

**ALANYA ALAADDIN KEYKUBAT UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
BUSINESS ADMINISTRATION (Ph.D.)**

COURSE CONTENTS

1. & 2. YEAR – FALL SEMESTER

SOE7901 - SPECIALIZATION FIELD COURSE (1st Fall) (8 Theoretical / 0 Credit / 8 ECTS): Determination of thesis subject, Determination of Research Methods and Preparation of Thesis.

SOE7903 – COUNSELING (1st Fall) (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS): Conceptual and practical studies related to the thesis topic.

ISL7001 – SCIENTIFIC RESEARCH METHODS AND ETHICS (3 Theoretical / 3 Credit / 7 ECTS): The main objective of this course is to enable the doctoral students to conduct scientific studies in accordance with scientific ethics and rules during the course and thesis. For this purpose, it is aimed that the students will be able to master the basic debates about science and philosophy of science, and make them competent in designing and conducting scientific studies (articles, papers, reports, books). At the end of the semester, the students are expected to gain the inquisitive thinking which is necessary for scientific research.

ISL7003 - MULTI CRITERIA DECISION MAKING TECHNIQUES (3 Theoretical / 3 Credit / 7 ECTS): Decision making and decision types, Decision models, quantitative and qualitative models, inventory (inventory models), transportation problems, linear programming, examples of the establishment of linear programming model, graphical solution technique of linear programming model, linear programming simplex method; standard and canonical forms, simplex method, types of simplex method applications; distortion unlimited solutions, optimal solution with option, lack of suitable solution, Sensitivity analysis of linear programming, Queuing theory, Simulation, Markov technique, Game theory, PERT Analysis, CPM Analysis.

ISL7005 - SERVICE MARKETING APPLICATIONS (3 Theory / 3 Credits / 7 ECTS): Service concept and characteristics of services, classification of services, services and environment, marketing mix, (product and distribution), marketing mix (price and promotion), public relations, personal sales and direct marketing, human factor in service marketing, physical evidence, demand in service marketing management, capacity management in service enterprises, service quality and dimensions, service quality model, improving service quality.

ISL7007 - ADVERTISING STRATEGIES (3 Theory / 3 Credits / 7 ECTS): Introducing the “strategic planning” stage, which is the beginning of the advertising creation process, to students and making them aware of all media-specific advertising writing strategies used in advertising activity.

ISL7009 - GLOBAL MARKETING APPLICATIONS (3 Theory / 3 Credits / 7 ECTS): To provide the necessary information about international marketing practices by eliminating the deficiencies in the field of global marketing. Transition from export to international marketing, international market research, development of appropriate product in export, international marketing strategies, strategic focus, transition from strategy to organization, export insurance transactions, bank transactions, promotion, new markets, applications from various countries.

ISL7011 - SALES MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Sales management function, salesman and sales management, organization, salesman selection and selection, training, region design, sales quota determination, motivation, pricing and performance evaluation.

ISL7013 - SOCIAL MARKETING (3 Theoretical / 3 Credit / 7 ECTS): Social Marketing Concept, Development and Importance, Social Marketing System, Human and Behavior in Social Marketing, Social Marketing Management - Micro Environment, Social Marketing Management - Macro Environment, Social Marketing Management - Market Segmentation, Social Marketing Management-Promotion, Social Marketing Management-Branding , Designing a Social Marketing Campaign, Ethics in Social Marketing, Future of Social Marketing, Sample Applications in Social Marketing.

ISL7015 - ADVANCED FINANCIAL ACCOUNTING (3 Theory / 3 Credits / 7 ECTS): The development of accounting, basic accounting concepts and principles, balance sheet and basic accounting equation, income statement, the concept of accounting and the effects of financial transactions on accounts, Account Plan, books and documents used in accounting, Double-entry system, Accounting Process, Commercial Goods Account recording methods , Intermittent and Continuous inventory methods, Value Added Tax (VAT) accounts, Accounting process case study solution.

