Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 711	Methodology of Quantitative Research	1	3	0	0	3	9

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Bu dersin amacı öğrencilerin araştırma metodolojisi, araştırma ilkeleri ve araştırmalarda sıkça kullanabilecekleri nicel metot ve araçlarla ilgili gerekli bilgileri edinmelerini sağlamaktır.
Content	Bilimsel Araştırmanın İlkeleri, Araştırma Sorunları ve Araştırma Etiği,Nitel ve Nicel Araştırma,Veri,Değişken ve Ölçekleme,Araştırma Yöntem ve Planı, Veri Toplama Teknikleri, Hipotez Geliştirme ve Hipotez Testleri, Örnekleme ve Örnekleme Dağılımları, Nicel Verilerin Analizi, Ara Sınav,Parametrik Olmayan Testler Regresyon Analizi,Faktör ve Diskriminant Analizi,Sunum ve Tartışmalar
References	- Sekeran Uma,Roger Bougie,"Researche Methods for Business, A Skill Building Approach", 5th Edition, Wiley, U.K. 2010. - Blumberg Boris, Couper Donald R .,Schındler Pamela S.,"Business Research Methods",Second European Edition, Mc-Graw-Hill, Berkshire,U.K.,2008. - Newbold P., Carlson W.L. & B. Thorne B., "Statistics For Business and Economics", 7th ed., Prentice Hall, 2010.

Theory Topics

Week	Weekly Contents
1	Principles of Scientific Research
2	Research Problems and Ethics
3	Qualitative and Quantitative Research
4	Data, Variables and Scaling
5	Research Process
6	Resarch Design and Methods of Data Collection
7	Hypothesis Develoment and Testing
8	Sampling and Sampling Distributions
9	Quantitative Date Analysis
10	Mid term exam
11	Non-Parametric Tests
12	Regression Analysis
13	Factor and Discriminant Analysis
14	Presentation and Discussion

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 715	Multivariate modeling and data analysis	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 721	Organization Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 731	Accounting Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Dersin amacı finansal muhasebe ve raporlama ile denetimin esaslarını oluşturan teori ve kavramları sunmak, öğrencilerin bu teori ve kavramlardan hareketle muhasebe ve denetim alandaki bilimsel araştırma yapabilme kabiliyetlerini artırmaktır.
Content	1. Ders: Finansal Muhasebe Teorisine Giriş 2. Ders: Finansal Raporlama Ortamı 3. Ders: Yasal Düzenlemeler 4. Ders: Uluslararası Muhasebe 5. Ders: Normatif Muhasebe Teorileri 6. Ders: Kavramsal Çerçeve Projeleri 7. Ders: Pozitif muhasebe Teorisi 8. Ders: Sistem Yönelimli Teoriler 9. Ders: Sosyal ve Çevresel Faktörlerin Entegrasyonu 10. Ders: Sermaye Piyasalarının Reaksiyonu 11. Ders: Bireylerin Reaksiyonu: Davranışsal Araştırmalar 12. Ders: Muhasebede Kritik Perspektifler 13. Ders: Muhasebede Araştırma Yöntemleri 14. Ders: Muhasebede Araştırma Yöntemleri
References	Deegan Craig and Jeffrey Unerman. Financial Accounting Theory, european edition,Mc Graw Hill, 2006. Mathews, M.R. and Perera, M.H.B., Accounting Theory and development, Chapman & HallLondon, 1991. Riahi-Belkaoui, Ahmed, Accounting Theory, Fifth Edition, Thomson, 2007. Scott, William S., Financial Accounting Theory, fifth edition, Pearson, Toronto, 2009.

Theory Topics

Week	Weekly Contents
1	1. Introduction to financial accounting theory
2	The financial reporting environment
3	The regulation of financial accounting
4	International accounting
5	Normative theories of accounting: The case of accounting for changing prices
6	The conceptual framework projects
7	Positive accounting theory
8	Unregulated corporate reporting decisions: Considerations of systems oriented theories
9	Extended systems of accounting: The incorporation of social and environmental factors within external reporting
10	Reactions of capital markets to financial reporting
11	Reactions of individuals to financial reporting: An examination of behavioural research
12	Critical Perspective of Accounting
13	Research Methods in Accounting
14	Research Methods in Accounting

