

**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ503	Management and Organization	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ504	Marketing Principles	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu ders, pazarlama bilimi hakkında analitik ve eleştirel düşünme kabiliyeti kazandırmayı amaçlamaktadır.
Content	Ders kapsamında, etkili pazarlama stratejileri geliştirmek için anlaşılması gereken pazarlama kavramları, pazarlama stratejisi, pazarlama çevresi, pazarlama bilgi sistemi, pazarlama araştırmaları, tüketici davranışları gibi konular işlenecek ve uluslararası pazarlama, sürdürülebilir pazarlama gibi kimi öne çıkan pazarlama alt alanları üzerinde durulacaktır.
References	<ul style="list-style-type: none"><li>o Philip Kotler &amp; Gary Armstrong, Principles of Marketing, Pearson.</li><li>o Mehmet Karafakioğlu, Pazarlama İlkeleri, Beta.</li></ul>

## Theory Topics

Week	Weekly Contents
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## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ515	Financial Reporting	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Finansal Raporlama dersinin amacı, muhasebenin temel ilkeleri ve değerlendirme yöntemleri çerçevesinde kayıt tutulmasının öğretilmesi ve ders tamamlandığında öğrencilerin iş olgularının muhasebeleştirilmesini ve gerekli dönem sonu envanter kayıtlarını yapabilecek ve finansal tabloları düzenleyecek ve yorumlayacak duruma gelmelerini sağlamaktır.
Content	<ol style="list-style-type: none"><li>1. Hafta: Kavramsal Çerçeve ve Finansal Tablolar</li><li>2. Hafta: İşlemlerin Analizi</li><li>3. Hafta: Tahakkuk İlkesi</li><li>4. Hafta: İç Kontrol</li><li>5. Hafta: Kısa Vadeli Yatırımlar ve Alacaklar</li><li>6. Hafta: Stoklar ve Satılan Ticari mallar Maliyeti</li><li>7. Hafta: Maddi ve Maddi Olmayan Varlıklar</li><li>8. Hafta: Borçlar</li><li>9. Hafta: Özkaynaklar ve Uzun Vadeli Yatırımlar</li><li>10. Hafta: Kapsamlı Gelir tablosu ve Özkaynaklar Değişim Tablosu</li><li>11. Hafta: Nakit Akış Analizi</li><li>12. Hafta: Finansal Tablo Analizi</li><li>13. Hafta: Örnek olay analizi</li><li>14. Hafta: Uygulama örnekleri</li></ol>
References	Harrison, Walter T.; Charles T. Horngren; Bil Thomas, Themis Suwardy, Financial Accounting (IFRS), 11/e Global Edition, Pearson,2018

## Theory Topics

<b>Week</b>	<b>Weekly Contents</b>
1	Conceptual Framework and Financial Statements
2	Transactions Analysis
3	Accrual Accounting
4	Internal Control
5	Short Term Investment and Receivables
6	Inventory and Cost of Goods Sold
7	Property, Plant and Equipment
8	Liabilities
9	Shareholders' Equity and Long Term Investments
10	Income Statement and Statement of Changes in Equity
11	Cash Flow Statement
12	Financial Statement Analysis
13	Case study
14	Exercises

**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ624	Corporate Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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**Content**

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ626		1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ625	Strategic Management Accounting	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Stratejik Yönetim Muhasebesinde kullanılan maliyet yönetimi, finansal analiz, maliyet-hacim- kar analizi, Faaliyet Tabanlı Yönetim (ABC-ABM), işletme bütçeleri, esnek bütçeler, Sermaye bütçelemeinde maliyet analizi, Dengeli Kurum Karnesi (BSC), kalite maliyetleri ve performans ölçüm yöntemlerini incelemek ve tartışmaktır.
Content	Stratejik Yönetim Muhasebesi dersinin içeriğini oluşturan konular aşağıdaki gibidir: 1. Stratejik Yönetim Muhasebesine Giriş 2. Stratejik Maliyet Kavramları 3. Finansal Analiz 4. Maliyet-Hacim-Kâr Analizi 5. Sipariş Maliyet Yöntemi- Safha Maliyet Yöntemi 6. Faaliyet Tabanlı Maliyetleme ve Faaliyet Tabanlı Yönetim (ABC- ABM) 7. İşletme Bütçeleri 8. Esnek Bütçeler ve Sapma Analizleri 9. Dengeli Kurum Karnesi (Balanced Scorecard-BSC) ve Stratejik Kâr Analizi 10. Dengeli Kurum Karnesi (Balanced Scorecard- BSC): Kalite, Zaman Ve Kısıtlar Teorisi 11. Sermaye Bütçeleme Ve Maliyet Analizi 12. Stratejik Performans Ölçümü ve Değerlendirmesi 13. Transfer Fiyatlandırması 14. Kurumsal Raporlama Uygulamaları
References	Charles Horngren, Gary L. Sunden, David Burgstahler, Jeff Schatzberg (2014), Introduction to Management Accounting, Pearson Education, 16. Edition (Global)  Datar, S. M. and M.V. Rajan, Horngren's Cost Accounting A Managerial Emphasis, 16th ed., Pearson, 2018.  Miller-Nobles, T. ; B. Mattison and E. M. Matsumura, Horngren's Cost Accounting The Managerial Chapters, 11th ed., Pearson, 2016.