ISL7017 - ACCOUNTING AND FINANCIAL REPORTING STANDARDS (3 Theory / 3 Credit / 7 ECTS): The aim of this course is to improve students' knowledge and skills related to changing accounting and financial reporting practices. International Financial Reporting Standards course aims to examine international financial reporting standards and international accounting standards on the basis of conceptual framework and analyze financial statements prepared in accordance with international financial reporting standards.

ISL7019 - CURRENT ISSUES AND RESEARCH IN ACCOUNTING I (3 Theory / 3 Credit / 7 ECTS): The aim of this course is to discuss current issues in accounting within the scope of national and international financial markets. Current Developments in Financial Accounting, Current Developments in Cost Accounting, Current Developments in Management Accounting, Current Developments in Auditing.

ISL7021 - FINANCIAL MANAGEMENT AND CASE APPLICATIONS (3 Theoretical / 3 Credit / 7 ECTS): Financial function and financial objectives in enterprises, time value of money, financial analysis and control, financial planning, working capital management, capital budgeting, investment planning, risky investment project evaluation, capital structure and capital structure decisions, capital cost, financing and operating leverage, profit distribution policies, financial markets, instruments and institutions, portfolio management, calculation of return and risk, international finance and markets, risk management and instruments, case studies.

ISL7023 - INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT (3 Theory / 3 Credits / 7 ECTS): Giving information about providing the necessary data that can make the application of portfolio theories and conducting studies to test these theories with econometrics package programs.

ISL7025 - CONTEMPORARY FINANCE TECHNIQUES (3 Theory / 3 Credits / 7 ECTS): The concept of financial innovation and new financial techniques; Reasons, objectives and contributions of financial innovations to financial sector functions, Leasing, Factoring, Forfaiting, Participation Banks, Venture Capital Investment Trust, Real Estate Investment Trust, Consumer Finance Companies, Asset Backed Securities, Bank Loans and Receivables Insurance, Mortgage Mortgage, Barter, Syndicated Loans, Derivatives.

ISL7027 - ACCOUNTING THEORY (3 Theory / 3 Credits / 7 ECTS): This course will be defined in the traditional and modern approaches in accounting, history of accounting theory will be discussed and the uniform accounting system in Turkey and the difference from other existing systems of this system will be discussed. Historical development of accounting, accounting concepts and formation, difference of concepts and principles, business information and information needs, the relationship between accounting standards and tax legislation, valuation and importance in accounting, What is profit? An increase in market value? Income and expense difference ?, Financial statements, Cash flow statement and its historical development, How should a full financial statement be explained, IFRS and its effects on our country, Standard setting institutions, Future of accounting concepts and principles, Profit and risk explanations.

ISL7029- FINANCE THEORY (3 Theoretical / 3 Credits / 7 ECTS): Cost of capital, capital structure, profit distribution policy, portfolio selection, asset pricing models, effective markets theory, behavioral finance, firm theory managerial behavior, proxy costs, ownership structure, corporate governance.

ISL7031 - MACRO ORGANIZATIONAL THEORIES (3 Theory / 3 Credits / 7 ECTS): The Nature of Studies on Organizations, Historical Development of Organization Studies, Classics: Bureaucracy, Scientific Management, Management Processes, Human Relations Perspective, Decision Making (Carnegie) Approach, Structural Conditional Dependence Approach, Configurational Approach, Action Perspective, Internal and Interorganization Power Relations (Political Approaches), (New) Marxist / Critical and Postmodern Approaches, Economic Approaches (Transaction Cost and Principle-Proxy Approaches), Organizational Ecology, Institutionalization Theory.

ISL7033 - PHILOSOPHY OF MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): The aim of this course is to understand and analyze the management philosophies of organizations, to make an introduction to identify the mission and strategies that form the basis of the organizational thinking of organizations. In this course, organizational theory and its applications are examined in depth with the help of case studies.

ISL7035 - CURRENT DISCUSSIONS IN MANAGEMENT PSYCHOLOGY (3 Theoretical / 3 Credit / 7 ECTS): The aim of this course is to obtain the necessary informations about Motivation, job satisfaction, groups, teams, leadership, power and policy, conflict and negotiation management, organizational culture, adoption of HR policies, organizational change and stress management, and organizational communication related to people, colleagues and organizations. Psychological contract, organizational justice, organizational commitment, organizational citizenship, cynicism, mobbing, organizational silence, whistleblowing, burnout, empowerment, reputation management, organizational identification, organizational trust, business ethics.