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 733	International Financial Reporting Standards	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Uluslararası Finansal Raporlama Standartları hakkında öğrencileri bilgilendirmek, UFRS'nin Dünya'da ve ülkemizdeki önemini mevzuattaki yerini irdelemek.
Content	-Finansal Tabloların Sunumu -Bilanço, Gelir Tablosu, Nakit Akım Tablosu -UFRS'nin finansal tablolara uygulanması -Bilanço tarihinden sonra ortaya çıkan olaylar, ilişkili taraflar -Konsolidasyon -Konsolidasyon -Varlıklar (Stoklar, Maddi Duran Varlıklar) -Varlıklar (Maddi olmayan Duran Varlıklar, Yatırım Amaçlı Gayrimenkuller) -Karşılıklar ve Yükümlülükler -Vergi Muhasebesi -Çalışanlara Sağlanan Faydalar -Kar-zarar, özsermaye -Finansal Enstrümanlar -Uygulama Çalışması
References	Financial accounting : international financial reporting standards / Walter T. Harrison Jr. ... [et al.]. Boston : Pearson, 2014 : 9 edition

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 741	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 743	Integrated Marketing Communication	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 757	Analysis of Financial Reports	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE745	Strategic Management in Retailing	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu dersin amacı uluslararası pazarlama yönetiminin temel ilkelerini ve stratejilerini öğretmektir. Bu kapsamda öğrencilerin küresel çevre unsurlarını anlaması ve analiz etmesi, pazara giriş stratejileri geliştirebilmesi ve uluslararası pazarlara yönelik olarak pazarlama karması unsurlarını analiz ederek politika ve stratejileri planlayabilmesi hedeflenmektedir.
Content	1. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları 2. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları 3. Hafta: Mağaza Temelli Perakendecilik 4. Hafta: Mağazasız Perakendecilik Perakendecilikte Tüketici Davranışı 5. Hafta: Perakendecilikte Pazar Stratejileri 6. Hafta: Lokasyon 7. Hafta: Perakende Yer Seçimi 8. Hafta: Ara sınav 9. Hafta: Perakendecilikte Örgüt Yapısı ve İnsan Kaynakları Yönetimi Bilgi Sistemleri ve Tedarik Zinciri Yönetimi 10. Hafta: Müşteri İlişkileri Yönetimi / Ürün Yönetimi 11. Hafta: Fiyatlandırma 12. Hafta: Perakende İletişim Karması 13. Hafta: Mağaza Yönetimi 14. Hafta: Mağaza Dizaynı / Müşteri Hizmetleri
References	Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork.(Ders kitabı)

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 751	Financial Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 714	Seminar	2	3	0	0	0	8

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 712	Qualitative Research Methods	2	3	0	0	3	9

