitive and participle constructions; adjectives and adverbs; relative and other clauses; modal verbs and concepts; passive constructions; reported speech; conditional constructions; variations of conditional constructions; developing a paragraph; making an outline; writing a descriptive paragraph; using synonyms; transitions to compare and contrast; phrasal verbs.

ENGI14 Academic Reading and Writing II (2-2-0-3-4)

Advanced practices to develop reading; listening, writing and oral presentation skills; matching definitions and defining new terms; learning and using noun collocations to expand vocabulary; using noun collocations; sentence fragments; writing an opinion essay with a counterargument; using prefixes to guess meaning of new vocabulary; writing a cause & effect essay; complex sentences with "because, since, when"; writing a problem, solution essay and writing thesis statements; passive voice.

TRDI11 Turkish I (2-0-0-2-2)

Orthographic rules; phonetics; semantics; wording; language; general information about Turkish; history of Turkish language; instructor to verify completion; Turkish alphabet; vowels in Turkish alphabet; Turkish pronunciation; vowel harmony; plural suffix in Turkish; personal pronoun in Turkish; question suffixes in Turkish; questions sentences in Turkish; ordinal numbers in Turkish; Turkish adjectives and its opposites; basic verbs in Turkish; present continuous tense in Turkish; present continuous tense suffix in Turkish; emotions in Turkish; reactions in Turkish.

TRDI12 Turkish II (2-0-0-2-2)

Language families; accents and dialects; verbal and written expressions; instructor to verify completion; general information about Turkish; history of Turkish language; possessive pronouns in Turkish; Turkish vowel harmony; possessive suffixes in Turkish; consonant voicing in Turkish; present continuous tense in Turkish; imperative mood in Turkish; temporal adverbs in Turkish; talking about life history; compare the conjunctions.

ATA111 Atatürk Principles and the History of Turkish Revolution I (2-0-0-2-2)

The aim of the revolution and related topics; the decline and fall of Ottoman Empire; the First World War; Mondros and Sevres Agreements; Mustafa Kemal and the organization of the national struggle; the last Ottoman Parliament and the proclamation of Misak-ı Milli; the establishment of Turkish grand national assembly.

ATA112 Atatürk Principles and the History of Turkish Revolution II (2-0-0-2-2)

The National War of Independence; eastern and western fronts; Mudanya Agreement and the end of sultanate; Lausanne Peace Conference and the establishment of the republic; the new republic; the opposition and Progressive Republican Party; the renovations in education and culture; the Mousul question; the experiment of multiparty system-Liberal Republican Party.

ECO101 Microeconomics (3-0-0-3-7)

Role of consumers, firms, and workers as economic actors; nature of economic interaction and dealings; economic choice and constraints; consumer theory and demand; theory of the firm: production, costs and supply; general equilibrium; market structures; market failures; imperfect information; welfare; examples from the World and Turkey.

ECO102 Macroeconomics (3-0-0-3-7)

Concepts of accounting and determination of national income; classical and Keynesian theories of output and employment; determination of national savings, investment and consumption; theories of economic growth and development; balance of payments, exchange rate systems, trade and financial flows; monetary and fiscal policy; inflation and anti-inflationary policies; examples from the Global and Turkish economy and macroeconomic indicators.

CLP001 Career and Life Planning (0-3-0-1-3)

Professional and personal development; seminars; social, sportive, and cultural activities; the dynamics of university life; actions to be taken for getting ready to business world before graduation; setting goals; skills and competencies to be improved for getting ready to business world; creating personal vision; taking initiative to accomplish an objective; personal image as a university student; communication; stress management.

FNCE203 Money and Banking (3-0-3-3-6)

Definition of money; monetary aggregates; measuring interest rates; risk structure of interest rates; term structure of interest rates and the yield curve; demand for money; the bank balance sheet; liquidity, asset, liability and capital adequacy management in banking; credit and interest rate risk management in banking; gap and duration analysis; bank income statement; net interest margin; banking regulation; central banks and money creation; IS-LM model.

FNCE301 Business Finance (3-0-0-3-6)

Specifics of financial statements; statement of cash flows; financial statement analysis; trend analysis; horizontal and vertical analysis; financial ratio analysis; long-term financial planning; sales of percentage approach; internal and sustainable growth rates; time value of money, present and future values of multiple cash streams; annuities; perpetuities; loan amortization.