ISL7037 - COMPARATIVE CULTURAL STUDIES AND MANAGEMENT (3 Theory / 3 Credits / 7 ECTS): The problem of globalization and intercultural management; culture and cultural relativism; organizational behavior and HRM practices in different cultures; management development in different cultures.

ISL7039 - PHILOSOPHY OF SOCIAL SCIENCE (3 Theory / 3 Credits / 7 ECTS): Introduction: Making Science, Scientists, Philosophy of Science and Social Sciences, Scientific Reality, Positivism - Maturity, Theory of Mind and Consciousness, Theory Development in Organization and Management.

ISL7041 - WORK LEGISLATION IN BUSINESS (3 Theoretical / 3 Credit / 7 ECTS): Labor Law, Social Security Law, Occupational Health and Safety Legislation Applications will be examined.

ISL7043 - SOCIAL MEDIA MARKETING (3 Theoretical / 3 Credit / 7 ECTS): The aim of this course is to understand the functions of social media and its role in marketing strategy and to analyze the developments in social media in the light of marketing management. In this course, the interactive relationship between social media applications and marketing mix will be emphasized, social media management elements and how effective social media management should be examined.

ISL7045 - E-COMMERCE APPLICATIONS (3 Theoretical / 3 Credit / 7 ECTS): The aim of this course is to examine the opportunities and threats for businesses and consumers, new business concepts and practices within the electronic market structure that emerged with the development and expansion of the Internet. General information about electronic commerce: definition, theory, practice, principles, strategy, software, security and applications.

ISL7047 - PUBLIC RELATIONS THEORIES AND APPLICATIONS (3 Theory / 3 Credits / 7 ECTS): A Conceptual and Theoretical Perspective on Public Relations, Strategic Communication and Public Relations Approaches, Relationship Theory: System theory, situational theory, disagreement-conflict resolution approach, Behavior and Cognition Theories, Public Relations Theories, Organizational Theory Approaches, Perfect Public Relations Theory, Situational Theory Model, game theory, Public Relations / Communication Campaign Types and Models, Public Relations Theories in terms of Mass Communication Theories, Public Relations and Media Interaction Approaches.

ISL7049 - SEMINAR ON SPECIAL ACCOUNTING ISSUES (3 Theory / 3 Credits / 7 ECTS): This course provides an overview of accounting, finance, tax and audit issues. The course will focus on current issues and issues in the field of accounting, finance, tax and auditing, the conceptual framework of accounting, finance, tax and auditing, and the role of accounting information and auditing in capital markets.

ISL7051 - CAPITAL MARKET REGULATIONS (3 Theory / 3 Credits / 7 ECTS): Capital market law, regulations, capital market communiqués, presentation of financial statements, independent audit.

ISL7053 - MANAGEMENT DISCUSSION AND APPLICATIONS IN TURKEY (3 Theory / 3 credits / 7 ECTS): Comparative institutionalism and the National Business Systems Approach to Globalization and Institutional Change, Macro institutionalist approach to IDPS Critique, Organizational Context Formation and Change in Turkey: The Political Economy of Development, Common Forms of organization in the Turkish Business System: Holding or Enterprise Communities, Social Structure in Turkey and Interorganizational Relations, Turkish Business New Capital Group in Systems Holding Structure in Turkey Context Examples from, Organizational Structure and Implementation of transfer and Re-Dreamed be in Turkey, Turkish Organizations / Key Features of Management Literature, Publishing in Management and Organization Area.

ISL7055 - BUSINESS HISTORY (3 Theoretical / 3 Credit / 7 ECTS): Economic theories and business history, business history and management studies, the changes in the functions of business in the context of the US, Japan and Germany businesses, the relationship between business and society, Turkish business history.