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Öğrencilerler nitel araştırma yöntemlerini kullanarak; bağımsız araştırma yapmalarını ve bilimsel olayları geniş ve derin bir bakış açısı ile irdeleyerek yorumlamalarını sağlamak. Yeni ve kavrayıcı sentezlere ulaşabilmeleri için gerekli adımları belirleme yeteneklerini geliştirmektir.
Content	Dersin içeriği nitel araştırmanın diğer araştırma yöntemleri içindeki yerinin ele alınması, kullanım alanlarının tanıtımı, farklı nitel araştırma yöntemlerinin uygulamaları olarak açıklanmasını kapsamaktadır.
References	Agafonoff, N. «Adapting Ethnographic Research Methods to Ad Hoc Commercial Market Research.» Qualitative Market Research: An International Journal 9, no. 2 (2006): 115-125. Arnould, E.J., ve M. Wallendorf. «Market Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation.» Journal of Marketing Research 31 (1994): 484-505. Bas,T. ve Akturan Ulun, Nitel Araştırma Yöntemleri, 3. Basım. Ankara: Seçkin Yayıncılık, 2013. Caelli, K. «The Changing Face of Phenomenological Research: Traditional and American Phenomenology in Nursing.» Qualitative Health Research 10, no. 3 (2000): 366-377. Canniford, R. «Moving Shadows: Suggestions for Ethnography in Globalised Cultures.» Qualitative Market Research: An International Edition 8, no. 2 (2005): 204-218. Elliot, R. «Discourse Analysis: Exploring Action, Function and Conflict in Social Texts.» Marketing Intelligence and Planning 14, no. 6 (1996): 65-68. Elliot, R., ve N.J. Elliot. «Using Ethnography in Strategic Consumer Research.» Qualitative Market Research: An International Journal 6, no. 4 (2003): 215-223. Giorgi, A., ve B. Giorgi. «Phenomenology.» Qualitative Psychology içinde, yazan J.A. Smith. London: Sage Publ., 2003. Goulding, C. «Grounded Theory, Ethnography and Phenomenology A Comparative Analysis of Three Qualitative Strategies for Marketing Research.» European Journal of Marketing 39, no. 3/4 (2005): 294-308. Harris, H. «Content Analysis of Secondary Data: A Study of Courage in Managerial Decision Making.» Journal of Business Ethics 34 (2001): 191-208. Harvey, L.J, ve M.D. Myers. «Scholarship and Practice: The Conrtibution of Ethnographic Research Methods to Bridging the Gap.» Information Technology and People 8, no. 3 (1995): 13-27. Hunter, K., S. Hari, C. Egbu, ve J Kelly. «Grounded Theory: Its Diversification and Application Through Two Examples From Research Studies on Knowledge and Value Management.» Electronic Journal of Business Research Methods 3, no. 1 (2005): 57-68. Jackson, P. «Principles and Problems of Participant Observation» Geographiska Annaler Series B Human Geography, 1983: 39-46. Marshall, C., ve G.B. Rossman. Designing Qualitative Research. 4th Edition. London: Sage Publ., 2006. Mulhall, A. «In The Field: Notes on Observation in Qualitative Research.» Journal of Advanced Nursing 41, no. 3 (2003): 306-313. Nahl, D. «A Discourse Analysis Technique for Charting the Flow of Micro Information Behavior.» Journal of Documentation 63, no. 3 (2007): 323-339. Turner, B.A. «The Use of Graounded Theory for the Qualitative Analysis of Organizational Behavior.» Journal of Management Studies 20, no. 3 (1983): 333-348. Van Dijk, T.A. «New(s) Racisim: A Discourse Analytical Approach.» Ethnic Minorities and the Media içinde, yazan M. Keynes, 33-49. London: Open University Press, 2000. Venkatesh, A., N. Stolzoff, E. Shih, ve S. Mazumdar. «The Home of the Future: An Ethnographic Study of New Information Technologies in the Home.» Advances in Consumer Research 28, no. 1 (2001): 88-97.

	Wimpenny, P., ve J. Gass. «Interviewing in Phenomenology and Grounded Theory: Is There a Difference.» Journal of Advanced Nursing 31, no. 6 (2000): 1485-1493. Yıldırım, A., ve H. Şimşek. Sosyal Bilimlerde Nitel Araştırma Yöntemleri. 4. Basım. Ankara: Seçkin Yayıncılık, 2004.

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 732	Strategic Management Accounting	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Yönetim muhasebesinde kullanılan güncel maliyet ve performans ölçüm yöntemleri hakkında öğrencileri bilgilendirmek
Content	Geleneksel Maliyet Yöntemleri Geleneksel Performans Ölçüm Yöntemleri Çağdaş Maliyet Yöntemlerine Giriş Faaliyet Tabanlı Maliyetleme Faaliyet Tabanlı Yönetim Faaliyet Tabanlı Bütçeleme Hedef Maliyetleme ve Fiyatlandırma Kararları Tam Zamanında Üretim Kısıtlar Teorisi Kalite Maliyetleri Müşteri Odaklı Yönetim ve Yönetim Muhasebesi Balanced Scorecard ve Performans Ölçümü Stratejik Yönetim Muhasebesi
References	* Maliyet Muhasebesinde Güncel Yaklaşımlar-Rüstem Hacırüstemoğlu, Münir Şakrak. ** Cost Management: A Strategic Emphasis-Edward Blocher, David E. Stout, Gary Cokins, Kung Chen.

Theory Topics

Week	Weekly Contents
1	Traditional cost accounting techniques
2	Traditional performance measurement techniques
3	Introduction to contemporary cost accounting techniques
4	Activity based costing
5	Activity based costing
6	Activity based budgeting
7	Target costing and pricing decisions
8	Just in time production
9	Just in time production
10	Theory of constraints
11	Quality costs
12	Quality costs
13	Balanced scorecard and performance measurement
14	Strategic management accounting

