

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G519	Research Methodology	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu ders, araştırma yöntemlerine ilişkin temel kavramları, ilke ve uygulamaları ile analiz tekniklerini öğretmeye yöneliktir.
Content	<ol style="list-style-type: none">1. Hafta : Giriş, araştırma projesinin adımları, örnekleme kavramı.2. Hafta : İstatistik tahmin yöntemleri, ana kitle ortalama ve oran tahmini.3. Hafta : İstatistik tahmin yöntemleri, ana kitle ortalama ve oran tahmini, örneklem büyüklüğünün belirlenmesi.4. Hafta : Hipotez testleri : Hipotezlerin yazılması, anlamlılık düzeyinin belirlenmesi, I. ve II. tip hatalar, karar kriterleri.5. Hafta : Hipotez testleri – Parametrik yöntemler, bir ana kitle ortalama ve oran testleri.6. Hafta : Hipotez testleri – Parametrik yöntemler, iki ana kütlenin ortalama ve oranlarının karşılaştırılması.7. Hafta : Ara Sınav 1.8. Hafta : Hipotez testleri – Parametrik olmayan testler (İkiden fazla ana kitle oranlarının karşılaştırılması, kontenjans tabloları, Chi kare bağımsızlık, homojenlik ve uygunluk testleri).9. Hafta : Hipotez testleri – Parametrik olmayan testler (Kolmogorov-Smirnov tek örnek testi, Wilcoxon sıra testi, Mann-Whitney U testi).10. Hafta : İstatistikte ilişki analizi, serpilme diyagramları. Regresyon ve korelasyon analizi ve varsayımlar.11. Hafta : Ara Sınav 212. Hafta : Basit doğrusal regresyon analizi, regresyon katsayılarının en küçük kareler yöntemi ile belirlenmesi. Regresyon ve korelasyon katsayılarının testi.13. Hafta : Çoklu regresyon ve korelasyon analizi. Kısmi korelasyon katsayıları.14. Hafta : Parametresiz ilişki analizi – Spearman sıra korelasyonu ve Kendall uygunluk testleri.
References	<p>Daniel Wayne W. & Terrell James C., Business Statistics, 5. edition, Houghton Mifflin, USA.</p> <p>Newbold, Paul, Statistics for Business and Economics, Pearsons Education</p> <p>Newbold, Paul, İşletme ve İktisat için İstatistik, Çeviren Ümit Şenesen, Literatür Yayıncılık</p> <p>Orhunbilge, Prof. Dr. Neyran, Örnekleme Yöntemleri ve Hipotez Testleri, İ.Ü.İşletme Fak. Yayınları Avcıol Basım Yayın, 2. Baskı, İstanbul 2000.</p> <p>Orhunbilge, Prof. Dr. Neyran, Uygulamalı Regresyon ve Korelasyon Analizi, 2. B., İ.Ü.İşletme Fak. Yayınları, İ.Ü. Basım ve Yayınevi Md., İstanbul 2002</p>

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G521	Business Management	1	3	0	0	3	7

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
G531	Financial Reporting Techniques	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Finansal raporlama teorisi ve finansal raporlama teknikleri hakkında öğrencileri bilgilendirmek
Content	Finansal Raporlama Teorisi Finansal Raporlamada Farklı Yaklaşımlar Piyasa Ekonomisinde Finansal Raporlamanın Rolü Finansal Raporlamada Ölçme Sorunu Alternatif Ölçme Yaklaşımları Tanıma ve Finansal Tabloların Niteliksel Özellikleri Normatif Muhasebe Teorisi Pozitif Muhasebe Teorisi Yönetici Menfaatleri Teorisi Kazanç Yönetimi Teorisi Raporlama Manipülasyonları Uluslararası Muhasebe (Finansal Raporlama)
References	* Accounting Theory-Vernon Kam ** Financial Accounting Theory- Craig Deegan, Jeffrey Unerman

Theory Topics

Week	Weekly Contents
1	Financial reporting theory
2	Financial reporting theory
3	Alternative approaches in financial reporting
4	The role of financial reporting in market economy
5	The problem of measurement in financial reporting
6	Alternative measurement approaches
7	Recognition and qualitative characteristics of financial statements
8	Normative accounting theory
9	Positive accounting theory
10	Management compensation theory
11	Earnings management
12	Reporting manipulations
13	International accounting (international financial reporting)
14	International accounting (international financial reporting)

