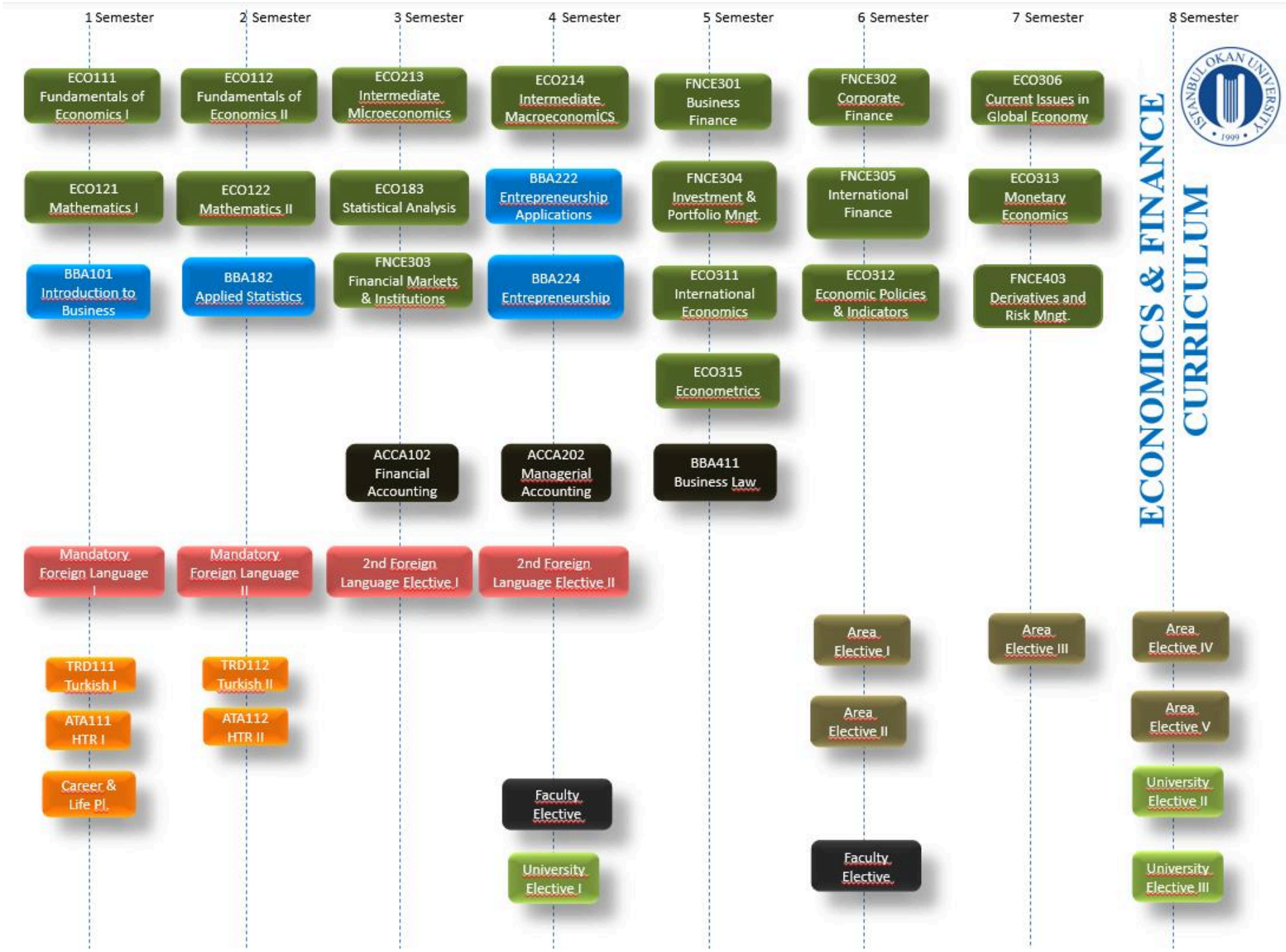
ISTANBUL

OKAN UNIVERSITY

FACULTY OF
BUSINESS AND ADMINISTRATIVE SCIENCES

ECONOMICS AND FINANCE UNDERGRADUATE PROGRAM

CATALOG


1 Semester
2 Semester
3 Semester
4 Semester
5 Semester
6 Semester
7 Semester
8 Semester
ECO111 Fundamentals of Economics I
ECO112 Fundamentals of Economics II
ECO213 Intermediate Microeconomics
ECO214 Intermediate Macroeconomics
FNCE301 Business Finance
FNCE302 Corporate Finance
ECO306 Current Issues in Global Economy
ECO121 Mathematics I
ECO122 Mathematics II
ECO183 Statistical Analysis
BBA222 Entrepreneurship Applications
FNCE304 Investment & Portfolio Mngt.
FNCE305 International Finance
ECO313 Monetary Economics
BBA101 Introduction to Business
BBA182 Applied Statistics
FNCE303 Financial Markets & Institutions
BBA224 Entrepreneurship
ECO311 International Economics
ECO312 Economic Policies & Indicators
FNCE403 Derivatives and Risk Mngt.
ECO315 Econometrics
ACCA102 Financial Accounting
ACCA202 Managerial Accounting
BBA411 Business Law
Mandatory Foreign Language I
Mandatory Foreign Language II
2nd Foreign Language Elective I
2nd Foreign Language Elective II
Area Elective I
Area Elective III
Area Elective IV
TRD111 Turkish I
TRD112 Turkish II
ATA111 HTR I
ATA112 HTR II
Area Elective II
Area Elective V
Career & Life Pl.
Faculty Elective
University Elective II
Faculty Elective
University Elective I
University Elective III
ECONOMICS & FINANCE
CURRICULUM
ISTANBUL OKAN UNIVERSITY
1999

ECONOMICS AND FINANCE UNDERGRADUATE PROGRAM CURRICULUM

Code	Course					
1st Semester		**T**	**A**	**L**	**C**	**E**
	Mandatory Foreign Language I	2	2	0	3	4
ECO111	Fundamentals of Economics I	3	0	0	3	7
BBA101	Introduction to Business	3	0	0	3	7
ECO121	Mathematics I	3	0	0	3	8
TRD111	Turkish I	2	0	0	2	2
ATA111	Atatürk Principles and the History of Turkish Revolution I	2	0	0	2	2