ISL7057 - CORPORATE SOCIAL RESPONSIBILITY (3 Theory / 3 Credits / 7 ECTS): The concept and development of corporate social responsibility, corporate social responsibility concept areas, corporate social responsibility strategies, corporate social responsibility and marketing practices, global approach to corporate social responsibility, corporate social responsibility projects.

ISL7059 - CULTURE OF ENTREPRENEURSHIP (3 Theory / 3 Credit / 7 ECTS): Entrepreneurship Approaches, Entrepreneurship Culture, Types of Entrepreneurship, Entrepreneurship

Functions, Entrepreneurship Areas, Entrepreneurship Process, Business Idea and Resources, Business Idea Development, Business Plan and Elements, Business Plan Preparation, Local, National and International Context of Entrepreneurship.

ISL7061 - PHENOMENOLOGICAL MANAGEMENT APPROACHES (3 Theory / 3 Credits / 7 ECTS): Phenomenological sociology, sociology of daily life, case studies.

SOE8901 - SPECIALIZATION FIELD COURSE (II. Autumn Semester) (8 Theoretical / 0 Credit / 8 ECTS): Determination of thesis subject, Determination of Research Methods and Preparation of Thesis.

SOE8903 – COUNSELING (II. Autumn) (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS): Conceptual and practical studies related to the thesis topic.

ISL7063 - Ph.D. QUALIFICATION (II. Autumn) (0 Theory / 0 Practical / 21 ECTS): Prepare for a proficiency exam consisting of all courses taken by the student during his / her doctoral education.

1.-2. YEAR – SPRING SEMESTER

SOE7902 - SPECIALIZATION FIELD COURSE (I. Spring) (8 Theoretical / 0 Credit / 8 ECTS): Determination of thesis subject, Determination of Research Methods and Preparation of Thesis.

SOE7904 – COUNSELING (I. Spring) (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS): Conceptual and practical studies related to the thesis topic.

ISL7002 - SEMINAR (I. Spring) (0 Theoretical / 2 Application / 2 Credits / 7 ECTS): To select the subjects to be researched according to the interests of the students, to plan and conduct the research step by step, to present the research results.

ISL7004 – STATISTICS APPLICATIONS (3 Theoretical / 3 Credit / 7 ECTS): Applications of multivariate statistical analysis methods and methods that are used to decrease the number of variables, grouping the observations, deciding the separating functions for observation groups.

ISL7006 - QUANTITATIVE TECHNIQUES (3 Theoretical / 3 Credit / 7 ECTS): Principles of Scientific Research, Research Problems and Research Ethics, Quantitative Research, Data, Variables and Scaling, Research Method and Plan, Data Collection Techniques, Hypothesis Development and Hypothesis Tests, Sampling and Sampling Distributions, Analysis of Quantitative Data, Non-parametric Tests, Regression Analysis, Factor and Discriminant Analysis.

ISL7008 - MARKETING THEORIES (3 Theory / 3 Credits / 7 ECTS): To examine the emergence of marketing theory and basic schools in the theory, to analyze the components of marketing concept in detail and to analyze in detail through the basic articles and books that form the theoretical background, to understand the modeling and real cases represented by models in marketing. examining the current concepts prevailing in marketing understanding.

ISL7010 - STRATEGIC BRAND MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Brand management, customer-based brand capital, brand positioning, price and value creation, measurement of brand capital resources, brand strategy design and implementation.

ISL7012 - ADVERTISING AND CULTURE (3 Theory / 3 Credits / 7 ECTS): To increase students' awareness of how advertising shapes society and how it exists within consumer culture.

ISL7014 - CONSUMER BEHAVIOR (3 Theory / 3 Credit / 7 ECTS): The aim of the course is to teach students; the factors that affect consumer behavior and decisions and the consumer decision making process. This course covers the theories of consumer behavior, consumer purchasing process and psychological, individual, cultural, social elements, attitude formation, perception and learning.

ISL7016 – STRATEGIC MARKETING MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Covers strategic marketing management, business analysis, industry and competition analysis, customer analysis, market opportunities, market analysis, strategies for market place, implementation of marketing strategies, strategic control and performance evaluation, development of marketing process, strategic marketing planning, competition and positioning strategies, entry strategies, growth strategies, maturity stage strategies, decline stage strategies, marketing strategies for market positioning, strategic control and evaluation of marketing performance.