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G525	Corporate Finance	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Bu dersin amacı, şirketlerin finansal karar verme sürecine ilişkin geliştirilmiş teorileri incelemektir.
Content	<ol style="list-style-type: none">1. Ders: Kurumsal finansmana giriş ve kurumsal yönetimin temelleri2. Ders: Temel finansal tablolar ve finansal analiz3. Ders: Paranın zaman değeri ve tahviller4. Ders: Portföy teorisi ve varlık fiyatlama modelleri5. Ders: Hisse senetleri ve sermaye piyasaları etkinliği6. Ders: Finansal planlama – I7. Ders: Finansal planlama – II8. Ders: Vize sınavı9. Ders: Karar alma – I10. Ders: Karar alma – II11. Ders: Karar alma – III12. Ders: Sermaye yapısı13. Ders: Temettü politikaları14. Ders: Türev finansal ürünler
References	<p>Berk, J. & DeMarzo, P., Corporate finance, Pearson International Edition.</p> <p>Bolak, M., İşletme finansı, Birsen Yayınevi.</p> <p>Okka, O., Finansal yönetim: Teori ve çözümlü problemler. Nobel Bilimsel Yayıncılık.</p>

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G529	Organization Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree

Objective	Dersin amacı öğrencilerin yönetim kuramındaki temel düşünce akımlarını, kuramları ve tartışmaları öğrenmelerini sağlamaktır.
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Content	<p>. Hafta: Örgüt Kuramlarına Giriş</p> <p>2. Hafta: Örgütsel Yapı</p> <p>3. Hafta : Yönetim Düşüncesinin Tarihsel Gelişimi</p> <p>4. Hafta: Modern yönetim düşüncesi ve Koşul bağımlılık kuramı</p> <p>5. Hafta: Kaynak Bağımlılığı Kuramı</p> <p>6. Hafta: Örgütsel Ekoloji</p> <p>7. Hafta: Yeni Kurumsal Kuram, Kurumsal yönetim, KSS</p> <p>8. Hafta: Vize</p> <p>9. Hafta Toplumsal Kültür ve Örgüt Kültürü</p> <p>10. Hafta: örgütsel değişim</p> <p>11. Hafta: İktisadi Örgüt Kuramları</p> <p>12. Hafta: Final Sunumları</p> <p>13. Hafta: Final Sunumları</p> <p>14. Hafta: Final Sunumları</p>
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References	<p>Selami Sargut ve Şükrü Özen - Örgüt Kuramları</p> <p>Cenk Sözen ve Nejat Basım - Örgüt Kuramları</p> <p>Gökhan Torlak - Organizasyon Teorileri</p> <p>Deniz Taşçı ve Erkan Erdemir- Örgüt Teorisi, Açıköğretim Yayınları</p> <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>
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- L. Donaldson (2000), *The Contingency Theory of Organizations*, Thousand Oaks, CA: Sage, chaps. 1, 2 and 3.
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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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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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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.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G541	Marketing Theory	1	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Bu ders, pazarlama bilimi hakkında teorik deęerlendirmeler yapabilme kabiliyeti kazandırmayı amaçlamaktadır.
Content	Ders kapsamında, etkili pazarlama anlayışları geliřtirmek için incelenmesi gereken pazarlama kavramları ele alınacak, teori ve pazarlama teorisine yönelik yaklaşımlar detaylıca irdelenecek ve uluslararası pazarlama, sürdürülebilir pazarlama gibi kimi öne çıkan pazarlama alt alanlarında teorik incelemelerin nasıl yön bulduęu üzerinde durulacaktır.
References	<ul style="list-style-type: none">o Philip Kotler, Kevin Lane Keller, & Alexander Chernev, Marketing Management, Pearson.o Jagdish N. Sheth, David M. Gardner, Dennis E. Garrett, Marketing Theory: Evolution and Evaluation, Wiley.o Mehmet Karafakioęlu, Pazarlama İlkeleri, Beta.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G557	Consumer Behaviour	1	3	0	0	3	7

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
G522	Strategic Management Approaches	2	3	0	0	3	7

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
G546	Marketing Strategies	2	3	0	0	3	7

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
G530	Financial Markets and Institutions	2	3	0	0	3	7

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
G532	Audit	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree

Objective	Ce cours destiné aux étudiants de master recherche en Gestion vise à enseigner les concepts d'audit et le recherche dans ce domaine. Dans le contexte de la prise de décision de l'auditeur pendant le processus de vérification des états financiers, l'étudiant se familiarise avec la nature et la quantité de preuves que l'auditeur doit obtenir, et comprend les risques liés à l'engagement, l'évaluation des risques, la technologie, la fraude et la vérification du contrôle interne.
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Content	<ol style="list-style-type: none">1 : La profession de l'audit2. Rapports d'audit3. Responsabilités et objectifs de l'audit4. Nature et type du preuve d'audit.5. Matérialité et risque d'audit6. Contrôle interne7. Risque de fraude8. Application des processus de vérification des ventes et du cycle de collecte9. Application des processus de vérification des autres cycles10. L'échantillonnage d'audit pour les tests de contrôles et de détail des soldes11. Audit Data Analytics12. Achèvement de l'audit13. Gestion de qualité en audit14. Méthodes de Recherche en Audit
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References	<p>Güredin, Ersin Denetim ve Güvence Hizmetleri,13. Baskı, Türkmen Kitabevi, İstanbul, 2011.</p> <p>Arens, Alvin A., Randal J. Elder and Mark S. Beasley, Auditing and Assurance Services An Integrated Approach, Fourteenth Edition, Pearson, Boston, 2012.</p>
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Theory Topics