CLP001	Career and Life Planning	0	3	0	1	3
2nd Semester		**T**	**A**	**L**	**C**	**E**
	Mandatory Foreign Language II	2	2	0	3	4
ECO112	Fundamentals of Economics II	3	0	0	3	7
ECO122	Mathematics II	3	0	0	3	8
BBA182	Applied Statistics	3	0	0	3	8
TRD112	Turkish II	2	0	0	2	2
ATA112	Atatürk Principles and the History of Turkish Revolution II	2	0	0	2	2
3rd Semester		**T**	**A**	**L**	**C**	**E**
ECO213	Intermediate Microeconomics	3	0	0	3	7
FNCE303	Financial Markets and Institutions	3	0	0	3	6
ECO183	Statistical Analysis	3	0	0	3	6
ACCA102	Financial Accounting	3	0	0	3	7
	Second Foreign Language Elective I	2	2	0	3	4
4th Semester		**T**	**A**	**L**	**C**	**E**
ECO214	Intermediate Macroeconomics	3	0	0	3	6
ACCA202	Managerial Accounting	3	0	0	3	6
BBA222	Entrepreneurship Applications	2	0	0	2	3
	Second Foreign Language Elective II	2	2	0	3	4
	Faculty Elective I	3	0	0	3	6
	University Elective I	3	0	0	3	4
5th Semester		**T**	**A**	**L**	**C**	**E**
FNCE301	Business Finance	3	0	0	3	6
FNCE304	Investment and Portfolio Management	3	0	0	3	6
ECO311	International Economics	3	0	0	3	6
BBA411	Business Law	3	0	0	3	6
ECO315	Econometrics	3	0	0	3	6
6th Semester		**T**	**A**	**L**	**C**	**E**
FNCE302	Corporate Finance	3	0	0	3	6
FNCE305	International Finance	3	0	0	3	6
ECO312	Economic Policies and Indicators	3	0	0	3	6
	Area Elective I	3	0	0	3	6
	Area Elective II	3	0	0	3	6
7th Semester		**T**	**A**	**L**	**C**	**E**
ECO306	Current Issues in Global Economy	3	0	0	3	6
ECO313	Monetary Economics	3	0	0	3	6
FNCE403	Derivatives and Risk Management	3	0	0	3	6
	Area Elective III	3	0	0	3	6
	Faculty Elective II	3	0	0	3	6
8th Semester		**T**	**A**	**L**	**C**	**E**
INT004	Internship	0	0	0	0	8
	Area Elective IV*	3	0	0	3	6
	Area Elective V*	3	0	0	3	6
	University Elective II*	3	0	0	3	4
	University Elective III*	3	0	0	3	4