FNCE302 Corporate Finance (3-0-0-3-6)

Firm theory; role of the corporation; capital structure; debt-equity mix; bond valuation; Gordon growth model and stock valuation; capital budgeting; net present value; internal rate of return; modified internal rate of return; payback rule; discounted payback rule; average accounting return; capital market history; risk and return; risk premium; systematic and unsystematic risk; diversification; security market line; cost of debt capital; cost of equity capital; weighted average cost of capital; financial leverage; dividend policy.

FNCE303 Financial Markets and Institutions (3-0-0-3-6)

Overview of the financial system; specifics of financial institutions; stylized facts about the financial environment; asymmetric information in financial markets, adverse selection and moral hazard; impact of asymmetric information on financial institutions; agency theory and dynamics of financial crisis; measuring interest rates; the money markets; the bond markets; the stock markets and the market efficiency; the mortgage markets; the foreign exchange markets; international financial institutions; financial regulation.

FNCE304 Investment and Portfolio Management (3-0-0-3-6)

Investment environment; overview of financial instruments; security trading; initial public offerings; market orders; buying on margin; short sales; investment companies; open-end funds; closed-end funds; risk and return; risk premium; risk aversion; capital allocation line; portfolios of risky and risk-free assets; the capital market line; optimal risky portfolios; diversification; portfolios of two risky

assets; minimum variance portfolio; the Markowitz portfolio selection; capital asset pricing model; arbitrage pricing theory; factor models; market efficiency; simulation application.

FNCE305 International Finance (3-0-0-3-6)

Globalization of the World economy; evolution of the international monetary system; European monetary system; fixed versus flexible exchange rate regimes; Balance-of-payments accounting; balance-of-payments accounts; the foreign exchange market; the spot market and forward market; international parity relationships and forecasting foreign exchange rates; interest rate parity, purchasing power parity, the Fisher effects; international bond market; international equity market.

FNCE306 Current Issues in Global Economy (3-0-0-3-6)

Specifics of macroeconomic indicators and macroeconomic analysis; interpreting macroeconomic indicators; industry analysis; goods market; global markets; risk in international investments; interest parity condition and carry trade; the mutual fund industry; pension funds; investment banks and underwriting; dynamics of financial crisis; subprime mortgage crisis; securitization and collateralized debt obligations; financial contagion; dynamics of cross-border capital flows; global financial imbalances.

FNCE401 Global Banking Operations (3-0-0-3-6)

Banking System and Commercial Banks; Regulators and Organization Structure in Banks; Basic Bank Operation Terms; Bank Accounting Structure; Fields of Activity in Banking; Correspondent Banking; Deposits; Loans; Funds Transfers; Check Processing & Clearing; Funds Management; FX Transactions; Capital Market Transactions; Foreign Trade Operations; Internet & Mobile Banking.

FNCE403 Derivatives and Risk Management (3-0-0-3-6)

Specification of derivative instruments; market risk; counterparty risk; mechanics of futures markets; stock index futures, commodity futures; interest rate futures; hedging strategies using derivatives; determination of forward and futures prices; swaps; mechanics of options markets; properties of stock options; trading strategies involving options; binomial trees; Black-Scholes-Merton model.

FNCE404 Behavioral Finance (3-0-0-3-6)

Efficient market hypothesis; long-term returns; random walk; prospect theory; psychological evidence into financial decisions; rationality concept; mispricing; bubbles; inefficient markets; financial market anomalies and theories; investor psychology; risk aversion; market crashes; agency problem; market overreaction.

FNCE405 Central Banking and Monetary Policy (3-0-0-3-6)

The goals of central banks, the central bank's balance sheet; monetary base; multiple deposit creation; the money multiplier; the interbank market (market for reserves); open market operations; discount policy; reserve requirements; monetary targeting; inflation targeting; Taylor rule; unsterilized and sterilized interventions; exchange rate targeting; transmission mechanisms of monetary policy; zero interest rate policy; quantitative easing policy; discussion on modern money creation and its effects on economic activity.

FNCE406 Entrepreneurial Finance (3-0-0-3-6)

Business evaluation; capital structure; sources of funding; investment valuation; analysis, prioritization and selection of investment projects; real options; working capital management; cash flow management; venture capital funds; term sheets; due diligence; initial public offerings; mergers and acquisitions; growth management.

FNCE408 Risk and Insurance (3-0-0-3-6)

Definition of Risk; Risk Management Process; Risk Identification; Mitigation of Risks; Risk Measuring; Risk Monitoring; Role of Insurance; Functions of Insurers; Insurance Regulation; The Basics

of Insurance Contract; Basic Types of Insurance: Enterprise Insurances, Personal Insurances, Common Insurances: Fire, Accident, Health.

