

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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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
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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	<ol style="list-style-type: none">1. Ders: Finansal Muhasebe Teorisine Giriş2. Ders: Finansal Raporlama Ortamı3. Ders: Yasal Düzenlemeler4. Ders: Uluslararası Muhasebe5. Ders: Normatif Muhasebe Teorileri6. Ders: Kavramsal Çerçeve Projeleri7. Ders: Pozitif muhasebe Teorisi8. Ders: Sistem Yönelimli Teoriler9. Ders: Sosyal ve Çevresel Faktörlerin Entegrasyonu10. Ders: Sermaye Piyasalarının Reaksiyonu11. Ders: Bireylerin Reaksiyonu: Davranışsal Araştırmalar12. Ders: Muhasebede Kritik Perspektifler13. Ders: Muhasebede Araştırma Yöntemleri14. Ders: Muhasebede Araştırma Yöntemleri
References	<p>Deegan Craig and Jeffrey Unerman. Financial Accounting Theory, european edition,Mc Graw Hill, 2006.</p> <p>Mathews, M.R. and Perera, M.H.B., Accounting Theory and development, Chapman & HallLondon, 1991.</p> <p>Riahi-Belkaoui, Ahmed, Accounting Theory, Fifth Edition, Thomson, 2007.</p> <p>Scott, William S., Financial Accounting Theory, fifth edition, Pearson, Toronto, 2009.</p>

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 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
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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
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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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 745	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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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
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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
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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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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
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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
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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
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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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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
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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	
Content	
References	

Theory Topics

Week	Weekly Contents
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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
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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	L'objectif de ce cours est d'enseigner les principes de base et les stratégies de gestion du marketing international. Dans ce contexte, il est destiné aux étudiants à comprendre et analyser les facteurs environnementaux mondiaux, à développer des stratégies d'entrée sur le marché et à planifier des politiques et des stratégies en analysant les éléments du mix marketing pour les marchés internationaux.
Content	<p>Semaine 1. Mondialisation</p> <p>Semaine 2. Mondialisation</p> <p>Semaine 3. Environnement économique et financier</p> <p>Semaine 4. Environnement culturel, juridique et politique</p> <p>Semaine 5. Recherche marketing mondiale, segmentation et positionnement mondiaux</p> <p>Semaine 6. Stratégies marketing mondiales</p> <p>Semaine 7. Entrée marketing</p> <p>Semaine 8. Examen à mi-parcours</p> <p>Semaine 9. Développement de produits</p> <p>Semaine 10. Prix</p> <p>Semaine 11. Ventes</p> <p>Semaine 12. Communication, distribution</p> <p>Semaine 13. Marchés en développement</p> <p>Semaine 14. Importation, exportation</p>
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 Policies
11	Sales Management
12	Communication, distribution
13	Developing/emerging 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
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