T: Theory, A: Application, L: Laboratory, C: Credit,
E: ECTS (European Credit Transfer and Accumulation System)
**For O'CO-OP students BBA490 Practice in Business Environment*

ECONOMICS AND FINANCE UNDERGRADUATE PROGRAM
AREA ELECTIVE COURSES

Code	Course					
Elective Courses		**T**	**A**	**L**	**C**	**E**
ACCA311	Introduction to Auditing	3	0	0	3	6
BBA281	Research Methods	3	0	0	3	6
BBA381	Business Analytics and Decision Making	3	0	0	3	6
ECO401	History of Economic Thought	3	0	0	3	6
ECO402	Public Sector Economics	3	0	0	3	6
FNCE401	Global Banking Operations	3	0	0	3	6
FNCE404	Behavioral Finance	3	0	0	3	7
FNCE406	Entrepreneurial Finance	3	0	0	3	7
FNCE408	Risk and Insurance	3	0	0	3	6
FNCE410	International Financial Management	3	0	0	3	6
FNCE412	Bank Managament	3	0	0	3	6
ECO421	Turkish Economy	3	0	0	3	6
ECO422	Energy Economics	3	0	0	3	6
ECO426	Game Theory	3	0	0	3	6
ECO428	Time Series Analysis	3	0	0	3	6
ECO430	Economic Development and Growth	3	0	0	3	6
ECO432	Agricultural Economics and Sustainability	3	0	0	3	6
ITRD202	International Trade	3	0	0	3	6
ITRD302	Financing International Trade	3	0	0	3	6
ITRD306	International Trade Strategies and Organizations	3	0	0	3	6
ITRD401	Foreign Exchange Regimes	3	0	0	3	6
ITRD404	Target Market Economies	3	0	0	3	6
ITRD407	Foreign Traded and The World Economy	3	0	0	3	6
ITRD408	Current Issues in International Trade	3	0	0	3	6

ECONOMICS AND FINANCE UNDERGRADUATE PROGRAM
COURSE DESCRIPTIONS

CORE301 Intermediate Academic Written English (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.

CORE302 Intermediate Academic Spoken English (2-2-0-3-4)
Advanced practices to develop reading; listening, writing and oral presentation skills; matching definitions and defining new terms; learning an 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.

TRD111 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 it's opposites; basic verbs in Turkish; present continuous tense in Turkish; present continuous tense suffix in Turkish; emotions in Turkish; reactions in Turkish.

TRD112 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 Treaties; 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.

ECO111 Fundamentals of Economics I (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.

ECO112 Fundamentals of Economics II (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.

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.

BBA104 Management and Organization (3-0-0-3-8)
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.

ECO121 Mathematics I (3-0-0-3-8)
Basic algebraic operations, first and second order equations and inequalities; graphs in rectangular coordinates; equation and inequality systems; concept of function; applications of functions; limits and continuity; differentiation; derivatives; higher order derivatives; integration; definite integral.

BBA182 Applied Statistics (3-0-0-3-8)
Data description and 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 and probability rules; 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.

ECO213 Intermediate Microeconomics (3-0-0-3-7)
Basics of supply and demand; elasticities of supply and demand; consumer behavior; individual and market demand; income and substitution effects; production; costs of production; profit maximization and competitive supply; competitive markets; monopoly; pricing with market power; monopolistic competition and oligopoly; markets with asymmetric information.

ECO214 Intermediate Macroeconomics (3-0-0-3-6)
Aggregate output, the unemployment rate, the inflation rate, Okun's Law, Phillips Curve; the determination of the equilibrium output, goods-market equilibrium; meaning of money, functions of money, evolution of payment systems, measuring money and the monetary aggregates; bank balance sheet, basic banking, general principles of bank management (liquidity, asset, liability and capital adequacy management), managing credit and interest-rate risks and bank income statement; the demand for money, the determination of the interest rates, financial markets equilibrium, open market operations, multiple deposit creation; IS relation, LM relation, the IS-LM model; nominal vs real interest rates, risk premia, the extended IS-LM model.

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

BBA222 Entrepreneurship Applications (2-0-0-2-3)
Examples from entrepreneurial successes; role models; development of an entrepreneurial culture and awareness; entrepreneurial eco-system; entrepreneurial finance.

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.

