

## Content

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

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| 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, Örneklem ve Örneklem Dağılımları, Nicel Verilerin Analizi, Ara Sınav, Parametrik Olmayan Testler Regresyon Analizi, Faktör ve Diskriminant Analizi, Sunum ve Tartışmalar                                                               |
| References              | <ul style="list-style-type: none"><li>- Sekeran Uma, Roger Bougie, "Research Methods for Business, A Skill Building Approach", 5th Edition, Wiley, U.K. 2010.</li><li>- Blumberg Boris, Couper Donald R., Schindler Pamela S., "Business Research Methods", Second European Edition, Mc-Graw-Hill, Berkshire, U.K., 2008.</li><li>- Newbold P., Carlson W.L. &amp; B. Thorne B., "Statistics For Business and Economics", 7th ed., Prentice Hall, 2010.</li></ul> |

## 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    | Research Design and Methods of Data Collection |
| 7    | Hypothesis Development and Testing             |
| 8    | Sampling and Sampling Distributions            |
| 9    | Quantitative Data 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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| 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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Objective               | Dersin amacı öğrencilerin yönetim kuramındaki temel düşünce akımlarını, kuramları ve tartışmaları öğrenmelerini sağlamaktır.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Content                 | Temel yönetim kuramları                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| References              | <p>M.J.Hatch (2006) Organization Theory Modern, Symbolic and Postmodern Perspectives Oxford: Oxford University Press, ch 1.</p> <p>W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, ch. 1.</p> <p>M. Reed (1996), 'Organizational theorizing: A historically contested terrain' in S. Clegg, C. Hardy, and W. R. Nord (eds), Handbook of Organization Studies, London: Sage, 31-56.</p> <p>M.J.Hatch (2006) Organization Theory Modern, Symbolic and Postmodern Perspectives Oxford: Oxford University Press, chap 2.</p> <p>Y. Shenhav (2003), 'The historical and epistemological foundations of organization theory: Fusing sociological theory with engineering discourse' in H. Tsoukas and C. Knudsen (eds.), The Oxford Handbook of Organization Theory, Oxford: Oxford University Press, 183-209</p> <p>W. H. Starbuck (2003), 'The origins of organization theory' in H. Tsoukas and C. Knudsen (eds.), The Oxford Handbook of Organization Theory, Oxford: Oxford University Press, 143-182.</p> <p>W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, chaps. 2 and 3.</p> <p>W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, chap. 4.</p> <p>L. Donaldson (2000), The Contingency Theory of Organizations, Thousand Oaks, CA: Sage, chaps. 1, 2 and 3.</p> <p>Meyer, A.D., Tsui, A.S., Hinings, C.R. 1993. Configurational approaches to organizational analysis. Academy of Management Journal, 36: 1175-1195.</p> <p>L. Donaldson (2000), The Contingency Theory of Organizations, Thousand Oaks, CA: Sage, chap. 5.</p> <p>J. Child (2002), 'Strategic choice' in A. Sorge (ed.), Organization, Thomson Learning: London, 107-126.</p> <p>R. Emerson, "Power-Dependence Relations." American Sociological Review 27 (1962): 31-41.</p> <p>J. Pfeffer and G. R. Salancik (1978/2003), The External Control of Organizations: A Resource Dependence Perspective, Palo Alto, CA: Stanford University Press, chaps 1, 2, 3 and 10 and the Introduction, xi-xxix</p> |

(available as e-book)

M. S. Mizruchi and M. Yoo (2002), 'Interorganizational power and dependence' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford: Blackwell, 599-620.

D. J. Brass (2002), 'Intraorganizational power and dependence' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford: Blackwell, 138-157.

W. Ocasio (2002), 'Organizational power and dependence' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford: Blackwell, 363-385.

Gulati, R., Dialdin, D. A. , & Wang, L. 2002. Organizational Networks. Pp. 181-303 in J. Baum (ed.), *Blackwell Companion to Organizations*. Oxford, UK: Blackwell. Podolny, J. M., & Baron, J. N. 1997. Resources and relationships: social networks and mobility in the workplace. *American Sociological Review*, 62: 673-693.

Burt, R. Chapter 1 in *Structural Holes*, 8-49. Cambridge, MA: Harvard University Press, 1992. ISBN: 067484372X.

Granovetter, M. "The Strength of Weak Ties." *American Journal of Sociology* 78 (1973): 1360-1380.

Granovetter, M. "Economic Action and Social Structure: The Problem of Embeddedness." *American Journal of Sociology* 91 (1985): 481-510.

Uzzi, B. 1997. Social structure and competition in interfirm networks: the paradox of embeddedness.

*Administrative Science Quarterly* 42: 35-67.

Burt, R.S. 2000. The network structure of social capital. *Research in Organizational Behaviour*, 22: 345-423.

R. Swedberg (2003), 'Economic versus sociological approaches to organization theory' in H. Tsoukas and C. Knudsen (eds.), *The Oxford Handbook of Organization Theory*, Oxford: Oxford University Press, 373-391.

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B. S. Silverman (2002), 'Organizational economics' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford: Blackwell, 467-493.

Selznick, P. 1957. *Leadership in Administration*. Berkeley, CA: University of California Press. – Chapters 1, 5

DiMaggio, P.J. & Powell, W.W., 1991. Introduction. Pp. 1-38 in *The New Institutionalism in Organizational Analysis*, edited by Walter W. Powell and Paul J. DiMaggio. Chicago: University of Chicago Press.