## Theory Topics

Week	Weekly Contents
1	Introduction to Strategic Management Accounting
2	Cost Terms And Financial Statements
3	Financial Analysis Techniques
4	Cost Allocation Systems
5	Cost, Volume, Profit Analysis
6	Activity-Based Costing 7. Activity-Based Management
7	Master Budgets
8	Flexible Budgets
9	Strategy, Balanced Scorecard and Strategy Profitability Analysis
10	Balanced Scorecards: Quality, Time and Theory of Constraints
11	Capital Budgeting and Strategic Cost Analyses
12	Strategic Performance Measurement
13	Transfer Pricing
14	Corporate Reporting

**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ621	Brand Identity and Strategies	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ622	Economy	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree

Objective	<p>Mikroekonominin prensiplerini öğretmek firma ve hanehalkı seviyesinde kaynakların verimli kullanımına ilişkin fikir vermek</p> <p>Arz ve talebe ilişkin temeller ile olayların arz ve talepte meydana getireceği etkileri öğretmek</p> <p>Elastiklik kavramı, refah ekonomisi ve çeşitli piyasa yapılarındaki denge ile ilişkili üretim &amp; kar seviyelerini öğretmek</p> <p>GSYİH, enflasyon, işsizlik, tasarruflar, yatırımlar, parasal sistem ve açık ekonomiler gibi kavramları öğretmek temel makroekonomik göstergelerin yorumlanmasını sağlamak</p> <p>FinTech'ler ve blokzincir teknolojisinin ekonomiye etkilerini öğretmek ve gelecek ekonomik sistem hakkında fikir vermek</p>
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Content	<ol style="list-style-type: none"><li>1. Ders: Ekonominin prensipleri (Ch#1), Ekonomist gibi düşünmek (Ch#2), Bağlılık &amp; ticaretten kazanç (Ch#3)</li><li>2. Ders: Tüketici teorisi &amp; davranışları (Ch#21), Arz &amp; talep (Ch#4)</li><li>3. Ders: Esneklik &amp; uygulamaları (Ch#5), Kamusal mallar ve ortak kaynaklar &amp; dışsallıklar (Ch#11, 10)</li><li>4. Ders: Tüketiciler, üreticiler &amp; piyasa etkinliği (Ch#6, 7), Vergilemenin maliyetleri &amp; uluslararası ticaret (Ch#8, 9)</li><li>5. Ders: Üretim kuramı &amp; üretim maliyetleri (Ch#13)</li><li>6. Ders: Rekabetçi piyasa (Ch#14), Tekel piyasası (Ch#15)</li><li>7. Ders: Tekelci rekabet piyasası (Ch#16), Oligopol piyasa (Ch#17)</li><li>8. Ders: Ulusal gelir (Ch#23, 12)</li><li>9. Ders: Enflasyon (Ch#24), İşsizlik (Ch#28, 35)</li><li>10. Ders: Üretim, büyüme &amp; kalkınma (Ch#25, 20)</li><li>11. Ders: Yatırımlar, tasarruflar &amp; finansal sistem (Ch#26)</li><li>12. Ders: Parasal sistem (Ch#29)</li><li>13. Ders: FinTech'ler</li><li>14. Ders: Blokzincir teknolojisi &amp; kripto paralar</li></ol>
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References	Principles of Economics – G. Mankiw
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## Theory Topics

Week	Weekly Contents
1	Principles of economics (Ch#1), Thinking like an economist (Ch#2), Interdependence and the gains from trade (Ch#3)
2	Consumer theory & behavior (Ch#21), Supply & demand (Ch#4)
3	Elasticity and its applications (Ch#5), Public goods and common resources & externalities (Ch#11, 10)
4	Consumers, producers & market efficiency (Ch#6, 7), Costs of taxation & international trade (Ch#8, 9)
5	Production theory & production costs (Ch#13)
6	Competitive market (Ch#14), Monopoly market (Ch#15)
7	Monopolistic competition (Ch#16), Oligopoly market (Ch#17)
8	National income (Ch#23, 12)
9	Inflation (Ch#24), Unemployment (Ch#28, 35)
10	Production, growth & development (Ch#25, 20)
11	Investments, savings & financial system (Ch#26)
12	Monetary system (Ch#29)
13	FinTechs
14	Blockchain technology & cryptocurrencies