ISL7018 - COST MANAGEMENT AND ADVANCED MANAGEMENT ACCOUNTING (3 Theory / 3 Credits / 7 ECTS): New management approaches, process management and development of advanced cost and performance management, cost management and approaches, basic cost concepts, processes, activities and resources, methods used in profit planning, accounting information that business managers need, pricing and capital investment decisions, transfer pricing and budgeting.

ISL7020 - ACCOUNTING AND FINANCIAL REPORTING STANDARDS APPLICATIONS (3 Theory / 3 Credit / 7 ECTS): This course covers the historical development of accounting standards, the studies in the world and Turkey for the alignment of accounting standards, International Financial Reporting Standards / Turkey will be discussed in the scope of the Financial Reporting Standards. Selected financial reporting standards will be discussed.

ISL7022 - CURRENT ISSUES AND RESEARCH IN ACCOUNTING II (3 Theory / 3 Credit / 7 ECTS): Current issues in financial accounting, financial accounting article discussions, financial accounting case studies, current issues in cost and management accounting, cost and management accounting article discussions, cost and management accounting case studies, current issues in advanced accounting, advanced accounting article discussions, advanced accounting case studies .

ISL7024 - COMPANY ASSESSMENT (3 Theoretical / 3 Credit / 7 ECTS): Valuation and Value Concept, Financial Statements and Risk Analysis of Businesses, Variables Affecting the Value of Firms, Income Approach-Calculating Cash Flows of Firms, Weighted Average Capital Costs of Firms, Market Approach in Appraisal, Asset Approach in Appraisal, Preparing Reports of Valued Business.

ISL7026 - DERIVATIVE MARKETS AND DERIVATIVE INSTRUMENTS (3 Theory / 3 Credits / 7 ECTS): Futures Market and Derivatives, Forward (Alivre) Contracts, Futures Contracts, Option Contracts I, Option Contracts II, Swap Contracts, Underlying Assets, Futures and Options Exchange.

ISL7028 - FINANCIAL MARKETS AND INSTITUTIONS (3 Theory / 3 Credits / 7 ECTS): Financial Markets: Concept, Formation, Principles and Operation, Money Markets, Deposit Markets, Credit Markets, Foreign Exchange Markets, Gold Markets, Capital Markets, Capital Market Instruments, Portfolio and Portfolio Creation, Risk and Risk Analysis, Stock Market, Money Market Analysis, Capital Market Analysis.

ISL7030 – INDUSTRIAL ACCOUNTING PRACTICES (3 Theoretical / 3 Credit / 7 ECTS): Aims to teach accounting practices of different industries in a fundamental level. Definition, Operations and Types of Banking Institutions, Accounting Systems of Banks, Accounting Practices of Banks, Types and Recording of Derivative Instruments, Accounting Processes of Derivatives, Brokerage Houses and Their Accounting Practices, Insurance Companies and Their Accounting Practices, Construction

Companies and Their Accounting Practices, Agricultural Enterprises (Livestock Raising Companies) and Their Accounting Practices, Agricultural Enterprises (Cultivation Companies) and Their Accounting Practices, Travel Companies and Their Accounting Practices, Hospitality Companies and Their Accounting Practices, General Application Problems.

ISL7032 - AUDITING AND ASSURANCE STANDARDS PRACTICES (3 Theoretical / 3 Credit / 7 ECTS): Introduces fundamental auditing principals and techniques, reporting of audits, ethics, legal framework, auditing standards and fraud.

ISL7034 - MICRO ORGANIZATIONAL THEORIES (3 Theory / 3 Credits / 7 ECTS): Epistemology and Organizations, Abstraction: Path to Theory, Individual and its Environment, Symbolic Interaction: Towards Structuralism, Individual and Self Perception, Impression Management, Self-Empiricism, Cognition and Learning, Identity Theory, Social Identity Theory, Social Networking, Social Exchange Theory, Group Collaboration and Trust, Leadership, Power and Influence, Creativity and Innovation, Cultural Studies, Organizational Culture, Establishing Theory.