FNCE410 International Financial Management (3-0-0-3-6)

Futures and options on foreign exchange; foreign currency speculation; basic option pricing relationships and valuation; currency and interest rate swaps; management of interest rate and foreign currency risks; management of transaction exposure; management of operating exposure; management of translation exposure; international portfolio theory and diversification; foreign direct investment theory and political risk.

FNCE412 Bank Management (3-0-0-3-6)

The banking system and types of banks; some related important articles of Banking Law related to establishment and corporate governance; bank's organization chart and management's responsibilities; regulatory environment for running a bank; human resources management; financial statements analysis, ratios and performance evaluation of bank; how to make successful asset and liability management of banks; risk management in banking.

ACCA102 Financial Accounting (2-2-0-3-7)

Definition of accounting; functions and position within the business organization and its importance; basic accounting equation; financial statements; documents used in accounting; the books used in accounting; concepts of accounts; groups of accounts and working principles; accounting plan and uniform chart of accounts; implementation of accounting in our country; transactions of short-term assets, long-term assets, short-term liabilities, long-term liabilities, equity and profit and loss accounts and accounting records; case study.

ACCA202 Managerial Accounting (3-0-0-3-6)

Basics of managerial accounting; cost behavior; planning of profit; managerial decisions; comparative study of full and variable cost method; responsibility accounting; cost center success valuation; decisions on cost and management; decision making applications between alternatives.

ACCA303 Auditing (3-0-0-3-6)

Definition and types of auditing; international and generally accepted auditing standards; risk at auditing process; internal control and its importance; materiality at auditing process; audit planning; audit sampling; audit evidence and techniques; audit work papers; completion of audit and auditing reports; auditing and ethics.

BBA101 Introduction to Business (3-0-0-3-7)

Definition of business; business administration functions; formation of a business unit; business in global markets; general management in business; human resource management in business; accounting and financial activities in business; operations management in business; marketing management in business; business and economics; social responsibility, ethics and law in business; new developments in business.

BBA102 Management and Organization (3-0-0-3-6)

Basic concepts; models; and theories of management and organization; evolution of management thought; four functions of management: planning, organizing; leading; and controlling; organizational structure; design; organization's internal systems; organization and its environment; organizational fit; organizational culture; organizational performance; social responsibility and ethics; managerial decision making; early and contemporary leadership theories and applications.

BBA181 Mathematics for Business (2-2-0-3-8)

First and second order equations and inequalities; graphs in rectangular coordinates; concept of function; applications of functions; exponential and logarithmic functions and their applications; limits

and continuity; differentiation; derivatives of logarithmic and exponential functions; Lagrange multiplier; partial derivatives; integration; definite integral.

BBA182 Applied Statistics (2-0-2-3-8)

Measures of central tendency (mean, median, mode, range); measures of dispersion (variance, standard deviation); histogram; diagrams, charts and plots, distinguishing between sample and the population; probability; permutation; combination; probability rules; bivariate probability, joint probability; conditional probability; Bayes' theorem, discrete and continuous variables and probability distributions (binomial, Poisson, exponential distributions); expected value; sampling and sampling distribution (sampling distribution of the sample mean and sample proportion); point estimation; confidence interval; hypothesis testing (z, student's t, F and Chi-square distributions); linear correlation; population and sample correlation coefficient.

BBA203 Cross-Cultural Business Communication and Ethics (3-0-0-3-6)

Cross-cultural communications management; assessing the business and marketing environment; understanding the role of culture; the meanings and dimensions of culture; cross-cultural models; communicating across cultures; verbal and non-verbal communication; issues in cross-cultural communications management; application of cross-cultural communications management to business situations: cross-cultural negotiation and decision-making, formulating strategy in cross-cultural environment; definition of ethic; trust and truth; unfair competition; ethical issues in business practices; social responsibility and the role of ethical issues in management.

BBA220 Entrepreneurship (2-0-2-3-7)

Basic concepts of entrepreneurship; franchising; buyouts; small and medium sized enterprises; start-ups; entrepreneurship process; implementing new business plans; commercialization; business plan canvas; innovation and organizational change in existing organizations; entrepreneurship; creating and expanding new markets; operational challenges and opportunities; development and management of family businesses; examples from entrepreneurial successes and failures; types of entrepreneurship; social entrepreneurship.