DiMaggio, P., & Powell, W.W. 1983. The iron cage revisited: Institutional isomorphism and collective rationality in organizational fields. *American Sociological Review*, 48: 147-160.

Friedland, R. & Alford, R.R. 1991. Bringing Society Back in: Symbols, Practices, and Institutional Contradictions. Pp. 232-266 in *The New Institutionalism in Organizational Analysis*, edited by Walter W.

Powell and Paul J. DiMaggio. Chicago: University of Chicago Press

Meyer and Rowan, 1977. Institutionalized Organizations: Formal Structure as Myth and Ceremony.

*American Journal of Sociology*, 83: 340-63.

Tolbert, P.S., Zucker, L. 1983. Institutional sources of change in the formal structure of organizations: The diffusion of civil service reform, 1880-1935. *Administrative Science Quarterly*, 30: 22-39.

Zucker, L.G. 1987. Institutional theories of organizations. *Annual Review of Sociology*, 13: 443-464.

Suddaby, R. & Greenwood, R. 2005. Rhetorical Strategies of Legitimacy. *Administrative Science Quarterly*, 50: 35-67.

R. Whitley (1999/ 2002), 'The nature of business systems and their institutional structuring' in R. Whitley (ed.), *Competing Capitalisms: Institutions and Economies*, Vol. 1, Cheltenham, UK: Edward Elgar, 161-194.

A. Sorge (1991/2002), 'Strategic fit and the societal effect: Interpreting cross-national comparisons of technology, organization and human resources' in R. Whitley (ed.), *Competing Capitalisms: Institutions and Economies*, Vol. 2, Cheltenham, UK: Edward Elgar, 354-383.

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R. Whitley (2005) 'How National are Business Systems? The Role States and Complementary Institutions in Standardizing Systems of Economic Coordination and Control at the National Level' in G. Morgan, R. Whitley, and E. Moon (eds) *Changing Capitalisms? Internationalization, Institutional Change, and Systems of Economic Organization*,. 190-231. Oxford: Oxford University Press.

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H. Aldrich (1999), *Organizations Evolving*, London: Sage, chaps. 9 and 10.

J. A. C. Baum and T. L. Amburgey (2002), 'Organizational Ecology' J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford: Blackwell, 304-326.

S.D. Dobrev, & Kim, T.Y. 2006. Positioning among Organizations in a Population: Moves between Market Segments and the Evolution of Industry Structure. *Administrative Science Quarterly*, 51(2): 230-261.

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J. Freeman, and Hannan, M.T. 1989. Setting the record straight on organizational ecology: Rebuttal to Young. *American Journal of Sociology*, 95: 425-439.

H. Aldrich (1999), *Organizations Evolving*, London: Sage, chaps. 2 and 3.

T. L. Amburgey and J. V. Singh (2002), 'Organizational Evolution' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford, Blackwell, 327-343.

H. R. Greve (2002), 'Interorganizational evolution' in J. A. C. Baum (ed.), *The Blackwell Companion to Organizations*, Oxford, Blackwell, 557-578.

S.Clegg and D.Dunkerly (2005) *Critical issues in Organizations* in C. Grey and H. Willmott (eds) *Critical Management Studies* Oxford:Oxford University Press, 46-50.

M.Alvesson and S. Deetz (2005) *Critical theory and postmodernism: Approaches to organizational studies* in C. Grey and H. Willmott (eds) *Critical Management Studies* Oxford:Oxford University Press,60-106

M. Parker (1992), "Post-Modern Organizations or Postmodern Organization Theory", *Organization Studies*, 13, 1-18.

M. Kilduff and A. Mehra (1997), "Postmodernism and Organizational Research", *Academy of Management Review*, 22, 453-481.

Deetz, S. (1996) 'Describing differences in approaches to organization science: rethinking Burrell and Morgan and their legacy', *Organization Science*, 7 (2): 191-207.

S.R.Clegg, M. Kornberger & T. Pitsis (2005). *Managing and Organizations*, London :Sage

## Theory Topics

| Week | Weekly Contents                                              |
|------|--------------------------------------------------------------|
| 1    | Introduction                                                 |
| 2    | Overview: Organizations and organization theory              |
| 3    | Foundations and origins of organization theory               |
| 4    | Systems theory and the contingency perspective               |
| 5    | Critiques, controversies and debates                         |
| 6    | The resource dependence perspective                          |
| 7    | Power perspectives                                           |
| 8    | Social Networks                                              |
| 9    | Transaction Costs, Agency Theory and the Resource-based view |
|      |                                                              |

|             |                                                |
|-------------|------------------------------------------------|
| 10          | Institutional Theory                           |
| <b>Week</b> | <b>Weekly Contents</b>                         |
| 11          | Societal effects and national business systems |
| 12          | Population Ecology                             |
| 13          | Organizational Evolution                       |
| 14          | Critical perspectives and postmodernism        |