ISL7036 - SOCIAL THEORY DISCUSSIONS (3 Theory / 3 Credits / 7 ECTS): Map of sociological field, actor or actor: dimensions of micro, structure or determinant: dimensions of macro, conflict and power, modernity, postmodernity.

ISL7038 - INTERNATIONAL BUSINESS RESEARCH (3 Theory / 3 Credit / 7 ECTS): Basic issues related to the management of international business: Basic concepts and definitions of international management, internationalization, international market entry methods, environmental forces affecting international businesses.

ISL7040 – STRATEGIC HUMAN RESOURCES MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Business Strategy and Organizational Talent, Global HRM: Change and Diversity, SHRM: Integration of HR and Business Strategies, Strategic HR Planning and Development, Strategic Job Analysis and Design, Strategic Selection and Recruiting, Strategic Valuation and Rewarding, Strategic Training and Evaluation, Labor Relations Management, Ethics, Values and SHRM, Professional HR Competence and SHRM, Evaluation of SHRM Efficiency, Discussions on Case Studies

ISL7042 - POST-MODERN MANAGEMENT THEORIES (3 Theoretical / 3 Credit / 7 ECTS): Contextual and historical positioning of management and organization theory, post-modern view on organization theory, technology in social and organizational context, innovation and information management, network structures and knowledge centric organization, organizational stakeholders and governance structure, post-modern approaches (TQM, quality management systems, benchmarking, reengineering, learning organizations, strategic management)

ISL7044 – LEADERSHIP THEORIES (3 Theoretical / 3 Credit / 7 ECTS): Leadership, Differences Between Leadership and Management, Characteristics of Active Leaders, Behavioral Leadership Approaches (Ohio State, Michigan, Blake and Mouton's Management Matrix), Behavioral Leadership Approaches (Kurt Lewin, System 4 Approach, X-Y Theory of McGregor), Situational Leadership Approaches (Fiedler, Path-Goal Theory), Situational Leadership Approaches (Vroom-Yetton), Situational Leadership Approaches (Hersey-Blanchard), Modern Leadership Approaches (Change-oriented Leadership, Transformational Leadership), Modern Leadership Approaches (Charismatic Leadership, Cultural Leadership), Modern Leadership Approaches (Transparent Leadership, Ethical Leadership), Modern Leadership Approaches (Leader-Member Exchange Theory), Case Studies.

ISL7046 – SOCIAL PSYCHOLOGY AND ORGANIZATIONAL CHANGE (3 Theoretical / 3 Credit / 7 ECTS) : Fundamental theories of social psychology, research methods on social psychology, methods and techniques of social psychology, social perception, ego, personality, attitude, prejudice, social influence and compliance, group dynamics, definition and scope of organizational change, causes of organizational change, change process and its relationship with innovation, resistance to change and methods for overcoming resistance to change.

ISL7048 – MANAGEMENT AND ORGANIZATION HISTORY OF TURKEY (3 Theoretical / 3 Credit / 7 ECTS): Comparative Institutionalism and National Business System Approach; Globalization and Institutional Change; Critics on Macroeconomic Approaches; Formation and Change of Organizational Context in Turkey: Ecopolitics of Development; Common Organizational Form in Turkish Business System: Holdings or Conglomerates; Economic Theories and Business History.

ISL7050 - INDUSTRIAL SOCIOLOGY (3 Theoretical / 3 Credit / 7 ECTS): Selected topics will be discussed such as specialization process that changes with technology; causes, characteristics and effects of industrialization; relationship between social structure and industrial organizations, business groups and their relationships, social organizations of working groups, roles that employees play in working environment, unions and professional associations, structure of working groups, bureaucracy, occupational stratification, job analysis, leadership

ISL7052 – BUSINESS LAW PRACTICES ON COMPANIES (3 Theoretical / 3 Credit / 7 ECTS): Discusses the challenges that companies face in their commercial relations due to the Business Law.