BBA281 Research Methods (3-0-0-3-6)

Introduction to the process of conducting research; steps in the process of research; identifying a hypothesis and research problem; creating research questions; reviewing literature; ethics of research; qualitative research: essence of qualitative data, sampling, collection techniques; interpreting qualitative data: qualitative data analysis procedures, coding, thematic development; quantitative research: essence of quantitative data, collection and analysis techniques, sampling, data collection instruments; applied statistics: identifying the dependent and independent variables, confidence levels; descriptive statistics; inferential statistics: drawing inference from data, modeling assumptions, identifying patterns, data analysis; regression analysis; SPSS application; APA writing styles, taxonomy of research, research project presentation.

BBA290 Advanced Excel Applications (3-0-0-3-6)

Basic Excel use; working with worksheets and books; working with data lists; conditional and unconditional formatting; working with graphics; logical and mathematical functions; statistical functions; financial functions; subtotals, preparing tables and summary table analysis; pivot tables; macros; data analysis.

BBA302 Global Business (3-0-0-3-6)

Introduction to global business; globalization of market and the internalization of the firm; cultural environment of global business; ethics and international business; theories of international trade and investment; PESTEL analysis, government intervention in global business; emerging markets and developing economies; advanced economies; import and export intermediaries; supplier and distributor contracts; competitive strategies; alternate methods of market entry; foreign direct investment and collaborative ventures; global sourcing; marketing in the global firm; HRM in the global firm; financial management and accounting in the global firm; global operations management.

BBA341 Marketing Management (3-0-0-3-7)

Developing marketing strategies and plans; connecting with customers: creating long-term loyalty relationships, building strong brands: identifying market segments and targets, creating brand equity; product and service strategies; pricing strategies; managing marketing channels; elements of integrated marketing communications, digital communications; advertising, sales promotions, events and experiences, and public relations; direct marketing; word of mouth; and personal selling.

BBA389 Fundamentals of Tax Law (3-0-0-3-6)

Concept of law, concept of financial law, meaning of tax law, the place of tax law and its independence within the law system, correlation of tax law with the private law and public law branches, branches of tax law, sources of law, sources of tax law, enforcement of tax rules in terms of place, time and meaning, basic concepts and institutions of tax law, tax immunity, exceptions and deductions, basis, tax table, assessment, notification, accrual, payment and tax collection, Code on Collection Procedure of Assets, prescription, cancellation, types of cancellation, tax amnesty, concept, types, extension, calculation of time in tax law, tax administration and review, tax crimes and punishment, tax jurisdiction.

BBA401 Strategic Management (2-0-2-3-7)

basic concepts of strategic management; the strategic management process; developing strategic vision, mission, and objectives; crafting strategy; industry analysis, competitive analysis, evaluating company resources; evaluating competitive capabilities; corporate and business strategies; the five generic competitive strategies; strategies for international markets; implementing strategy: resources and structure; implementing strategy: budgets, policies, incentives; implementing strategy: culture and leadership; strategic evaluation and control; ethics in strategic management, business strategy simulation game.

BBA411 Business Law (3-0-0-3-6)

Legal transactions; classification and formation of contracts; scope of commercial law; commercial transactions; assignment; commercial papers; partnerships; the rights of minors in the business entity; illegal aspects of bankruptcy; mergers; acquisitions and intellectual property; laws of patents; copyrights and trademarks; consumer laws; product warranties; rental relationships.

ECO407 Energy Markets and Pricing (3-0-0-3-6)

Introduction to energy markets, the distinction between primary and secondary energy, the distinction and relationship between domestic and international energy markets, coal markets, oil markets, natural gas markets, electricity markets, structure of the energy markets, price dynamics, market regulation, investment in energy markets, competition in energy markets, trade in energy, energy dependency and energy security issues, energy policies and their effects on the market structure and price dynamics.

ITRD202 International Trade (3-0-0-3-6)

Megatrends in international trade; organizations responsible from foreign trade in Turkey; important databases used in foreign trade; import and export legislation in Turkey; T-types of export; export workflow; import legislation; import workflow; protection measures; ICC 600; ICC 522.

ITRD302 Financing International Trade (3-0-0-3-6)

Explaining capital movement declarations; export and foreign exchange credits; pre-financing credits; documented/undocumented credits; cash/ non-cash credits; alternative financing techniques: factoring; forfaiting; leasing; risks; futures; post financing; Eximbank credits; export incentives; buyer credits; country credits; project financing; goods and transportation credits; asses-based credits; syndicated loans; mutual trade.

Second Foreign Language Elective I/II

English / Russian / German / Chinese / Arabic

Elementary level Russian; Chinese; German; Arabic; application of basic language and grammar;
Students studying in the Turkish program may take English course as a second foreign language elective course.



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