#### Content

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

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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<br>2. Ders: Finansal Raporlama Ortamı<br>3. Ders: Yasal Düzenlemeler<br>4. Ders: Uluslararası Muhasebe<br>5. Ders: Normatif Muhasebe Teorileri<br>6. Ders: Kavramsal Çerçeve Projeleri<br>7. Ders: Pozitif muhasebe Teorisi<br>8. Ders: Sistem Yönelimli Teoriler<br>9. Ders: Sosyal ve Çevresel Faktörlerin Entegrasyonu<br>10. Ders: Sermaye Piyasalarının Reaksiyonu<br>11. Ders: Bireylerin Reaksiyonu: Davranışsal Araştırmalar<br>12. Ders: Muhasebede Kritik Perspektifler<br>13. Ders: Muhasebede Araştırma Yöntemleri<br>14. Ders: Muhasebede Araştırma Yöntemleri |
| References | Deegan Craig and Jeffrey Unerman. Financial Accounting Theory, european edition,Mc Graw Hill, 2006.<br><br>Mathews, M.R. and Perera, M.H.B., Accounting Theory and development, Chapman & HallLondon, 1991.<br><br>Riahi-Belkaoui, Ahmed, Accounting Theory, Fifth Edition, Thomson, 2007.<br><br>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                                                             |

| Week | Weekly Contents                                                                         |
|------|-----------------------------------------------------------------------------------------|
| 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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| 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. |
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|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Content    | <ul style="list-style-type: none"> <li>-Finansal Tabloların Sunumu</li> <li>-Bilanço, Gelir Tablosu, Nakit Akım Tablosu</li> <li>-UFRS'nin finansal tablolara uygulanması</li> <li>-Bilanço tarihinden sonra ortaya çıkan olaylar, ilişkili taraflar</li> <li>-Konsolidasyon</li> <li>-Konsolidasyon</li> <li>-Varlıklar (Stoklar, Maddi Duran Varlıklar)</li> <li>-Varlıklar (Maddi olmayan Duran Varlıklar, Yatırım Amaçlı Gayrimenkuller)</li> <li>-Karşılıklar ve Yükümlülükler</li> <li>-Vergi Muhasebesi</li> <li>-Çalışanlara Sağlanan Faydalar</li> <li>-Kar-zarar, özsermaye</li> <li>-Finansal Enstrümanlar</li> <li>-Uygulama Çalışması</li> </ul> |
| References | Financial accounting : international financial reporting standards / Walter T. Harrison Jr. ... [et al.]. Boston : Pearson, 2014 : 9 edition                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## 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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish                                                                                    |
| Course Type             | Elective                                                                                   |
| Course Level            | Doctoral Degree                                                                            |
| Objective               | Ders pazarlamanın temel ilkelerini ve stratejilerini öğretmeyi amaçlamaktadır.             |
| Content                 | 1. Hafta: Pazarlamanın Tarihsel Gelişimi<br><br>2. Hafta: Pazarlamaya felsefik yaklaşımlar |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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|            | <p>3. Hafta: Pazarlamaya felsefik yaklaşımlar</p> <p>4. Hafta: İnnovasyon ve pazarlama</p> <p>5. Hafta: Pazarlamada yeni kavramlar</p> <p>6. Hafta: Tüketicinin Önemi</p> <p>7. Hafta: Ara Sınav</p> <p>8. Hafta: Pazar kavramı: bölümlendirme, hedef pazar seçimi ve konumlandırma</p> <p>9. Hafta: Pazarlama planlaması ve stratejik pazarlama</p> <p>10. Hafta: Pazarlama araştırması</p> <p>11. Hafta: Ürün politikaları</p> <p>12. Hafta: Fiyatlandırma politikaları</p> <p>13. Hafta: Dağıtım politikaları</p> <p>14. Hafta: İletişim politikaları</p> |
| References | <p>? ? Principles of Marketing, Philip Kotler &amp; Gary Armstrong</p> <p>? Marketing, Jean Pierrre Helfer, Jacques Orsoni</p> <p>? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert</p> <p>? Pazarlama İlkeleri, Mehmet Karafakioğlu</p> <p>? Marketing Theory, Jagdith Sheth</p> <p>? Marketing Theory, Shelby Hunt</p>                                                                                                                                                                                                            |

### Theory Topics

| Week | Weekly Contents                                                |
|------|----------------------------------------------------------------|
| 1    | The Historical Development of Marketing                        |
| 2    | The philosophical approaches to marketing                      |
| 3    | The philosophical approaches to marketing                      |
| 4    | Innovation and marketing                                       |
| 5    | The new concepts in marketing                                  |
| 6    | The Importance of Consumer                                     |
| 7    | Mid-term Exam                                                  |
| 8    | The Market Concept: Segmentation/target market and positioning |
| 9    | Marketing planning and marketing strategy                      |
| 10   | Marketing Research                                             |
| 11   | Product policy                                                 |

| Week | Weekly Contents      |
|------|----------------------|
| 13   | Distribution policy  |
| 14   | Communication policy |

#### Content

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

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish                                                                                                                          |
| Course Type             | Elective                                                                                                                         |
| Course Level            | Doctoral Degree                                                                                                                  |
| Objective               | Bütünleşik pazarlama iletişimi sisteminin nasıl işlediğini ve farklı sektör ve işletmelerdeki uygulamalarını açıklamaya çalışmak |
| Content                 | 1. Hafta BPİ felsefesi<br>2. Hafta BPİ'nin amaçları                                                                              |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | <ul style="list-style-type: none"><li>3. Hafta BPİnin elemanları ve organizasyonu</li><li>4. Hafta Ürün iletişimi</li><li>5. Hafta Marka iletişimi</li><li>6. Hafta Fiyat iletişimi</li><li>7. Hafta Lojistik iletişimi</li><li>8. Hafta Perakendecilikte iletişim</li><li>9. Hafta Tutundurma stratejileri</li><li>10. Hafta Reklamcılık</li><li>11. Hafta Halkla İlişkiler</li><li>12. Hafta Satış özendirme</li><li>13. Hafta Kişisel Satış</li><li>14. Hafta E-iletişim ve doğrudan pazarlama</li></ul> |
| References | <ul style="list-style-type: none"><li>1. Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish.</li><li>2. Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi</li><li>3. Paul Copley, marketing Communication Manegemet, Elsevier Publish.</li></ul>                                                                                                                                                                                                                        |