ISL7054 – RELATIONSHIP MARKETING (3 Theoretical / 3 Credit / 7 ECTS): Definition and importance of relationship marketing, practices of relationship marketing, sustainability of relationship marketing, case studies on relationship marketing, strategies that are supported by modern technological applications, process-human-technology mix on deciding relationship marketing strategy.

ISL7056 – CONTEMPORARY APPROACHES ON MARKETING (3 Theoretical / 3 Credit / 7 ECTS): Marketing approaches and recent topics on marketing, post-modern marketing, niche marketing, word of mouth marketing, internet marketing, electronic supply chain management, viral marketing, value marketing, mobile marketing, database marketing, relationship marketing, cause-related marketing, neuromarketing, direct marketing, retromarketing.

ISL7058 – MARKETING RESEARCH PRACTICES (3 Theoretical / 3 Credit / 7 ECTS): Definition and types of marketing research, marketing research process and errors, primary and secondary sources of marketing research, data collection methods, survey and observation, measurement and evaluation, sampling process, sampling methods, selection of sampling volume, mean, frequency distribution, reliability, hypothesis testing and chi-square test, t-test, correlation and regression analysis, SPSS practices, factor analysis and SPSS practices, variance analysis and SPSS practices.

ISL7060 – FINANCIAL REPORTING AND ANALYSIS (3 Theoretical / 3 Credit / 7 ECTS): Covers inventory, revenues, borrowing costs, tangible assets, intangible assets, recognition of financial instruments, provisions and contingent liabilities, contingent assets topics from TAS/IFRS.

ISL7062 – RISK MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Types of risk; calculation of risk; exchange rate approaches, calculation of exchange rates and international relations; interest rates; duration and convexity; risk management and insurance business; risk management and derivative

instruments; spot market and OTC market transactions; forwards and pricing of forwards; futures and pricing of futures; options and Black-Scholes and binomial pricing approaches of options; swap transactions; hedging; portfolio risk management; internal risk management methods; protection from international transaction risks; rating.

ISL7064 – INTERNATIONAL FINANCING (3 Theoretical / 3 Credit / 7 ECTS): Literature review on international finance, applications of international finance techniques at an operating international company, examination of short and long term currency behaviors, comparison of company valuations with and without currency hedging, eurobond and foreign borrowing markets, cost of capital in integrated capital markets.

ISL7066 - AUDITING PRACTICES (3 Theoretical / 3 Credit / 5 ECTS): Covers importance of auditing, planning of an audit, audit evidence, auditing technique, auditing of different accounts and transactions, preparation of audit report and case studies about auditing.

ISL7068 - CONSOLIDATED FINANCIAL STATEMENTS (3 Theoretical / 3 Credit / 7 ECTS): Purposes of financial statements and financial statement analysis, types and preparation of financial statements, financial analysis and financial decisions, definition and scope of financial analysis and its types, adjustment of financial statements according to the inflation rate.

ISL7070 – SPECIALIZED FINANCE SUBJECTS SEMINAR (3 Theoretical / 3 Credit / 7 ECTS): An Overview of Basic Finance Theories, Agency Theory, Modern Portfolio Theory, Effective Markets Hypothesis; Company Valuation Theory, Dividend Theory, Capital Structure Theories, Binomial Option Models; Market Value Added and Economic Value Added Approaches, Corporate Governance, Corporate Social Responsibility and Sustainability

ISL7072 - QUALITATIVE RESEARCH METHODS (3 Theoretical / 3 Credit / 7 ECTS): Ethics of scientific research, ethics of qualitative research, qualitative research process, interviews and focus group interviews, action research, case study, content analysis, observation, grounded theory, software applications.

ISL7074 – GLOBALIZATION AND MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Concept of globalization, scope of multinational companies and their operations, the reasons behind the emergence of these companies, the reasons that direct them to the international markets, forces on international competition environment, business strategies, design and management of foreign direct investments, establishment, management and performance of multinational companies that invest in Turkey.

ISL7076 – SOCIOLOGY OF MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Sociological analysis of organizations and management process; discussions on organizations in terms of their objectives, structural characteristics, policies, processes, cultures; management-sociology relationship, management-organization-society relationship; management-organization relationship, origin of management thought and historical development, classical and neo-classical management approaches, modern management approaches, management processes in organizations and function of management status, internal and external environment relationships of organizations, socialization process and organizational socialization, culture and organizational culture relationship, social change and organizational change, contemporary discussions on management and organizations.

