

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 761	Advanced Techniques in Marketing Research I	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Doctoral Degree
Objective	Dersin amacı, pazarlama araştırması yöntem ve işleyişi hakkında temel bilgilerin edinilmesi, pazarlama araştırması süreci ve her bir aşaması hakkında bilgi kazanılması ve pazarlama araştırması tasarlama becerisinin elde edilmesinin sağlanmasıdır.
Content	Ders kapsamında, etki düzeyi yüksek akademik çalışmalar gerçekleştirebilmek için incelenmesi gereken pazarlama kavramları ile araştırma kavramları üzerinde durulacak; araştırma tasarımı, ikincil veri, kalitatif araştırmalar, kantitatif araştırmalar gibi konular işlenecektir. Dönem boyunca akademik makale okumaları gerçekleştirilecektir.
References	o Marketing Research Applied Insight, Daniel Nunan, David F. Birks and Naresh K Malhotra, Pearson o Multivariate Data Analysis, Joseph F Hair, Barry J. Babin, Rolph E. Anderson, William C. Black, Cengage

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 763	Advanced Techniques in Management Science Research I	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Uluslararası Finansal Raporlama Standartları hakkında öğrencileri bilgilendirmek, UFRS'nin Dünya'da ve ülkemizdeki önemini mevzuattaki yerini irdelemek.
Content	<ul style="list-style-type: none"> -Finansal Tabloların Sunumu -Bilanço, Gelir Tablosu, Nakit Akım Tablosu -UFRS'nin finansal tablolara uygulanması -Bilanço tarihinden sonra ortaya çıkan olaylar, ilişkili taraflar -Konsolidasyon -Konsolidasyon -Varlıklar (Stoklar, Maddi Duran Varlıklar) -Varlıklar (Maddi olmayan Duran Varlıklar, Yatırım Amaçlı Gayrimenkuller) -Karşılıklar ve Yükümlülükler -Vergi Muhasebesi -Çalışanlara Sağlanan Faydalar -Kar-zarar, özsermaye -Finansal Enstrümanlar -Uygulama Çalışması
References	Financial accounting : international financial reporting standards / Walter T. Harrison Jr. ... [et al.]. Boston : Pearson, 2014 : 9 edition

Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	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>

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- 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.
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- 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.
- J. B. Barney and W. Westerly (1996), 'Organizational Economics: Understanding the relationship between organizations and economic analysis' in S. R. Clegg, C. Hardy and W. R. Nord (eds.), *Handbook of Organization Studies*, London, Sage, 115-147.
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- 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.
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- 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.
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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.

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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.

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

Theory Topics

Week	Weekly Contents
1	Introduction

Week	Weekly Contents
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
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 741	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Ders pazarlamanın temel ilkelerini ve stratejilerini öğretmeyi amaçlamaktadır.

Content	<p>1. Hafta: Pazarlamanın Tarihsel Gelişimi</p> <p>2. Hafta: Pazarlamaya felsefik yaklaşımlar</p> <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 & Gary Armstrong</p> <p>? Marketing, Jean Pierre 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
12	Pricing policy

Week	Weekly Contents
13	Distribution policy
14	Communication policy

Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Dersin amacı finansal muhasebe ve raporlama ile denetimin esaslarını oluşturan teori ve kavramları sunmak, öğrencilerin bu teori ve kavramlardan hareketle muhasebe ve denetim alandaki bilimsel araştırma yapabilme kabiliyetlerini artırmaktır.
Content	<p>1. Ders: Finansal Muhasebe Teorisine Giriş</p> <p>2. Ders: Finansal Raporlama Ortamı</p> <p>3. Ders: Yasal Düzenlemeler</p> <p>4. Ders: Uluslararası Muhasebe</p> <p>5. Ders: Normatif Muhasebe Teorileri</p> <p>6. Ders: Kavramsal Çerçeve Projeleri</p> <p>7. Ders: Pozitif muhasebe Teorisi</p> <p>8. Ders: Sistem Yönelimli Teoriler</p> <p>9. Ders: Sosyal ve Çevresel Faktörlerin Entegrasyonu</p> <p>10. Ders: Sermaye Piyasalarının Reaksiyonu</p> <p>11. Ders: Bireylerin Reaksiyonu: Davranışsal Araştırmalar</p> <p>12. Ders: Muhasebede Kritik Perspektifler</p> <p>13. Ders: Muhasebede Araştırma Yöntemleri</p> <p>14. Ders: Muhasebede Araştırma Yöntemleri</p>
References	<p>Deegan Craig and Jeffrey Unerman. Financial Accounting Theory, International Edition, Mc Graw Hill, 2011.</p> <p>Kothari, S.P. (2001) Capital Market Research in Accounting. Journal of Accounting and Economics, 31, 105-231.</p> <p>Mathews, M.R. and Perera, M.H.B., Accounting Theory and Development, Chapman & Hall, London, 1991.</p> <p>Riahi-Belkaoui, Ahmed, Accounting Theory, Fifth Edition, Thomson, 2007.</p> <p>Scott, William S., Financial Accounting Theory, fifth edition, Pearson, Toronto, 2009.</p>