**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    |

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| Prerequisites          |  |
| Admission Requirements |  |

|                         |                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                               |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                                                                                        |
| Objective               | <ul style="list-style-type: none"><li>- Perakendeciliğe ilişkin temel kavramların öğrenilmesi,</li><li>- Perakende stratejilerine ilişkin dinamiklerin kavranması,</li><li>- Perakendeci türlerinin öğrenilmesi,</li><li>- Perakendecilik faaliyetleri ve politikalarının anlaşılması,</li><li>- Perakendecilikte yeni trendlerin ve gelişmelerin kavranması</li></ul> |
|                         |                                                                                                                                                                                                                                                                                                                                                                        |



|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Content    | <p>1. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları</p> <p>2. Hafta: Mağaza Temelli Perakendecilik</p> <p>3. Hafta: Mağazasız Perakendecilik</p> <p>4. Hafta: Çok Kanallı Perakendecilik</p> <p>5. Hafta: Tüketici Davranışı</p> <p>6. Hafta: Perakendecilikte Pazar Stratejileri</p> <p>7. Hafta: Lokasyon<br/>Perakende Yer Seçimi</p> <p>8. Hafta: Ara sınav</p> <p>9. Hafta: Perakendecilikte Örgüt Yapısı ve İnsan Kaynakları Yönetimi</p> <p>Bilgi Sistemleri ve Tedarik Zinciri Yönetimi</p> <p>10. Hafta: Müşteri İlişkileri Yönetimi</p> <p>11. Hafta: Ürün Yönetimi</p> <p>12. Hafta: TATİL</p> <p>13. Hafta: Fiyatlandırma</p> <p>14. Hafta: Mağaza Yönetimi</p> |
| References | Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork.(Ders kitabı)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

### Theory Topics

| Week | Weekly Contents                                                   |
|------|-------------------------------------------------------------------|
| 1    | The Definition, Scope and Functions of Retail                     |
| 2    | Store Based Retailing                                             |
| 3    | Online Retailing                                                  |
| 4    | Multi-Channel Retailing                                           |
| 5    | Consumer Behavior                                                 |
| 6    | Market Strategies in Retailing                                    |
| 7    | Location / Retail Site Selection                                  |
| 8    | Midterm                                                           |
| 9    | Organizational Structure and Human Resources Management in Retail |
| 10   | Customer Relationship Management                                  |
| 11   | Merchandise Management                                            |
| 12   | Holiday                                                           |

| Week | Weekly Contents  |
|------|------------------|
| 13   | Retail Pricing   |
| 14   | Store Management |

## Content

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

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                              |
| Course Type             | Elective                                                                                                                                                                                                                                                                                             |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                      |
| Objective               | Dersin amacı, öğrencilerin finans teorisi ve finansal uygulamalara – özellikle kurumsal finans uygulamalarına – yönelik olarak sağlam bir teorik altyapıyı oluşturmaktır. Buna ek olarak, öğrencilerin en güncel finansal kavramlar ve uygulamalara ilişkin geniş birikim sağlaması amaçlanmaktadır. |
| Content                 | 1. hafta: Giriş<br><br>2. hafta: Finans Kavramı ve Alanı                                                                                                                                                                                                                                             |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | <p>3. hafta: Paranın Zaman Değeri, Risk ve Belirsizlik Kavramları</p> <p>4. hafta: Sermaye Bütçelemesi</p> <p>5. hafta: Sermaye Maliyeti ve Belirlenmesi</p> <p>6. hafta: Sermaye Yapısı Teorileri</p> <p>7. hafta: Sermaye Yapısı Teorileri (devam)</p> <p>8. hafta: Vize Sınavı</p> <p>9. hafta: Sabit Getirili Menkul Değerlerin Değerlemesi</p> <p>10. hafta: Sabit Olmayan Getirili Menkul Değerlerin Değerlemesi</p> <p>11. hafta: Şirket Değerlemesi</p> <p>12. hafta: Şirket Birleşmeleri ve Satın Almalar</p> <p>13. hafta: Finansal Aracılık İşlemleri</p> <p>14. hafta: Tekrar</p> |
| References | <p>1.Ross, Stephen, et. al. Corporate Finance<br/>New York: McGraw-Hill/Irwin, 2006, 8. ed.</p> <p>2.Brigham, Eugene, et.al. Financial Management, 13. ed.,<br/>New York: South – Western, 2010</p> <p>3.Brigham, Eugene, et.al. Intermediate Financial Management, 11.ed.<br/>New York: South – Western, 2012</p> <p>4.Göker, Orhan Yatırım Projelerinin Değerlendirilmesi: Teori ve Uygulama<br/>İstanbul, Atlantis Yayınevi, 1996</p>                                                                                                                                                      |

### Theory Topics

| Week | Weekly Contents                                             |
|------|-------------------------------------------------------------|
| 1    | Introduction                                                |
| 2    | The Concept and Scope of Finance                            |
| 3    | Time Value of Money and the Concept of Risk and Uncertainty |
| 4    | Capital Budgeting                                           |
| 5    | Cost of Capital and Its Determination                       |
| 6    | Capital Structure Theories                                  |
| 7    | Capital Structure Theories (Cont'd)                         |
| 8    | Mid-term Exam                                               |
| 9    | Valuation of Fixed-Income Securities                        |
| 10   | Valuation of Non-Fixed Income Securities                    |
| 11   | Company Valuation                                           |
| 12   | Mergers and Acquisitions                                    |

|             |                          |
|-------------|--------------------------|
| 13          | Financial Intermediation |
| <b>Week</b> | <b>Weekly Contents</b>   |
| 14          | Review                   |

