

## 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"> <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 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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- 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 (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.
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- 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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50: 35-67.

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R. Whitley (1998/2002), 'Internationalization and varieties of capitalism: The limited effects of cross-national coordination of economic activities on the nature of business systems' in R. Whitley (ed.), *Competing Capitalisms: Institutions and Economies*, Vol. 2, Cheltenham, UK: Edward Elgar, 317-353.

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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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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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

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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 &amp; 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 &amp; 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"> <li>Hafta BPİ felsefesi</li> <li>Hafta BPİ'nin amaçları</li> <li>Hafta BPİ'nin elemanları ve organizasyonu</li> <li>Hafta Ürün iletişimi</li> <li>Hafta Marka iletişimi</li> <li>Hafta Fiyat iletişimi</li> <li>Hafta Lojistik iletişimi</li> <li>Hafta Perakendecilikte iletişim</li> <li>Hafta Tutundurma stratejileri</li> <li>Hafta Reklamcılık</li> <li>Hafta Halkla İlişkiler</li> <li>Hafta Satış özendirme</li> <li>Hafta Kişisel Satış</li> <li>Hafta E-iletişim ve doğrudan pazarlama</li> </ol>
References	<ol style="list-style-type: none"> <li>Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish.</li> <li>Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi</li> <li>Paul Copley, marketing Communication Managemet, Elsevier Publish.</li> </ol>

## 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"><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	<ol style="list-style-type: none"><li>1. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları</li><li>2. Hafta: Mağaza Temelli Perakendecilik</li><li>3. Hafta: Mağazasız Perakendecilik</li><li>4. Hafta: Perakendecilikte Tüketici Davranışı</li><li>5. Hafta: Perakendecilikte Pazar Stratejileri</li><li>6. Hafta: Lokasyon</li><li>7. Hafta: Arasınava</li><li>8. Hafta: Perakende Yer Seçimi</li><li>9. Hafta: Perakendecilikte Örgüt Yapısı ve İnsan Kaynakları Yönetimi; Bilgi Sistemleri ve Tedarik Zinciri Yönetimi</li><li>10. Hafta: Müşteri İlişkileri Yönetimi; Ürün Yönetimi</li><li>11. Hafta: Fiyatlandırma</li><li>12. Hafta: Perakende İletişim Karması</li><li>13. Hafta: Mağaza Yönetimi</li><li>14. Hafta: Müşteri Hizmetleri</li></ol>

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	Bu ders, öğrencileri kurumsal yönetimin teorik temelleri ve uygulama konuları ile tanıştırmayı hedeflemektedir. Kurumsal yönetimin model ve mekanizmaları finansal ve yönetsel 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.
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> <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>Kurumsal Yönetim ile ilgili temel makaleler</p> <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 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>

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### 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.

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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

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

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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
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	<p>1- İleri dağıtım stratejileri- genel kavramlar</p> <p>2- İleri dağıtım stratejileri- genel kavramlar</p> <p>3- İleri dağıtım stratejileri- genel kavramlar</p> <p>4- Dağıtım stratejilerine ilişkin vaka çalışmaları</p> <p>5- Dağıtım stratejilerine ilişkin vaka çalışmaları</p> <p>6- Dağıtım stratejilerine ilişkin vaka çalışmaları</p> <p>7- VİZE SINAVI</p> <p>8- İleri Rekabet Stratejileri</p> <p>9- İleri Rekabet Stratejileri</p> <p>10- İleri Rekabet Stratejileri</p> <p>11- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları</p> <p>12- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları</p> <p>13- Dağıtım ve rekabet stratejileri üzerine vaka çalışmaları</p> <p>14- FINAL SINAVI</p>
References	<p>Öğretim Üyesi Ders Notları ve Sunumlar</p> <p>Logistics Management, Stock and Lambert, Pearson Publishing, 2000</p>

### 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"><li>1. Denetim Teorisine Giriş</li><li>2. Bağımsız Denetim ve Güvence Hizmetleri - Sürdürülebilirlik Denetimi</li><li>3. Denetimde Kalite Yönetimi</li><li>4. Genel Prensipler ve Sorumluluk</li><li>5. Risklerin Değerlendirilmesi</li><li>6. Riskler Karşısında Denetçinin Tutumu</li><li>7. Dış Teyitler</li><li>8. Analitik İncelemeler</li><li>9. Uzman Görüşünden Faydalanma</li><li>10. Denetimin Tamamlanması ve Denetim Raporu</li><li>11. Denetimde Veri Analitiği</li><li>12. Denetimde Kritik Perspektifler</li><li>13. Denetimde Araştırma Yöntemleri</li></ol>
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>

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## Theory Topics

Week	Weekly Contents
1	Introduction to Financial Accounting and Auditing Theory

<b>Week</b>	<b>Weekly Contents</b>
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
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