Theory Topics

Week	Weekly Contents
1	1. Introduction to financial accounting theory
2	The financial reporting environment
3	The regulation of financial accounting

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

Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bütünleşik pazarlama iletişimi sisteminin nasıl işlediğini ve farklı sektör ve işletmelerdeki uygulamalarını açıklamaya çalışmak
Content	<ol style="list-style-type: none"> 1. Hafta BPİ felsefesi 2. Hafta BPİ'nin amaçları 3. Hafta BPİ'nin elemanları ve organizasyonu 4. Hafta Ürün iletişimi 5. Hafta Marka iletişimi 6. Hafta Fiyat iletişimi 7. Hafta Lojistik iletişimi 8. Hafta Perakendecilikte iletişim 9. Hafta Tutundurma stratejileri 10. Hafta Reklamcılık 11. Hafta Halkla İlişkiler 12. Hafta Satış özendirme 13. Hafta Kişisel Satış 14. Hafta E-iletişim ve doğrudan pazarlama
References	<ol style="list-style-type: none"> 1. Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish. 2. Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi 3. Paul Copley, marketing Communication Managemet, Elsevier Publish.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 745	Strategic Management in Retailing	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	<p>Bu ders perakende yönetiminin temel kavramlarını, ilke ve uygulamalarını ve perakendecilikte yeni eğilimleri ve gelişmeleri öğretmeye yöneliktir. Dersin amaçları şunlardır:</p> <ul style="list-style-type: none">- Perakendeciliğe ilişkin temel kavramların öğrenilmesi,- Perakende stratejilerine ilişkin dinamiklerin kavranması,- Perakendeci türlerinin öğrenilmesi,- Perakendecilik faaliyetleri ve politikalarının anlaşılması,- Perakendecilikte yeni trendlerin ve gelişmelerin kavranması.
Content	<ol style="list-style-type: none">1. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları2. Hafta: Mağaza Temelli Perakendecilik3. Hafta: Mağazasız Perakendecilik4. Hafta: Perakendecilikte Tüketici Davranışı5. Hafta: Perakendecilikte Pazar Stratejileri6. Hafta: Lokasyon7. Hafta: Arasınava8. Hafta: Perakende Yer Seçimi9. Hafta: Perakendecilikte Örgüt Yapısı ve İnsan Kaynakları Yönetimi; Bilgi Sistemleri ve Tedarik Zinciri Yönetimi10. Hafta: Müşteri İlişkileri Yönetimi; Ürün Yönetimi11. Hafta: Fiyatlandırma12. Hafta: Perakende İletişim Karması13. Hafta: Mağaza Yönetimi14. Hafta: Müşteri Hizmetleri

References	Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork. Journal of Retailing
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Theory Topics

Week	Weekly Contents
1	The Definition, Scope and Functions of Retail
2	Store Based Retailing
3	Storeless Retailing
4	Consumer Behavior in Retailing
5	Market Strategies in Retailing
6	Location
7	Midterm Exam
8	Retail Location Selection
9	Organizational Structure and Human Resources Management in Retailing; Information Systems and Supply Chain Management
10	Customer Relationship Management; Product Management
11	Pricing
12	Retail Communication Mix
13	Store Management
14	Customer Service

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 770	Advanced Topics In Accounting And Finance	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 752	Corporate Management	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

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	<p>1. Hafta: Tüketici Psikolojisi ve Tüketim Davranışı: Giriş</p> <p>2. Hafta: Temel Teoriler</p> <p>3. Hafta: Algılama</p> <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>Micheal 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., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values.</p>

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Algılama

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.

Schmitt, B. (2012). The consumer psychology of brands. *Journal of consumer Psychology*, 22(1), 7-17.

Öğrenme

Mathur, P., Chun, H. H., & Maheswaran, D. (2016). Consumer mindsets and self-enhancement: Signaling versus learning. *Journal of Consumer Psychology*, 26(1), 142-152.