Content

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

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| Prerequisites          |  |
| Admission Requirements |  |

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| 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 712      | Qualitative Research Methods | 2        | 3      | 0        | 0   | 3      | 9    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                   |
| Course Type             | Compulsory                                                                                                                                                                                                                                                                                                                                |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                                                           |
| Objective               | Bu ders nitel araştırma kavramını ve nitel araştırma dizaynını öğretmeyi amaçlamaktadır.                                                                                                                                                                                                                                                  |
| Content                 | <p>1. Hafta: Giriş</p> <p>2. Hafta:</p> <ul style="list-style-type: none"><li>- Yıldırım, E. (2002). 'Cogito Ergo Sum'dan 'Vivo Ergo Sum'a Örgütsel Analiz. Yönetim Araştırmaları Dergisi, 2(2), 155-185.</li><li>- Okazaki, S., &amp; Rivas, J. A. (2002). A content analysis of multinationals' Web communication strategies:</li></ul> |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | <p>cross-cultural research framework and pre-testing. Internet Research. Vol.12 No.5, 380-390</p> <p>3. Hafta:</p> <ul style="list-style-type: none"> <li>- Benavides, T. B. T., &amp; Garelli, J. L. P. (2019). Understanding digital moms: motivations to interact with brands on social networking sites. Qualitative Market Research, 22(1), 70-87.</li> <li>- Thompson, C. J., &amp; Haytko, D. L. (1997). Speaking of fashion: consumers' uses of fashion discourses and the appropriation of countervailing cultural meanings. Journal of consumer research, 24(1), 15-42.</li> </ul> <p>4. Hafta: Araştırmaya giriş (kantitatif/nicel araştırma)</p> <p>5. Hafta: Bilimsel araştırma yöntemlerinde temel dönüşümler; nitel araştırmanın bilimsel araştırma geleneği içinde yeri</p> <p>6. Hafta: Nitel araştırma süreci; nitel araştırmada örneklem</p> <p>7. Hafta: Görüşme; odak grup</p> <p>8. Hafta: Ara Sınav</p> <p>9. Hafta: Gözlem, doküman inceleme</p> <p>10. Hafta: Nitel araştırmalarda veri analizi</p> <p>11. Hafta: Etnografik araştırma-fenomenoloji</p> <p>12. Hafta: Alt teori-ZMET</p> <p>13. Hafta: Sunum</p> <p>14. Hafta: Sunum</p> |
| References | <p>Ali Yıldırım &amp; Hasan Şimşek, Sosyal Bilimlerde Nitel Araştırma Yöntemleri, Seçkin Yayınevi</p> <p>Türker Baş &amp; Ulun Akturan, Nitel Araştırma Yöntemleri, Seçkin Yayınevi</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

### 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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                              |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                             |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                                                      |
| Objective               | Bu dersin temel amacı, uluslararası stratejik ittifaklar ve ortaklıklar ile ilgili kuramsal ve görgül yazını görece kapsamlı olarak incelemesini sağlamak ve öğrencilerin bu yapılanmaların stratejik temelleri, yönetim yapıları ve işleyiş dinamikleri hakkında bir anlayış geliştirmelerine yardımcı olmaktır.                    |
| Content                 | <p>Hafta 1. Uluslararası stratejik ittifaklar giriř: uluslararası işbirlięi stratejileri ve rekabet üstünlüęü</p> <p>Hafta 2. Uluslararası stratejik işbirlikleri: Tanımı ve türleri</p> <p>Hafta 3. Uluslararası stratejik işbirlikleri: Teorik Perspektif</p> <p>Hafta 4. Uluslararası stratejik işbirlikleri oluşum aşamaları</p> |



|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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|            | <p>Hafta 5. Uluslar arası ittifak oluşturma süreci: Ortaklığa girme kararı, uluslararası ortak seçimi ve müzakere</p> <p>Hafta 6. Uluslararası stratejik ittifaklarda karşılıklı güven gelişimi</p> <p>Hafta 7. Uluslararası stratejik işbirliklerinde bilgi oluşturma ve yönetme</p> <p>Hafta 8. Ara sınav</p> <p>Hafta 9. Uluslararası stratejik ittifaklarda karşılıklı bağlılık ve uyumsuzluk çözümü</p> <p>Hafta 10. Uluslararası stratejik ittifaklarda iletişim, katılım ve bilgi paylaşımı süreçleri ve mekanizmaları</p> <p>Hafta 11. Uluslararası stratejik ittifakların kontrol yapıları ve süreçleri</p> <p>Hafta 12. Uluslararası stratejik ittifaklarda değerlendirme süreci</p> <p>Hafta 13. Araştırma projelerinin sunumu</p> <p>Hafta 14. Araştırma projelerinin sunumu</p> |
| References | <p>Doz Y.L. &amp; Hamel G.; Alliance Advantage: The Art of Creating Value through Partnering, Harvard Business School Press, Boston MA.</p> <p>Garette B. &amp; Dussauge P. Les Stratégies d'Alliance, Les Editions d'Organisation, Paris.</p> <p>Beamish Paul W. &amp; Killing J. Peter (Eds.), Cooperative Strategies: Asian Pacific Perspectives, New Lexington Press</p> <p>Beamish Paul W. &amp; Killing J. Peter (Eds.), Cooperative Strategies: North American Perspectives, New Lexington Press, San Francisco</p> <p>Beamish Paul W. &amp; Killing J. Peter (Eds.), Cooperative Strategies: European Perspectives, New Lexington Press, San Francisco</p>                                                                                                                           |