ISL7078 - SPECIAL TOPICS ON HUMAN RESOURCES MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): The role of Human Resources Management in the past, present and future, new

generation HRM, HRM approaches and findings, strategic partner, credible activist, playmaker, management of change proces in organizations and leadership of HRM, innovative and integrating HRM, technology and HRM, development plan as a HR manager, active HR department

ISL7080 – ORGANIZATIONAL DESIGN AND DEVELOPMENT (3 Theoretical / 3 Credit / 7 ECTS): Introduces internal and external change components for increasing the organizational and managerial efficiency, objectives of organizational development and management development, relevant change strategy for a successful transformation, problem solving techniques with organization development and management development. Discusses basic organizational theories and perspectives: probability; resource dependence; population ecology; corporate, economical, interpretive, critical and post-modern approaches; organizational structures and structural analysis; organizational behavior analysis; workflows and decision making processes; power and politics; effects of size, technology and environment on the structure; organizational effecitveness and the compatibility of organizational structure with the objectives and strategies; evolution of organizational structure and behavior.

ISL7082 – CASE STUDIES ON MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS): Management concepts, management capabilities, management functions, case study method, case study-planning, case study-organizing, case study-directing, case study-auditing, case study-human resources management, case study-organizational behavior, case study-strategic management.

SOE8902 - SPECIALIZATION FIELD COURSE (II. Spring) (8 Theoretical / 0 Credit / 8 ECTS): Determination of thesis subject, Determination of Research Methods and Preparation of Thesis.

SOE8904 - COUNSELING (II. Spring) (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS): Conceptual and practical studies related to the thesis topic.

ISL7084 - Ph.D. QUALIFICATION (II. Spring) (0 Theory / 0 Practical / 21 ECTS): Prepare for a proficiency exam consisting of all courses taken by the student during his / her doctoral education.

3. YEAR - FALL SEMESTER (THESIS STAGE)

SOE9901 - SPECIALIZATION FIELD COURSE (8 Theory / 0 Credit / 8 ECTS): Determination of thesis topic, determination of research methods and preparation of thesis.

SOE9903 – COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):) : Conceptual and practical studies related to the thesis topic.

ISL9905 - PHD THESIS (0 Theoretical - 0 Application / 0 Credit / 21 ECTS): Determination of thesis subject, Determination of research methods and thesis preparation.

3. YEAR – SPRING SEMESTER (THESIS STAGE)

SOE9902 - SPECIALIZATION FIELD COURSE (8 Theory / 0 Credit / 8 ECTS): Determination of thesis topic, determination of research methods and preparation of thesis.

SOE9904 – COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):) : Conceptual and practical studies related to the thesis topic.

ISL9906 - PHD THESIS (0 Theoretical - 0 Application / 0 Credit / 21 ECTS): Determination of thesis subject, Determination of research methods and thesis preparation.

4. YEAR – FALL SEMESTER (THESIS STAGE)

SOE9907 - SPECIALIZATION FIELD COURSE (8 Theory / 0 Credit / 8 ECTS): Determination of thesis topic, determination of research methods and preparation of thesis.

SOE9909 – COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):) : Conceptual and practical studies related to the thesis topic.

ISL9911 - PHD THESIS (0 Theoretical - 0 Application / 0 Credit / 21 ECTS): Determination of thesis subject, Determination of research methods and thesis preparation.

4. YEAR – SPRING SEMESTER (THESIS STAGE)

SOE9908 - SPECIALIZATION FIELD COURSE (8 Theory / 0 Credit / 8 ECTS): Determination of thesis topic, determination of research methods and preparation of thesis.

SOE9910 – COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):) : Conceptual and practical studies related to the thesis topic.

ISL9912 - PHD THESIS (0 Theoretical - 0 Application / 0 Credit / 21 ECTS): Determination of thesis subject, Determination of research methods and thesis preparation.