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; measuring interest rates, yield to maturity, basic facts about bonds; types of bonds, secured vs unsecured bonds, junk bonds, current yield; the stock markets, common stock valuation, the Gordon growth model and the errors in valuation; the theory of rational expectations, the efficient market hypothesis and empirical findings on the efficient market hypothesis; stylized facts about the financial environment, transaction costs, asymmetric information in financial markets; lemons problem and the adverse selection; moral hazard in equity and debt securities, principal-agent problem; tools to help solve adverse selection and moral hazard; the money markets, money market instruments, comparing the money market instruments; the mortgage markets, characteristics of the residential mortgage, mortgage loan amortization, types of mortgage loans.

FNCE304 Investment and Portfolio Management (3-0-0-3-6)
Investment environment; asset classes and financial instruments; security trading; initial public offerings; market orders; buying on margin; short sales; mutual funds and other investment companies; open-end funds, closed-end funds and the NAV; risk and return; holding period return, risk and risk premiums; analysis of historical rates of returns, normal distribution, deviations from normality and risk measures; risk aversion; capital allocation line; portfolios of a one risky asset and risk-free asset; risk tolerance and passive strategies; the capital market line; optimal risky portfolios; diversification; portfolios of two risky assets; minimum variance portfolio; the Markowitz portfolio selection; the single index model; capital asset pricing model; arbitrage pricing theory; factor models.

FNCE305 International Finance (3-0-0-3-6)
Globalization and the multinational corporation; evolution of the international monetary system; exchange rate systems; fixed versus flexible exchange rate regimes; spot foreign exchange rate markets; forward foreign exchange markets and transaction exchange risk; balance-of-payments accounting; balance-of-payments accounts; dynamics of the balance of payments; uncovered and covered interest rate parity conditions; carry trades; foreign currency futures and hedging risk with futures.

ECO311 International Economics (3-0-0-3-6)
International trade and comparative advantage; factor endowment and international trade beyond comparative advantage; global production chains; commercial policy; protectionism; balance of payments; international debt; exchange rate systems; leading economies and main country groups and their positions in the world economy.

ECO312 Economic Policies and Indicators (3-0-0-3-6)
Introduction: main macroeconomic issues; national income accounts; economic growth; sectoral transformations; income distribution; unemployment; inflation; money and banking sector; monetary policy; macroprudential policies; public sector and fiscal policy instruments; economic policy in open economy; balance of payments; financial liberalisation, globalisation and financial crises; global imbalances; protectionism.

ECO315 Econometrics (3-0-0-3-6)
Model (mathematical model and econometric model), functions (linear models, log-linear models, inverse models); slope and elasticity; data in econometric research; classical two-variable regression model; applications of Ordinary Least Squares; normality of errors; multicollinearity; heteroscedasticity; autocorrelation; specification tests.

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.

ECO306 Current Issues in Global Economy (3-0-0-3-6)
Dynamics of financial crisis in advanced economies; the Great Depression; the Global Financial Crisis; securitization, mortgage-backed securities, collateralized debt obligations and credit default swaps; dynamics of financial crisis in emerging economies; currency crisis and speculative attack; the peso problem; the perversion of the financial liberalization/globalization process; financial regulation; government safety nets; types of financial regulation; financial innovation; systemic banking crisis; financial contagion; comparing policy responses and costs of the 2007-2009 crisis with previous systemic banking crisis; analyzing and discussing the repercussions of corporate scandals and regulations through time; financial liberalization; reasons for financial reforms; the mutual fund industry; mergers and acquisitions; private equity investments; venture capital firms.

ECO313 Monetary Economics (3-0-0-3-6)
The goals of a central bank; nominal anchor, central bank independence; central bank's balance sheet; monetary base; multiple deposit creation; the M1 and M2 multipliers; the market for reserves; open market operations; discount policy; reserve requirements; the channel/corridor system; nonconventional monetary policy tools and quantitative easing; monetary targeting; inflation targeting, just do it approach; Taylor rule; unsterilized and sterilized interventions; monetary policy under fixed and flexible exchange rates; transmission mechanisms of monetary policy.

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.

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 and clearing; funds management; FX transactions; capital market transactions; foreign trade operations; internet & mobile banking.

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.

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.

ECO401 History of Economic Thought (3-0-0-3-6)
Mercantilism; Physiocracy; Classical political economy; Marxian economics; Marginalism; Neoclassical economics; Keynesian economics; Institutional economics; Monetarism; Modern economic perspectives; Historical, social, political and institutional context of economic thought.