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 744	Distribution Decisions and Competitive Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	L'objectif est d'expliquer les stratégies de distribution générale et de conceptualiser la théorie dans le cadre de stratégies de concurrence.
Content	1- Répartition des stratégies avancées généraux 2- Répartition des stratégies avancées généraux 3- Répartition des stratégies avancées généraux 4- Études de cas sur les stratégies de distribution 5- Etudes de cas sur les stratégies de distribution 6- Études de cas sur les stratégies de distribution 7- EXAMEN PARTIEL 8- Les stratégies de compétition avancée 9- Les stratégies de compétition avancée 10- Les stratégies de compétition avancée 11- Études de cas sur les stratégies de distribution et de la concurrence 12- Études de cas sur les stratégies de distribution et de la concurrence 13- Des études de cas sur les stratégies de distribution et de la concurrence 14- EXAMEN FINAL
References	Les documents fournis par le professeur Logistics Management, Stock and Lambert, Pearson Publishing, 2000

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 752	Corporate Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 754	Behavioral Finance	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 742	Brand Strategies	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	L’objectif principal du cours est d'examiner les stratégies pour construire des marques fortes. L'autre objectif de ce cours est de discuter des nouveaux développements et les tendances dans les stratégies de marque.
Content	Semaine 1. Concept de marque Semaine 2. L'importance de la marque Semaine 3. Gestion de la marque Semaine 4. Communication de marque Semaine 5. Construire des marques fortes Semaine 6. Stratégies de marque Semaine 7. L’identité de marque Semaine 8. Valeur de la marque Semaine 9. Notoriété de la marque Semaine 10. Processus de gestion de la marque Semaine 11. Positionnement de la marque Semaine 12. Extension de la marque Semaine 13. Rendement de la marque Semaine 14. Communications de Marketing intégrées pour construire la marque
References	Richard Elliott, Larry Percy, Strategic Brand Management, Second Edition, Oxford University Press, 2011.

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 734	International Auditing Standards	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Ce cours destiné aux étudiants de doctorat en gestion est principalement axé sur l'audit externe des états financiers de l'entreprise, l'éthique professionnelle et des responsabilités légales. Les séminaires présentent la théorie et la pratique d'audit dans le perspective des normes internationales d'audit. Le cours vise également initier l'étudiant à identifier et développer un sujet de recherche, définir une problématique de recherche, décrire le but de l'étude de recherche, et établir des questions de recherche associées.
Content	1. Introduction à la théorie de comptabilité et d'audit 2. Objectifs généraux de l'auditeur indépendant 3.Contrôle qualité d'un audit d'états financiers 4. Principes généraux et responsabilité 5. Evaluation des risques 6.Eléments de réponse aux risques identifiés 7.Eléments probants : Confirmations externes 8. Procédures analytiques 9.Utilisation des travaux d'autres professionnels 10. Conclusion de l'audit et rapport 11. Projet des normes clarifiées 12. Perspectives critiques en audit 13. Méthodes de Recherche en Audit
References	International Auditing and Assurance Standards. Deegan, Craig and Jeffrey Unerman, Financial Accounting Theory, European Edition, Mc Graw Hill, London, 2006.

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 724	International Enterprises and Strategic Alliances	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 716	Firm Valuation	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 717	International Marketing	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu dersin amacı uluslararası pazarlama yönetiminin temel ilkelerini ve stratejilerini öğretmektir. Bu kapsamda öğrencilerin küresel çevre unsurlarını anlaması ve analiz etmesi, pazara giriş stratejileri geliştirebilmesi ve uluslararası pazarlara yönelik olarak pazarlama karması unsurlarını analiz ederek politika ve stratejileri planlayabilmesi hedeflenmektedir.
Content	1. Hafta: Küreselleşme 2. Hafta: Küreselleşme 3. Hafta: Ekonomik ve finansal çevre 4. Hafta: Kültürel, yasal ve politik çevre 5. Hafta: Küresel pazarlama araştırması, küresel bölümlendirme ve konumlandırma 6. Hafta: Küresel Pazarlama Stratejileri 7. Hafta: Pazara Giriş 8. Hafta: Ara sınav 9. Hafta: Ürün Geliştirme 10. Hafta: Fiyatlandırma 11. Hafta: Satış 12. Hafta: İletişim Dağıtım 13. Hafta: Gelişen Pazarlar 14. Hafta: İthalat İhracat
References	Masaaki Kotabe ve Kristiaan Helsen, “Global Marketing Management”, 4th edition, USA: John Wiley and Sons Inc.

Theory Topics

Week	Weekly Contents
1	Globalization
2	Globalization
3	Economic and financial environment
4	Cultural, legal and political environment
5	Global marketing research, global segmentation and positioning
6	Global marketing strategies
7	Marketing entry
8	Midterm Exam
9	Product development
10	Pricing
11	Sales
12	Communication, distribution
13	Developing markets
14	Import export

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 756	Asset Valuation	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents