

COURSE LIST Institute of Social Sciences

Field : Business Administration

(Please note that Erasmus students are allowed to take courses from lists of all faculties/schools according to their needs or interests. )

Course Code	Course Title	ECTS Credit	COMU Credit	Lecturer1
ULP-19-087	Strategic Management	4	2	Assoc. Prof. Dr. Ayten AKATAY
ULP-19-094	Marketing Research	4	3	Assist. Prof. Dr. S. Selim EREN
ULP-19-099	Management and Organization	4	3	Assoc. Prof. Dr. Ayten AKATAY
ULP-19-100	Human Research Management	4	2	Assoc. Prof. Dr. Ayten AKATAY
ULP-19-101	Fundamentals of Marketing	4	2	Assist. Prof. Dr. S. Selim EREN
ULP-19-102	Business Finance I	5	3	Assist. Prof. Dr. Metin ATMACA
ULP-19-103	Business Finance II	5	2	Assist. Prof. Dr. Metin ATMACA
ULP-19-104	Entrepreneurship Strategy	4	2	Assist. Prof. Dr. Sule EREN
ULP-19-105	Total Quality Management	4	2	Assist. Prof. Dr. Umut EROGLU

Course Code	ULP - 19 -087
Name of the course in English	Strategic Management
Name of the course in Turkish	Stratejik Yönetim
Language of the course	English

Level of Course	<input type="checkbox"/> Bachelor's / Undergraduate <input checked="" type="checkbox"/> Master <input type="checkbox"/> Doctorate
Lecturer	Assoc. Prof. Dr. Ayten AKATAY
ECTS Credits	4
COMU Credits	2
Description	Developing strategic mission and vision, determining aims according to it, evaluating performance of business and examining the company s benefits which has been managed strategically is the main objective of this lecture.

Course Code	ULP - 19 - 094
Name of the course in English	Marketing Research
Name of the course in Turkish	Pazarlama Arastirmalari
Language of the course	English
Level of Course	<input type="checkbox"/> Bachelor's / Undergraduate <input checked="" type="checkbox"/> Master <input type="checkbox"/> Doctorate
Lecturer	Assist. Prof. Dr. S. Selim EREN
ECTS Credits	4
COMU Credits	3
Description	Issues such as marketing research concept and its basic factors, improvement of marketing research understanding and a general evaluation will be done.

Course Code	ULP - 19 -099
Name of the course in English	Management and Organization
Name of the course in Turkish	Yonetim ve Organizasyon
Language of the course	English
Level of Course	( ) Bachelor's / Undergraduate (x) Master ( ) Doctorate
Lecturer	Assoc. Prof. Dr. Ayten AKATAY
ECTS Credits	4
COMU Credits	3
Description	Management is a process in which theories, model, approaches and principles related to planning, organizing, staffing, motivating and controlling are put into practise skillfully for achieving the goals determined in advance or revised afterwards. In this course, main concepts of management and organisation will be discussed.

Course Code	ULP - 19 -100
Name of the course in English	Human Research Management
Name of the course in Turkish	Insan Kaynaklari Yonetimi
Language of the course	English
Level of Course	( ) Bachelor's / Undergraduate (x) Master ( ) Doctorate
Lecturer	Assoc. Prof. Dr. Ayten AKATAY
ECTS Credits	4

COMU Credits	2
Description	Human Research Management definition, importance, scope, objectives and functions, personal Management, human resources Management, the transition process and the differences between the human resources section og the organisation, human resource management principles, human resource planning and scheduling factors affecting the business analysis and job descriptions. Employee find and select the issue that constitute the course content.

Course Code	ULP - 19 - 101
Name of the course in English	Fundamentals of Marketing
Name of the course in Turkish	Pazarlama İlkeleri
Language of the course	English
Level of Course	( ) Bachelor's / Undergraduate (x) Master ( ) Doctorate
Lecturer	Assist. Prof. Dr. S. Selim EREN
ECTS Credits	4
COMU Credits	2
Description	Issues such as Marketing concept and its basic factors, improvement of marketing understanding, marketing components and aexternal marketing environmental factors, micro environmental factors, macro environmental factors, consumer markets and consumer behaviours: consumer's buying decision time, acceptance process of innovation, business markets, buying decision process of business customers, market segmentation and principles, market targeting and positioning will be explained and finally a general evaluation will be done.

Course Code	ULP - 19 - 102
Name of the course in English	Business Finance I
Name of the course in Turkish	Isletme Finansmani I
Language of the course	English
Level of Course	( ) Bachelor's / Undergraduate (x) Master ( ) Doctorate
Lecturer	Assist. Prof. Dr. Metin ATMACA
ECTS Credits	5
COMU Credits	3
Description	The objective of the course is to teach the foundation of Managerial Finance by introducing the basic concepts of modern theory and application of principles of corporate finance. Furthermore the course aims to equip the students in applying the theory of corporate finance in corporate financial decision-makings.

Course Code	ULP - 19 - 103
Name of the course in English	Business Finance II
Name of the course in Turkish	Isletme Finansmani I
Language of the course	English
Level of Course	( ) Bachelor's / Undergraduate (x) Master ( ) Doctorate
Lecturer	Assist. Prof. Dr. Metin ATMACA
ECTS Credits	5

COMU Credits	2
Description	Capital Budgeting under certainty, bond and security valuation, cost of capital, capital structure decisions.

Course Code	ULP - 19 -104
Name of the course in English	Entrepreneurship Strategy
Name of the course in Turkish	Girimsicilik Stratejisi
Language of the course	English
Level of Course	( ) Bachelor's / Undergraduate (x) Master ( ) Doctorate
Lecturer	Assist. Prof. Dr. Sule EREN
ECTS Credits	4
COMU Credits	2
Description	The objective of the course is to include increasing knowledge levels of students about entrepreneurship concept and help them have an idea about the institutions of Turkey on this issue.

Course Code	ULP - 19 -105
Name of the course in English	Total Quality Management
Name of the course in Turkish	Toplam Kalite Yonetimi
Language of the course	English
Level of Course	( ) Bachelor's / Undergraduate (x) Master ( ) Doctorate

Lecturer	Assist. Prof. Dr. Umut EROGLU
ECTS Credits	4
COMU Credits	2
Description	The basic terms regarding TQM and related issues, describing TQM of philosophy, TQM Chambers, Group Working, Education, Workshops about quality, quality enrichment techniques, history of TQM and related studies about quality and quality instruments.