**Content**

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ623	Fundamentals of Supply Chain Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ502	Production Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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**Content**

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ601	Marketing Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Marketing is one of the core activities for businesses. Today, the meaning of marketing has transformed from a logistics-based concept in the 1920s to a concept that includes and affects the stakeholders of the business—customers, employees, shareholders, intermediaries, and even society. This course covers marketing strategies and marketing mix policies.
Content	Week 1: Marketing and Basic Concepts; Strategic Planning  Week 2: Competitive Strategies  Week 3: Product Strategies  Week 4: Product Mix Decisions and New Product Management; Service Strategies  Week 5: Customer Relationship Management  Week 6: Brand Management  Week 7: Midterm Exam  Week 8: Pricing  Week 9: Distribution and Supply Chain Management; Retail Management  Week 10: Marketing Communication; Promotion  Week 11: Advertisement  Week 12: Presentation  Week 13: Presentation  Week 14: Presentation
References	Marketing Management, 13th Ed. by Kotler/Keller, Prentice-Hall  Principles of Marketing 13th Ed. by Kotler/Armstrong, Pearson Education

## Theory Topics

Week	Weekly Contents
1	Marketing and Basic Concepts; Strategic Planning
2	Competition Strategies
3	Product Strategies
4	Product Mix Decisions and New Product Management; Service Strategies
5	Customer Relationship Management
6	Brand Management
7	Midterm Exam
8	Pricing
9	Distribution and Supply Chain Management; Retail Management
10	Marketing Communication; Promotion
11	Advertisement
12	Presentation
13	Presentation
14	Presentation

**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ603	Financial Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ605	Organizational Behavior	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ606	Sales Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ608	Strategic Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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**Content**

<b>Course Code</b>	<b>Course Name</b>	<b>Semester</b>	<b>Theory</b>	<b>Practice</b>	<b>Lab</b>	<b>Credit</b>	<b>ECTS</b>
Mİ609	Human Resources Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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

## Theory Topics

Week	Weekly Contents
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## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ616	Securities Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Öğrencilere, finansal piyasalar, borsalar, menkul kıymet çeşitleri ve değerlendirmeleri ile portföy yönetimi hakkındaki temel bilgilerin verilmesidir.
Content	<ol style="list-style-type: none"><li>1. hafta: Mali piyasalar</li><li>2. hafta: Finansal kurumlar</li><li>3. hafta : Borsalar ve borsa endeksleri</li><li>4. hafta: Hisse senetleri</li><li>5. hafta: Tahviller ve diğer menkul kıymetler</li><li>6. hafta: Menkul kıymet değerlemesinde temel kavramlar</li><li>7. hafta: Tahvillerin değerlendirilmesi</li><li>8. hafta: Vize</li><li>9. hafta: Temel analiz yaklaşımı</li><li>10. hafta: Teknik analiz yaklaşımı</li><li>11. hafta: Portföy yaklaşımı</li><li>12. hafta: Finansal varlık fiyatlama modeli</li><li>13. hafta: Portföy yönetiminde pratik yaklaşımlar</li><li>14. hafta: Portföy performansının ölçülmesi</li></ol>
References	<p>BOLAK, Mehmet ; "Sermaye Piyasası, Menkul Kıymetler ve Portföy Analizi", 4.bası, Beta Basım, Yayım, Dağıtım A.Ş., Mart 2001, İstanbul.</p> <p>CANBAŞ, Serpil, Hatice DOĞUKANLI; "Finansal Pazarlar", 3. baskı, Beta Basım, Yayım, Dağıtım A.Ş., Eylül 2001, İstanbul.</p> <p>SARIKAMIŞ, Cevat; "Sermaye Pazarları", Alfa Basım, Yayım, Dağıtım A.Ş., Ocak 1998, İstanbul</p> <p>FRANCIS, J.C.; " Investments: Analysis and Management", 2. Ed., McGraw-Hill Book Company, 1976</p>

## Theory Topics

<b>Week</b>	<b>Weekly Contents</b>
1	Financial markets
2	Fundamental analysis in stock valuation
3	Stock exchanges and the computation of stock exchange indexes
4	Stocks
5	Bonds and other securities
6	Principled of equity valuation
7	Valuation of fixed income securities
8	Midterm exam
9	Fundamental analysis in stock valuation
10	Technical analysis in stock valuation
11	Portfolio management
12	Capital asset pricing model
13	Naive methods of portfolio management
14	Portfolio performance evaluation