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

Güdülenme

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

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Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
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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	<p>1. hafta Marka Kavramı</p> <p>2. hafta Markanın Önemi</p> <p>3. hafta Marka Yönetimi</p> <p>4. hafta Marka İletişimi</p> <p>5. hafta Marka Yapılandırma</p> <p>6. hafta Marka Stratejileri</p> <p>7. hafta Marka Kimliği</p> <p>8. hafta Marka Değeri</p> <p>9. hafta Marka Denkliği</p> <p>10. hafta Stratejik Marka Yönetimi Süreci</p> <p>11. hafta Marka Konumlandırma</p> <p>12. hafta Marka Genişletme</p> <p>13. hafta Marka Performansı</p> <p>14. hafta Bütünleşik Pazarlama İletişimi ve Marka</p>
References	Richard Elliott, Larry Percy, Strategic Brand Management, Second Edition, Oxford University Press, 2011.

Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree

Objective	Bu dersin amacı genel dağıtım stratejilerini açıklamak ve teoriyi genel rekabet stratejileri çerçevesinde değerlendirmektir.
Content	1- İleri dağıtım stratejileri- genel kavramlar 2- İleri dağıtım stratejileri- genel kavramlar 3- İleri dağıtım stratejileri- genel kavramlar 4- Dağıtım stratejilerine ilişkin vaka çalışmaları 5- Dağıtım stratejilerine ilişkin vaka çalışmaları 6- Dağıtım stratejilerine ilişkin vaka çalışmaları 7- VİZE SINAVI 8- İleri Rekabet Stratejileri 9- İleri Rekabet Stratejileri 10- İleri Rekabet Stratejileri 11- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları 12- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları 13- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları 14- FINAL SINAVI
References	Öğretim Üyesi Ders Notları ve Sunumlar Logistics Management, Stock and Lambert, Pearson Publishing, 2000

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 764	Advanced Techniques in Management Science Research II	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 762	Advanced Techniques in Marketing Research II	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

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

Prerequisites	
Admission Requirements	

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

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 759		2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree

Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
GE 765	Auditing Theory and Research	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Doctoral Degree
Objective	Bu doktora dersinin amacı denetim ve güvence hizmetleri ana başlığı altında, finansal tablo denetimi, mesleki etik kuralları ve denetçinin yükümlülükleri konularında uluslararası denetim ve güvence standartlarını inceleyerek öğrencileri bu alandaki bilimsel araştırma ve yayınları izleme ve analiz teknikleriyle donatmaktır.
Content	<ol style="list-style-type: none">1. Denetim Teorisine Giriş2. Bağımsız Denetim ve Güvence Hizmetleri - Sürdürülebilirlik Denetimi3. Denetimde Kalite Yönetimi4. Genel Prensipler ve Sorumluluk5. Risklerin Değerlendirilmesi6. Riskler Karşısında Denetçinin Tutumu7. Dış Teyitler8. Analitik İncelemeler9. Uzman Görüşünden Faydalanma10. Denetimin Tamamlanması ve Denetim Raporu11. Denetimde Veri Analitiği12. Denetimde Kritik Perspektifler13. Denetimde Araştırma Yöntemleri
References	<p>Arens, Alvin A., Randal J. Elder, Mark S. Beasley and C. E. Hogan, Auditing and Assurance Services An Integrated Approach, 18th Edition, Pearson, Boston, 2023.</p> <p>Deegan, Craig and Jeffrey Unerman, Financial Accounting Theory, European Edition, Mc Graw Hill, London, 2006.</p> <p>Güredin, Ersin Denetim ve Güvence Hizmetleri, 13. Baskı, Türkmen Kitabevi, İstanbul, 2011.</p> <p>International Auditing and Assurance Standards.</p> <p>Türkiye Denetim Standartları</p> <p>Makaleler:</p> <p>Aohdia, A. et al. (2024) The Economics of Audit Production: What Matters for Audit Quality? An Empirical</p>

Aobdia, A. et al. (2024). The Economics of Audit Production: What Matters for Audit Quality? An Empirical Analysis of the Role of Midlevel Managers within the Audit Firm, *The Accounting Review*, Volume 99 No.2, 1–29, DOI: 10.2308/TAR-2019-0453

Aobdia, D., Do practitioner assessments agree with academic proxies for audit quality? Evidence from PCAOB and internal inspections, *Journal of Accounting and Economics*, 67 (2019) 144-177.. <https://doi.org/10.1016/j.jacceco.2018.09.001>

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Theory Topics

Week	Weekly Contents
1	Introduction to Financial Accounting and Auditing Theory
2	General Principles, Standards and Responsibilities
3	Quality for an Audit of Financial Statements
4	Overall Objectives of the Independent Auditor and Audit Evidences
5	Internal Control
6	Assurance Services
7	Audit of Sustainability Reports

Week	Weekly Contents
8	Analytical Procedures
9	Using the Work of an Auditor's Expert
10	Forming an Opinion and Reporting on Financial Statements
11	Audit Data Analytics
12	Critical Perspectives of Auditing
13	Risk evaluation and The Auditor's Responses to Assessed Risks
14	Research Methods in Auditing