ECO402 Public Sector Economics (3-0-0-3-6)
Public sector and government intervention; Market failures; Public goods; Externalities; Taxation; Public expenditure; Income redistribution; Social security; Fiscal policy; Efficiency and equity of public policies; Selected contemporary issues in public sector economics.

ECO421 Turkish Economy (3-0-0-3-6)
The course content constitutes of the economic conditions and policies in the late-Ottoman period, establishment of the Turkish Republic, Great Depression years, protectionist policies and 'etatism' in the 1930s, Second World War period, reconstruction period after the war and Turkey's integration with the world economy, economic planning and import-substitution model in the 1960s, economic stagnation and foreign debt crisis in the 1970s, new economic programme in the 1980s, trade liberalisation, financial liberalisation, the economic crises from the 1990s onwards, the 2007-9 crisis and its implications for the economy; the impact of the Covid-19 crisis and current issues

ECO422 Energy Economics (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; structures 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 global warming, energy-climate controversies.

ECO426 Game Theory (3-0-0-3-6)
Normal form; extensive form; Nash equilibrium; Sub-game perfect equilibrium; Backward Induction; Forward Induction; Pure Strategy; Mixed Strategy; Strict/Weak Dominance; Iterated Elimination of Strictly Dominated Strategies; Trembling hand; Multiple equilibria; Symmetric zero-sum games; Prisoner's dilemma.

ECO428 Time Series Analysis (3-0-0-3-6)
Introduction to time series analysis; concepts and methods of time series analysis and their applications; seasonality in time series; stationarity; unit root tests; autoregressive (AR) models; moving average (MA) models; ARIMA models; autocorrelation and partial autocorrelation functions; model specification tests; model estimation techniques; multipliers; statistical inference and forecasting.

ECO430 Economic Development and Growth (3-0-0-3-6)
Introduction to economic development; comparative economic development; classic theories of economic growth and development; contemporary models of development and underdevelopment; agricultural transformation and rural development; role of finance in development; problems and policies; human capital; poverty; inequality; population growth and economic development; urbanization and rural-urban migration; the environment and development; development strategies and state.

ECO432 Agricultural Economics (3-0-0-3-6)
Structure of agriculture; characteristics of agricultural production; principles of plant growth; crop production; livestock production and pasture management; livestock and crop breeding; agriculture and development; agriculture and sustainability; nexus of agriculture and energy; cases from the Globe; examples of agricultural markets of various types of agricultural goods.

ACCA311 Introduction to 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.

BBA201 Organizational Behavior (3-0-0-3-6)
Definition of organizational behavior; diversity and cultural values; ethics; personality and attitudes; attitudes and job satisfaction; emotions and moods; perception and individual decision-making; motivation concepts; motivation; from concepts to applications; foundations of group behavior; understanding work teams; communication; leadership; power and politics; conflict and negotiation; foundations of organization structure; organizational culture; human resource policies and practices; organizational change and stress management.

BBA202 Human Resource Management (3-0-0-3-6)
Definition of human resource management; its basic concepts; strategic role of human resource function in an organization; key functions of human resource management such as workforce planning; recruitment, selection, development, performance appraisal; succession planning, career management and retention, job evaluation, compensation; ethical issues; principles and problems of labor relations; employee-employer relations; organizational culture; diversity management; international human resource management.

BBA210 Corporate Sustainability Management (3-0-0-3-6)
The course focuses on the examination of basic concepts related with corporate sustainability and examines how businesses develop and implement strategies to promote sustainability. This course contains; Introduction to the Course, Introduction to Sustainability Concepts, Theories of Sustainability: Shareholder vs Stakeholder Theories, Theories of Sustainability: Porter's Creating Shared Value Approach, Linking strategy with sustainability, Strategy-Sustainability Entegration, Sustainability at Production, Operations, R&D and Logistics Processes, Integrating Human Resources, Marketing and IT with Sustainability, Risk Management and Sustainability, Sustainability Communication, Mechanisms for Sustainability, Sustainability and Innovation, Social Entrepreneurship.

BBA280 Data Analysis (3-0-0-3-6)
Data structures, types and organization, determining the suitability of data with parametric and non-parametric methods and models, methods of reaching complete information about the population with the usage. To perform statistical analysis and interpretation of data with the help of various package programs (Excel, SPSS, MATLAB and Python) by teaching the basic concepts and methods of data analysis.

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.

