

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

I. & 2. YEAR							
AUTUMN SEMESTER (COURSE STAGE)							
COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SOE7901	SPECIALIZATION FIELD COURSE (1. FALL)	8	0	0	8	C	Turkish
SOE7903	COUNSELING (1. FALL)	0	1	0	1	C	Turkish
ISL7001	SCIENTIFIC RESEARCH METHODS AND ETHICS (1. FALL)	3	0	3	7	C	Turkish
ISL7003	MULTI CRITERIA DECISION MAKING TECHNIQUES	3	0	3	7	E	Turkish
ISL7005	SERVICE MARKETING APPLICATIONS	3	0	3	7	E	Turkish
ISL7007	ADVERTISING STRATEGIES	3	0	3	7	E	Turkish
ISL7009	GLOBAL MARKETING APPLICATIONS	3	0	3	7	E	Turkish
ISL7011	SALES MANAGEMENT	3	0	3	7	E	Turkish
ISL7013	SOCIAL MARKETING	3	0	3	7	E	Turkish
ISL7015	ADVANCED FINANCIAL ACCOUNTING	3	0	3	7	E	Turkish
ISL7017	ACCOUNTING AND FINANCIAL REPORTING STANDARDS	3	0	3	7	E	Turkish
ISL7019	CURRENT ISSUES AND RESEARCH IN ACCOUNTING I	3	0	3	7	E	Turkish
ISL7021	FINANCIAL MANAGEMENT AND CASE APPLICATIONS	3	0	3	7	E	Turkish
ISL7023	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3	0	3	7	E	Turkish
ISL7025	CONTEMPORARY FINANCE TECHNIQUES	3	0	3	7	E	Turkish
ISL7027	ACCOUNTING THEORY	3	0	3	7	E	Turkish
ISL7029	FINANCE THEORY	3	0	3	7	E	Turkish
ISL7031	MACRO ORGANIZATIONAL THEORIES	3	0	3	7	E	Turkish
ISL7033	PHILOSOPHY OF MANAGEMENT	3	0	3	7	E	Turkish
ISL7035	CURRENT DISCUSSIONS IN MANAGEMENT PSYCHOLOGY	3	0	3	7	E	Turkish
ISL7037	COMPARATIVE CULTURAL STUDIES AND MANAGEMENT	3	0	3	7	E	Turkish
ISL7039	PHILOSOPHY OF SOCIAL SCIENCE	3	0	3	7	E	Turkish
ISL7041	WORK LEGISLATION IN BUSINESS	3	0	3	7	E	Turkish
ISL7043	SOCIAL MEDIA MARKETING	3	0	3	7	E	Turkish
ISL7045	E-COMMERCE APPLICATIONS	3	0	3	7	E	Turkish
ISL7047	PUBLIC RELATIONS THEORIES AND APPLICATIONS	3	0	3	7	E	Turkish
ISL7049	SEMINAR ON SPECIAL ACCOUNTING ISSUES	3	0	3	7	E	Turkish
ISL7051	CAPITAL MARKET REGULATIONS	3	0	3	7	E	Turkish
ISL7053	MANAGEMENT DISCUSSION AND APPLICATIONS IN TURKEY	3	0	3	7	E	Turkish
ISL7055	BUSINESS HISTORY	3	0	3	7	E	Turkish
ISL7057	CORPORATE SOCIAL RESPONSIBILITY	3	0	3	7	E	Turkish
ISL7059	CULTURE OF ENTREPRENEURSHIP	3	0	3	7	E	Turkish
ISL7061	PHENOMENOLOGICAL MANAGEMENT APPROACHES	3	0	3	7	E	Turkish
SOE8901	SPECIALIZATION FIELD COURSE (2. FALL)	8	0	0	8	C	Turkish
SOE8903	COUNSELING (2. FALL)	0	1	0	1	C	Turkish
ISL7063	Ph.D. Qualification (II. FALL)	0	0	0	21	E	Turkish
<b>TOTAL</b>		<b><u>109</u></b>	<b><u>2</u></b>	<b><u>93</u></b>	<b><u>256</u></b>		