Week	Weekly Contents
1	The Profession of Auditing
2	Audit Reports
3	Audit Responsibilities and Objectives
4	Nature and Type of Audit Evidence
5	Considering Materiality and Audit Risk
6	Internal Control
7	Risk of Fraud
8	Application of Audit Process to the Sales and Collection
9	Application of Audit Process to Other Cycles
10	Audit Sampling for Test of Controls
11	Audit Sampling for tests of Details of Balances
12	Audit Completion
13	Research Methods in Auditing Week
14	Research Methods in Auditing

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G556	Risk Management	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Dersin amacı, öğrencilere finansal risk kavramını tanıtmak, riskli projelerin değerlendirilmesi ve risk yönetimi hakkında temel bilgileri vermektir.
Content	1. hafta: Risk kavramı 2. hafta: Riskin ölçülmesi 3. hafta : Belirsizlik ortamında karar verme 4. hafta: Riskli projelerin değerlendirilmesi 5. hafta: Riskin yönetimi 6. hafta: Forward işlemler 7. hafta: Futures kontratları 8. hafta: Vadeli faiz oranı anlaşmaları 9. hafta: Vize 10. hafta: Swap işlemleri 11. hafta: Alım ve satım opsiyonları 12. hafta: Opsiyon bileşimleri 13. hafta: Melez ve sentetik varlıklar 14. hafta: Riske maruz değer yaklaşımı
References	BOLAK, Mehmet ; "Finans Mühendisliği: Kavramlar ve Araçlar", Beta Basım, Yayım, Dağıtım A.Ş., Ekim 1998, İstanbul. ERSAN, İhsan ; " Finansal Türevler" Literatür Yayıncılık, Dağıtım, Pazarlama San. Ve Tic. Ltd., İstanbul, 1997 GALİTZ, Lawrence C. ; "Financial Engineering: Tools and Techniques to Manage Financial Risk", Pitman Publishing Company, London, 1995 MARSHALL, John f., Vipul K. BANSAL; "Financial Engineering: A Complete Guide to Financial Innovation", New York Institute of Finance,

Theory Topics

Week	Weekly Contents
1	The concept of risk
2	The measurement of risk
3	Investment decisions under uncertainty
4	Investment decisions under risk
5	Risk management
6	Forwards
7	Futures
8	Forward rate agreements
9	Midterm exam
10	Swaps
11	Call and put options
12	Option combinations
13	Hybrid and synthetic instruments
14	Value at risk

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G506	Seminar	2	3	0	0	0	8

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu ders, literatür taraması yapma, araştırma problemi tanımlama ve bu probleme ilişkin metodolojik bir yaklaşım geliştirmeyi öğretmeyi amaçlamaktadır.
Content	<p>1. Hafta: Giriş; Konu belirleme; Literatür taraması yapma</p> <p>2. Hafta: Araştırma problemi tanımlama; Araştırma dizaynı; Keşfedici araştırma: ikincil data</p> <p>3. Hafta: Keşfedici araştırma: ikincil data; Keşfedici araştırma: kalitatif araştırma</p> <p>4. Hafta: Tanımlayıcı araştırma; neden-sonuç araştırması</p> <p>5. Hafta: Ölçüm ve ölçekler</p> <p>6. Hafta: Anket dizaynı; Örneklem yöntemi</p> <p>7. Hafta: Örneklem büyüklüğü</p> <p>8. Hafta: Ara Sınav</p> <p>9. Hafta: Nitel araştırma dizaynı</p> <p>10. Hafta: Nitel araştırmalarda veri toplama teknikleri; Görüşme / Gözlem</p> <p>11. Hafta: Doküman inceleme; Odak grup; Nitel araştırmalarda veri analizi</p> <p>12. Hafta: Konu sunumları</p> <p>13. Hafta: Konu sunumları</p> <p>14. Hafta: Konu sunumları</p>
References	<p>Naresh K. Malhotra, Marketing Research: An Applied Orientation, Pearson Education</p> <p>Ali Yıldırım & Hasan Şimşek Sosyal Bilimlerde Nitel Araştırma Yöntemleri, Seçkin Yayınevi</p>

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Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G523	Strategic Human Resources Management	2	3	0	0	3	7

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
G559	Organizational Behavior	2	3	0	0	3	7

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
G443	Advertising Management	2	3	0	0	3	7

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
G443	Advertising Management	2	3	0	0	3	7

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
G449	International Marketing	2	3	0	0	3	7

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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