### 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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| 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<br>Geleneksel Performans Ölçüm Yöntemleri<br>Çağdaş Maliyet Yöntemlerine Giriş<br>Faaliyet Tabanlı Maliyetleme<br>Faaliyet Tabanlı Yönetim<br>Faaliyet Tabanlı Bütçeleme |

|            |                                                                                                                                                                                                                                           |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | Hedef Maliyetleme ve Fiyatlandırma Kararları<br>Tam Zamanında Üretim<br>Kısıtlar Teorisi<br>Kalite Maliyetleri<br>Müşteri Odaklı Yönetim ve Yönetim Muhasebesi<br>Balanced Scorecard ve Performans Ölçümü<br>Stratejik Yönetim Muhasebesi |
| References | * Maliyet Muhasebesinde Güncel Yaklaşımlar-Rüstem Hacırüstemoğlu, Münir Şakrak.<br>** 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                         |

| Week | Weekly Contents |
|------|-----------------|
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**Content**

| Course Code | Course Name                                  | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------------------------------|----------|--------|----------|-----|--------|------|
| GE 758      | Consumer Psychology and Consumption Behavior | 2        | 3      | 0        | 0   | 3      | 7    |

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| Prerequisites          |  |
| Admission Requirements |  |

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| Language of Instruction | Turkish                                                                                                                                                  |
| Course Type             | Elective                                                                                                                                                 |
| Course Level            | Doctoral Degree                                                                                                                                          |
| Objective               | Bu dersin amacı tüketici psikolojisi ve tüketim davranışına ilişkin temel teorileri öğretmek ve bu alanda araştırma yapmak için bir temel oluşturmaktır. |
| Content                 | 1. Hafta: Tüketici Psikolojisi ve Tüketim Davranışı: Giriş<br><br>2. Hafta: Temel Teoriler<br><br>3. Hafta: Algılama                                     |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | <p>4. Hafta: Öğrenme</p> <p>5. Hafta: Güdülenme</p> <p>6. Hafta: Benlik</p> <p>7. Hafta: Kişilik, Yaşam Stili ve Değerler</p> <p>8. Hafta: Ara Sınav</p> <p>9. Hafta: Tutum ve Niyet</p> <p>10. Hafta: Karar Verme</p> <p>11. Hafta: Satın Alma Sonrası Davranış</p> <p>12. Hafta: Sosyal Medya</p> <p>13. Hafta: Kültür</p> <p>14. Hafta: Etik</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| References | <p>Okuma Listesi</p> <p>Kitaplar:</p> <p>Micheel R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson, 2018, Harlow</p> <p>Richard H. Thaler and Cass R. Sunstein, Nudge (Dürtme), Penguin Books, 2009, NY</p> <p>Dan Ariely, Predictably irrational : the hidden forces that shape our decisions, Harper Perennial, 2010, NY</p> <p>Daniel Kahneman, Thinking Fast and Slow, Farrar, Straus and Giroux, 2013, NY</p> <p>Makaleler:</p> <p>1. ve 2. Hafta</p> <p>Thaler, R. H. (2018). From cashews to nudges: The evolution of behavioral economics. American Economic Review, 108(6), 1265-87.</p> <p>Sheth, J. N., Newman, B. I., &amp; Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. Journal of business research, 22(2), 159-170.</p> <p>Algılama</p> <p>Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. Journal of consumer psychology, 22(3), 332-351.</p> <p>Schmitt, B. (2012). The consumer psychology of brands. Journal of consumer Psychology, 22(1), 7-17.</p> <p>Öğrenme</p> <p>Mathur, P., Chun, H. H., &amp; Maheswaran, D. (2016). Consumer mindsets and self-enhancement: Signaling versus learning. Journal of Consumer Psychology, 26(1), 142-152.</p> |

Krugman, H. E. (1994). Pavlov's dog and the future of consumer psychology. *Journal of Advertising Research*, 34(6), 67-71.

#### Güdülenme

Fitzsimons, Grainne M., Tanya L. Chartrand, and Gavan J. Fitzsimons (2008), "Automatic effects of Brand Exposure on Motivated Behavior: How Apple Makes You Think Different," *Journal of Consumer Research*, 35 (1), 21-35.

Oyserman, D. (2009). Identity-based motivation and consumer behavior. *Journal of Consumer Psychology*, 19(3), 276-279.

Touré-Tillery, M., & Fishbach, A. (2018). Three sources of motivation. *Consumer Psychology Review*, 1(1), 123-134.

#### Benlik

Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., ... & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the academy of marketing science*, 25(3), 229-241.

#### Kişilik, Yaşam Stili ve Değerler

Baumgartner, H. (2002). Toward a personology of the consumer. *Journal of consumer research*, 29(2), 286-292.

Haugtvedt, C. P., Petty, R. E., & Cacioppo, J. T. (1992). Need for cognition and advertising: Understanding the role of personality variables in consumer behavior. *Journal of Consumer Psychology*, 1(3), 239-260.

#### Tutum, Niyet

Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of applied social psychology*, 28(15), 1429-1464.

Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and social psychology Bulletin*, 18(1), 3-9.