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I. & 2. YEAR							
SPRING SEMESTER ( COURSE STAGE)							
COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SOE7902	SPECIALIZATION FIELD COURSE (1. SPRING)	8	0	0	8	C	Turkish
SOE7904	COUNSELING (1. SPRING)	0	1	0	1	C	Turkish
ISL7002	SEMINAR (I. Spring)	0	2	0	7	C	Turkish
ISL7004	STATISTICS APPLICATIONS	3	0	3	7	E	Turkish
ISL7006	QUANTITATIVE TECHNIQUES	3	0	3	7	E	Turkish
ISL7008	MARKETING THEORIES	3	0	3	7	E	Turkish
ISL7010	STRATEGIC BRAND MANAGEMENT	3	0	3	7	E	Turkish
ISL7012	ADVERTISING AND CULTURE	3	0	3	7	E	Turkish
ISL7014	CONSUMER BEHAVIOR	3	0	3	7	E	Turkish
ISL7016	STRATEGIC MARKETING MANAGEMENT	3	0	3	7	E	Turkish
ISL7018	COST MANAGEMENT AND ADVANCED MANAGEMENT ACCOUNTING	3	0	3	7	E	Turkish
ISL7020	ACCOUNTING AND FINANCIAL REPORTING STANDARDS APPLICATIONS	3	0	3	7	E	Turkish
ISL7022	CURRENT ISSUES AND RESEARCH IN ACCOUNTING II	3	0	3	7	E	Turkish
ISL7024	COMPANY ASSESSMENT	3	0	3	7	E	Turkish
ISL7026	DERIVATIVE MARKETS AND DERIVATIVE INSTRUMENTS	3	0	3	7	E	Turkish
ISL7028	FINANCIAL MARKETS AND INSTITUTIONS	3	0	3	7	E	Turkish
ISL7030	INDUSTRIAL ACCOUNTING PRACTICES	3	0	3	7	E	Turkish
ISL7032	AUDITING AND ASSURANCE STANDARDS PRACTICES	3	0	3	7	E	Turkish
ISL7034	MICRO ORGANIZATIONAL THEORIES	3	0	3	7	E	Turkish
ISL7036	SOCIAL THEORY DISCUSSIONS	3	0	3	7	E	Turkish
ISL7038	INTERNATIONAL BUSINESS RESEARCH	3	0	3	7	E	Turkish
ISL7040	STRATEGIC HUMAN RESOURCES MANAGEMENT	3	0	3	7	E	Turkish
ISL7042	POST-MODERN MANAGEMENT THEORIES	3	0	3	7	E	Turkish
ISL7044	LEADERSHIP THEORIES	3	0	3	7	E	Turkish
ISL7046	SOCIAL PSYCHOLOGY AND ORGANIZATIONAL CHANGE	3	0	3	7	E	Turkish
ISL7048	MANAGEMENT AND ORGANIZATION HISTORY OF TURKEY	3	0	3	7	E	Turkish
ISL7050	INDUSTRIAL SOCIOLOGY	3	0	3	7	E	Turkish
ISL7052	BUSINESS LAW PRACTICES ON COMPANIES	3	0	3	7	E	Turkish
ISL7054	RELATIONSHIP MARKETING	3	0	3	7	E	Turkish
ISL7056	CONTEMPORARY APPROACHES ON MARKETING	3	0	3	7	E	Turkish
ISL7058	MARKETING RESEARCH PRACTICES	3	0	3	7	E	Turkish
ISL7060	FINANCIAL REPORTING AND ANALYSIS	3	0	3	7	E	Turkish
ISL7062	RISK MANAGEMENT	3	0	3	7	E	Turkish
ISL7064	INTERNATIONAL FINANCING	3	0	3	7	E	Turkish
ISL7066	AUDITING PRACTICES	3	0	3	7	E	Turkish
ISL7068	CONSOLIDATED FINANCIAL STATEMENTS	3	0	3	7	E	Turkish
ISL7070	SPECIALIZED FINANCE SUBJECTS SEMINAR	3	0	3	7	E	Turkish
ISL7072	QUALITATIVE RESEARCH METHODS	3	0	3	7	E	Turkish