BBA304 Leadership and Change Management (3-0-0-3-6)
Definition of leadership; trait and behavioral theories of leadership; situational contingency leadership; implicit leadership; inspirational leadership perspectives; moral leadership; shared leadership; leadership across cultures; strategic leadership; phases of organizational change; planned change strategies; forces for and resistance to organizational change; organization-level resistance to change; evolutionary and revolutionary change in organizations; managing and leading organizational change; leaders as change agents.

BBA320 Idea Generation (3-0-0-3-6)
Early stage entrepreneurial activities; creativity; design thinking; innovation management; stand-up phase; value creation; defining the business idea; business idea generation process; presentation of the business idea; customer appreciation and willingness to pay; technical and procedural feasibility.

BBA342 Brand Management (3-0-0-3-6)
Basic concepts; brand management; brand equity; brand positioning; designing marketing programs to build brand equity; integrating marketing communications to build brand equity; brand equity measurement and evaluation; branding strategies; brand extensions; sustainability in brand management; global brands; organizational, managerial and ethical issues.

BBA381 Business Analytics and Decision Making (3-0-0-3-6)
Probability concepts and applications; decision analysis; forecasting; inventory control models; linear programming; transportation, assignment, and network models; integer programming and goal programming; project management; waiting lines and queuing theory models; Monte Carlo simulation modelling; Markov chain; statistical quality control.

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

BBA402 Strategy Applications (3-0-0-3-7)
Learning strategic management applications through simulation, evaluation of management understanding through case studies, event analysis and technical applications.

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.

ITRD306 International Trade Strategies and Organizations (3-0-0-3-6)
Perspectives on international trade organizations; review of basic international economic relations, trade policy, instruments of trade policy, tariffs, nontariff barriers; world and international trade organizations after the World War II; Bretton-Woods System; IMF; GATT; European Economic Community; the crisis in 1970s; globalization and international trade organizations; collapse of Bretton-Woods System; globalization; growth of multinational corporations; World Trade Organization (WTO); principles of the WTO; degrees of economic integration; European Union (EU); institutions of the EU, EU product rules, regional integrations.

ITRD401 Foreign Exchange Regimes (3-0-0-3-6)
Defining constitution and rules about foreign exchange regime; fulcrum of foreign exchange regime; 1567 TPKK; No:32 rule; 1-M circular; explaining taxes and funds about foreign trade; VRHİB; postponement and abandonment system; border trade; suitcase trade; GITES (Input Supply System); transit trade regime; free zones; inward processing regime; investment support rules (2012/3305); sectorial foreign trade businesses; foreign trade capital companies; statue documents A-B-C groups.

ITRD404 Target Market Economies (3-0-0-3-6)
Market characteristics; population; national income; economic growth; income distribution; consumption patterns; inflation; debt; infrastructure; classification of countries; geographic classification; economic classification (UN, World Bank); developed; developing; transition countries; G-7; G-8; G-20; OECD; OPEC; Developing Countries: main developing country groupings (NICs, Emerging Countries, BRIC, African countries); EU; NAFTA and other integrations; emerging markets; Market Potential Index (MPI); BRIC countries; economic environment in emerging markets and developing countries.

ITRD407 Foreign Trade and the World Economy (3-0-0-3-6)
Classification of economy; classification of manufactured goods; horizontal specialization; vertical classification; technological classification of exports economic development; meaning and indicators of economic development; characteristics of the developing world; the origins of foreign trade; feudal society; geographical explorations; Mercantilism; Industrial Revolution; Colonialism; international trade and development strategy; current key issues in international trade; the terms of trade and the Prebisch-Singer Hypothesis; import substitution industrialization (ISI); export promotion; globalization and international trade; drivers of globalization; globalization of developing countries in trade; outsourcing and offshoring; the fragmentation of production and emergence of production networks; global value chains; governance of value chains; globalization and development strategy; Turkey and value chains; industrial upgrading; sectoral examples.

ITRD408 Current Issues in International Trade (3-0-0-3-6)
Magnifier effects; competitiveness effects; market distortion effects; agriculture in foreign trade; trade rules; liberalization in trade; agreements; reducing tariffs; developing countries; investment policies; environmental goods and services; labelling.

Second Foreign Language Elective I/II
English / Russian / Chinese / Arabic
Elementary level Russian; Chinese; Arabic; application of basic language and grammar; Students studying in the Turkish program may take English course as a second foreign language elective course.

INT004 Internship (0-0-0-0-8)
Internship within business organizations for gaining hands-on experience.