#### Karar Verme

Ariely, Dan (1998), "Combining experiences over time: The effects of duration, intensity changes and on-line measurements on retrospective pain evaluations," *Journal of Behavioral Decision Making*, 11(1), 19-45

Dhar, Ravi; Wertenbroch, Klaus (2000), "Consumer choice between hedonic and utilitarian goods," *Journal of Marketing Research*, 37(1), 60-71

Iyengar, Sheena S.; Lepper, Mark R. (2000), "When choice is demotivating: Can one desire too much of a good thing?" *Journal of Personality and Social Psychology*, 79(6), 995-1006

#### Satın Alma Sonrası

Aggarwal, Pankaj (2004), "The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior," *Journal of Consumer Research*; 31 (June); 87-101

Fournier, Susan (1995), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 343-373.

## Sosyal Medya

Kizgin, H., Dey, B. L., Dwivedi, Y. K., Hughes, L., Jamal, A., Jones, P., ... & Williams, M. D. (2020). The impact of social media on consumer acculturation: Current challenges, opportunities, and an agenda for research and practice. *International Journal of Information Management*, 51, 102026.

## Kültür

Gelfand, M. J., Raver, J. L., Nishii, L., Leslie, L. M., Lun, J., Lim, B. C., ... & Yamaguchi, S. (2011). Differences between tight and loose cultures: A 33-nation study. *science*, 332(6033), 1100-1104.

Milner, L. M., Fodness, D., & Speece, M. W. (1993). Hofstede's research on cross-cultural work-related values: Implications for consumer behavior. *ACR European Advances*.

## Etik

Sachdeva, Sonya, Rumen Iliev, and Douglas L. Medin. "Sinning Saints and Saintly Sinners: The Paradox of Moral Self-Regulation." *Psychological science* 20.4 (2009): 523-528.

Zhong, Chen-Bo and Liljenquist, Katie (2006), "Washing Away Your Sins: Threatened Morality and Physical Cleansing," *Science*, 313(5792), 1451-1452

Khan, Uzma, and Ravi Dhar. (2006), "Licensing effect in consumer choice," *Journal of Marketing Research*, 43 (2), 259-266.

## 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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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<br>2. Objectifs généraux de l'auditeur indépendant<br>3. Contrôle qualité d'un audit d'états financiers<br>4. Principes généraux et responsabilité<br>5. Evaluation des risques<br>6. Eléments de réponse aux risques identifiés<br>7. Eléments probants : Confirmations externes<br>8. Procédures analytiques<br>9. Utilisation des travaux d'autres professionnels<br>10. Conclusion de l'audit et rapport<br>11. Projet des normes clarifiées<br>12. Perspectives critiques en audit    |



|            |                                                                                                                                                                             |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | 13. Méthodes de Recherche en Audit                                                                                                                                          |
| References | <p>International Auditing and Assurance Standards.</p> <p>Deegan, Craig and Jeffrey Unerman, Financial Accounting Theory, European Edition, Mc Graw Hill, London, 2006.</p> |

### Theory Topics

| Week | Weekly Contents                                          |
|------|----------------------------------------------------------|
| 1    | Introduction to Financial Accounting and Auditing Theory |
| 2    | Overall Objectives of the Independent Auditor            |
| 3    | Quality Control for an Audit of Financial Statements     |
| 4    | General Principles and Responsibilities                  |
| 5    | Risk evaluation                                          |
| 6    | The Auditor's Responses to Assessed Risks                |
| 7    | External Confirmations                                   |
| 8    | Analytical Procedures                                    |
| 9    | Using the Work of an Auditor's Expert                    |
| 10   | Forming an Opinion and Reporting on Financial Statements |
| 11   | Clarity Project                                          |
| 12   | Critical Perspectives of Auditing                        |
| 13   | Research Methods in Auditing                             |
| 14   | Research Methods in Auditing                             |

Content

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

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                               |
| Course Type             | Elective                                                                                                                                                                                                                                              |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                       |
| Objective               | Marka yaratma stratejilerinin incelenmesi, dersin temel amacını oluşturmaktadır. Bu ana amaç kapsamında, marka stratejileri alanındaki yeni gelişmelerin ve trendlerin irdelenmesi dersin diğer yan amaçlarıdır.                                      |
| Content                 | 1. hafta Marka Kavramı<br><br>2. hafta Markanın Önemi<br><br>3. hafta Marka Yönetimi<br><br>4. hafta Marka İletişimi<br><br>5. hafta Marka Yapılandırma<br><br>6. hafta Marka Stratejileri<br><br>7. hafta Marka Kimliği<br><br>8. hafta Marka Değeri |

|            |                                                                                                                                                                                                                                                                            |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | <div>9. hafta Marka Denkliđi</div> <div>10. hafta Stratejik Marka Yönetimi Süreci</div> <div>11. hafta Marka Konumlandırma</div> <div>12. hafta Marka Genişletme</div> <div>13. hafta Marka Performansı</div> <div>14. hafta Bütünleşik Pazarlama İletişimi ve Marka</div> |
| 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 744      | Distribution Decisions and Competitive Strategies | 2        | 3      | 0        | 0   | 3      | 7    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Objective               | Bu dersin amacı genel dağıtım stratejilerini açıklamak ve teoriyi genel rekabet stratejileri çerçevesinde değerlendirmektir.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Content                 | 1- İleri dağıtım stratejileri- genel kavramlar<br>2- İleri dağıtım stratejileri- genel kavramlar<br>3- İleri dağıtım stratejileri- genel kavramlar<br>4- Dağıtım stratejilerine ilişkin vaka çalışmaları<br>5- Dağıtım stratejilerine ilişkin vaka çalışmaları<br>6- Dağıtım stratejilerine ilişkin vaka çalışmaları<br>7- VİZE SINAVI<br>8- İleri Rekabet Stratejileri<br>9- İleri Rekabet Stratejileri<br>10- İleri Rekabet Stratejileri<br>11- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları<br>12- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları<br>13- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları<br>14- FINAL SINAVI |
| References              | Öğretim Üyesi Ders Notları ve Sunumlar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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    |