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ISL7074	GLOBALIZATION AND MANAGEMENT	3	0	3	7	E	Turkish
ISL7076	SOCIOLOGY OF MANAGEMENT	3	0	3	7	E	Turkish
ISL7078	SPECIAL TOPICS ON HUMAN RESOURCES MANAGEMENT	3	0	3	7	E	Turkish
ISL7080	ORGANIZATIONAL DESIGN AND DEVELOPMENT	3	0	3	7	E	Turkish
ISL7082	CASE STUDIES ON MANAGEMENT	3	0	3	7	E	Turkish
SOE8902	SPECIALIZATION FIELD COURSE (2. SPRING)	3	0	3	7	C	Turkish
SOE8904	COUNSELING (2. SPRING)	3	0	3	7	C	Turkish
ISL7063	Ph.D. QUALIFICATION (II. Spring)	0	0	0	21	E	Turkish
<b>TOTAL</b>		<b><u>134</u></b>	<b><u>3</u></b>	<b><u>126</u></b>	<b><u>331</u></b>		

III. AUTUMN SEMESTER (THESIS STAGE)							
COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SOE9901	Specialization Field Course	8	0	0	8	C	Turkish
SOE9903	Counseling	0	1	0	1	C	Turkish
SOE9905	Thesis	0	0	0	21	C	Turkish
<b>TOTAL</b>		<b><u>8</u></b>	<b><u>1</u></b>	<b><u>0</u></b>	<b><u>30</u></b>		

III. SPRING SEMESTER (THESIS STAGE)							
COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SOE9902	Specialization Field Course	8	0	0	8	C	Turkish
SOE9904	Counseling	0	1	0	1	C	Turkish
SOE9906	Thesis	0	0	0	21	C	Turkish
<b>TOTAL</b>		<b><u>8</u></b>	<b><u>1</u></b>	<b><u>0</u></b>	<b><u>30</u></b>		

IV. AUTUMN SEMESTER (THESIS STAGE)							
COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SOE9907	Specialization Field Course	8	0	0	8	C	Turkish
SOE9909	Counseling	0	1	0	1	C	Turkish
SOE9911	Thesis	0	0	0	21	C	Turkish
<b>TOTAL</b>		<b><u>8</u></b>	<b><u>1</u></b>	<b><u>0</u></b>	<b><u>30</u></b>		

IV. SPRING SEMESTER (THESIS STAGE)							
COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SOE9908	Specialization Field Course	8	0	0	8	C	Turkish
SOE9910	Counseling	0	1	0	1	C	Turkish
SOE9912	Thesis	0	0	0	21	C	Turkish
<b>TOTAL</b>		<b><u>8</u></b>	<b><u>1</u></b>	<b><u>0</u></b>	<b><u>30</u></b>		

ISL7063 Ph.D. Qualification Course has been added.

ISL7084 Ph. D. Qualification Course has been added.

\*During the course phase (I, II, III and IV semester) Ph.D. students are allowed to take minimum 30 ECTS and maximum 45 ECTS per semester.

\*Supervisor's suggestion, Department Board's approval and Institute Management Board written decision is required for credits over 30 ECTS per semester.

\*Ph.D. candidates have to complete 120 ECTS during course phase (I, II, III and IV semester).

\*Ph.D. candidates have to complete minimum 7 courses which equal to 21 hours except from Special Studies, Counseling and Seminar.

(\*) (\*) Ph.D. candidates have to complete 120 ECTS during thesis phase (V, VI, VII and VIII semester).