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| Prerequisites          |  |
| Admission Requirements |  |

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|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Language of Instruction | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Course Type             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Course Level            | Doctoral Degree                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Objective               | <p>Bu ders, öğrencileri kurumsal yönetimin teorik temelleri ve uygulama konuları ile tanıştırmayı hedeflemektedir. Kurumsal yönetimin model ve mekanizmaları finansal bakış açısı ile incelenecektir. Kurumsal yönetim uygulamaları ile ilgili vaka çalışmaları ve son gelişmelerden örnekler kullanılarak şirketler ile yönetim kurulları, tepe yönetimleri, hissedarları ve diğer paydaşları arasındaki etkileşimler incelenecektir.</p>                                                                                                                                                                                                                                             |
| Content                 | <p>Hafta 1: Kurumsal yönetimin tanımı, tarihsel gelişimi ve temel konuları; Kurumsal yönetimin teorik temelleri</p> <p>Hafta 2: Kurumsal yönetim sistemleri, küreselleşme, ülkelerarası farklılıklar ve yakınlaşma potansiyeli</p> <p>Hafta 3: Türkiye ve gelişmekte olan ülkelerdeki kurumsal yönetim sistemi ve uygulamaları</p> <p>Hafta 4: Kurumsal yönetim kodları ve prensipleri, en iyi uygulamalar, OECD ve SPK Kurumsal Yönetim İlkeleri</p> <p>Hafta 5: Kurumsal yönetim kodları ve prensipleri, en iyi uygulamalar, OECD ve SPK Kurumsal Yönetim İlkeleri</p> <p>Hafta 6 : Hisse senedi borsalarının kurumsal yönetim çevresinin iyileştirilmesine yönelik uygulamaları</p> |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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|            | <p>Hafta 7: Şirket seviyesinde kurumsal yönetim kararı, kurumsal yönetim ve şirket performansı ilişkisi</p> <p>Hafta 8: Ortaklık yapısı, hissedarların hakları ve sorumlulukları, sahiplik ve yönetimin ayrışması, hissedarlar ve yöneticiler arası çıkar çatışmaları, yoğun ortaklık yapısı, hakim hissedarlar ve azınlık hissedarlar arası çıkar çatışması, aile şirketleri, kurumsal hissedarlar</p> <p>Hafta 9: Kamuyu aydınlatma ve şeffaflık, açıklama gerekleri ve zorunlu ve gönüllü olarak açıklanması gerekli bilgiler, muhasebe ve denetimin rolü</p> <p>Hafta 10: Diğer paydaşlar, paydaş gruplarının hak ve sorumlulukları; kurumsal sosyal sorumluluk</p> <p>Hafta 11: Yönetim kurulları, yönetim kurullarının yapısı, yönetim kurulu üyelerinin nitelikleri ve seçilme kriterleri, yönetim kurullarının görevleri ve şirket performansına etkileri</p> <p>Hafta 12: Bankacılıkta kurumsal yönetimin önemi ve farklılıkları</p> <p>Hafta 13: Kurumsal yönetim skandalları ve bu skandalların gündeme getirdiği sorunlar</p> |
| References | <p>Bainsbridge, S.M. (2008). The New Corporate Governance in Theory and Practice, Oxford University Press.</p> <p>Macey, J.R. (2008). Corporate Governance: Promises Kept, Promises Broken, Princeton University Press.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

### Theory Topics

| Week | Weekly Contents                                                                                                                                                                                                                                                                                                                    |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Definition of corporate governance, its history and main issues; theoretical foundations of corporate governance                                                                                                                                                                                                                   |
| 2    | Corporate governance models, globalization, international differences and potential for convergence                                                                                                                                                                                                                                |
| 3    | Corporate governance model in Turkey and in other emerging markets                                                                                                                                                                                                                                                                 |
| 4    | Codes of governance and its principles; best practices, Corporate Governance Principles of OECD and Capital Market Board of Turkey                                                                                                                                                                                                 |
| 5    | Codes of governance and its principles; best practices, Corporate Governance Principles of OECD and Capital Market Board of Turkey                                                                                                                                                                                                 |
| 6    | Stock market initiatives to improve corporate governance                                                                                                                                                                                                                                                                           |
| 7    | Corporate governance at the firm level and the relationship between corporate governance and firm performance                                                                                                                                                                                                                      |
| 8    | Ownership structure, rights and responsibilities of the shareholders, separation of ownership and management, conflicts of interests between shareholders and managers; concentrated ownership structure, conflicts of interests between controlling shareholders and minority shareholders; family firms, institutional investors |
| 9    | Transparency and disclosure, disclosure requirements, mandatory and voluntary disclosures, the role of accounting and auditing                                                                                                                                                                                                     |
| 10   | Other stakeholders, rights and responsibilities of stakeholder groups; corporate social responsibility                                                                                                                                                                                                                             |
| 11   | Board of directors, composition of the board, qualifications and criteria for selection of directors, duties of the board, impact of board characteristics on performance                                                                                                                                                          |
| 12   | Importance and unique aspects of corporate governance in banking                                                                                                                                                                                                                                                                   |
| 13   | Corporate governance scandals and issues arising from these scandals                                                                                                                                                                                                                                                               |

Content

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

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| 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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