

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 761	Techniques approfondies dans l'analyse de marketing I	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Obligatoire
Niveau du Cours	Doctorat
Objectif du Cours	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.
Contenus	Ders kapsamında, etki düzeyi yüksek akademik çalışmalar gerçekleştirebilmek için incelenmesi gereken pazarlama kavramları ile araştırma kavramları üzerinde durulacak; araştırma tasarımları, ikincil veri, kalitatif araştırmalar, kantitatif araştırmalar gibi konular işlenecektir. Dönem boyunca akademik makale okumaları gerçekleştirilecektir.
Ressources	<ul style="list-style-type: none"> 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

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 763	Techniques approfondies dans l'analyse des Sciences de Gestion I	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Obligatoire
Niveau du Cours	Doctorat
Objectif du Cours	
Contenus	
Ressources	

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
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Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 757	Analyse des Rapports Financiers	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Électif
Niveau du Cours	Doctorat
Objectif du Cours	
Contenus	
Ressources	

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
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Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 733	Normes internationales d'information financière	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Électif
Niveau du Cours	Doctorat
Objectif du Cours	Uluslararası Finansal Raporlama Standartları hakkında öğrencileri bilgilendirmek, UFRS'nin Dünya'da ve ülkemizdeki önemini mevzuattaki yerini irdelemek.

Contenus	<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
Ressources	Financial accounting : international financial reporting standards / Walter T. Harrison Jr. ... [et al.]. Boston : Pearson, 2014 : 9 edition

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 721	Théorie des organisations	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Électif
Niveau du Cours	Doctorat
Objectif du Cours	Dersin amacı öğrencilerin yönetim kuramındaki temel düşünce akımlarını, kuramları ve tartışmaları öğrenmelerini sağlamaktır.
Contenus	Temel yönetim kuramları
Ressources	<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</p>

of Organization Theory, Oxford: Oxford University Press, 183-209
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.
W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, chaps. 2 and 3.

W. R. Scott (2003), Organizations: Rational, Natural, and Open Systems (5th edition), Upper Saddle River, NJ: Prentice Hall, chap. 4.
L. Donaldson (2000), The Contingency Theory of Organizations, Thousand Oaks, CA: Sage, chaps. 1, 2 and 3.
Meyer, A.D., Tsui, A.S., Hinings, C.R. 1993. Configurational approaches to organizational analysis. Academy of Management Journal, 36: 1175-1195.

L. Donaldson (2000), The Contingency Theory of Organizations, Thousand Oaks, CA: Sage, chap. 5.
J. Child (2002), 'Strategic choice' in A. Sarge (ed.), Organization, Thomson Learning: London, 107-126.

R. Emerson, "Power-Dependence Relations." American Sociological Review 27 (1962): 31-41.
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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Granovetter, M. "The Strength of Weak Ties." American Journal of Sociology 78 (1973): 1360-1380.
Granovetter, M. "Economic Action and Social Structure: The Problem of Embeddedness." American Journal of Sociology 91 (1985): 481-510.
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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.
B. S. Silverman (2002), 'Organizational economics' in J. A. C. Baum (ed.), The Blackwell Companion to

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

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

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

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

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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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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.

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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.
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Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	Introduction
2	Les organisations et la théorie organisationnelle
3	Les fondations et l'origine de la théorie organisationnelle
4	Théorie des systèmes et la théorie de la contingence
5	Critiques, paradoxes et débats
6	La théorie de la dépendance des ressources
7	Les perspectives de pouvoir
8	Les réseaux sociaux
9	Les coûts de transaction, la théorie de l'agence
10	La théorie institutionnelle
11	Les effets de sociétés et des systèmes nationaux de business
12	L'écologie des populations
13	L'évolution organisationnelle
14	Postmodernism

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 741	Théorie du marketing	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Électif
Niveau du Cours	Doctorat
Objectif du Cours	Ders pazarlamanın temel ilkelerini ve stratejilerini öğretmeyi amaçlamaktadır.

Contenus	1. Hafta: Pazarlamanın Tarihsel Gelişimi 2. Hafta: Pazarlamaya felsefik yaklaşımlar 3. Hafta: Pazarlamaya felsefik yaklaşımlar 4. Hafta: İnnovasyon ve pazarlama 5. Hafta: Pazarlamada yeni kavramlar 6. Hafta: Tüketicinin Önemi 7. Hafta: Ara Sınav 8. Hafta: Pazar kavramı: bölümlendirme, hedef pazar seçimi ve konumlandırma 9. Hafta: Pazarlama planlaması ve stratejik pazarlama 10. Hafta: Pazarlama araştırması 11. Hafta: Ürün politikaları 12. Hafta: Fiyatlandırma politikaları 13. Hafta: Dağıtım politikaları 14. Hafta: İletişim politikaları
Ressources	?? Principles of Marketing, Philip Kotler & Gary Armstrong ? Marketing, Jean Pierre Helfer, Jacques Orsoni ? Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert ? Pazarlama İlkeleri, Mehmet Karafakioğlu ? Marketing Theory, Jagdith Sheth ? Marketing Theory, Shelby Hunt

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	Le développement historique du marketing
2	Les approches philosophiques en marketing
3	Les approches philosophiques en marketing
4	L'innovation et marketing
5	Les concepts nouveaux en marketing
6	L'importance du consommateur
7	Examen Partiel
8	Le concept du marché et : segmentation/marché cible et positionnement
9	Le Marketing planning et stratégie marketing
10	: L'étude de marché
11	La politique de produit
12	La politique de prix

Semaine	Intitulés des Sujets
13	La politique de distribution
14	La politique de communication

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 731	Théorie de la comptabilité	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Électif
Niveau du Cours	Doctorat
Objectif du Cours	Dersin amacı finansal muhasebe ve raporlama ile denetimin esaslarını oluşturan teori ve kavamları sunmak, öğrencilerin bu teori ve kavamlardan hareketle muhasebe ve denetim alandaki bilimsel araştırma yapabilme kabiliyetlerini artırmaktır.
Contenus	<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>
Ressources	<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>

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	1. Introduction à la théorie de la comptabilité financière

Semaine	Intitulés des Sujets
2	L'environnement de l'information financière
3	La réglementation de la comptabilité financière
4	Comptabilité internationale
5	Théories normatives de la comptabilité: le cas de la comptabilisation des variations de prix
6	Les projets de cadre conceptuel
7	La théorie positive de la comptabilité
8	Décisions sur le reporting non réglementés
9	Systèmes étendus de la comptabilité: L'intégration des facteurs sociaux et environnementaux
10	Les réactions des marchés financiers à l'information financière
11	Réactions des individus à l'information financière: Un examen de la recherche comportementale
12	Perspectives critiques en comptabilité
13	Méthodes de Recherche en comptabilité
14	Méthodes de Recherche en comptabilité

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 743	Communication marketing intégrée	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Électif
Niveau du Cours	Doctorat
Objectif du Cours	Bütünlesik pazarlama iletişimini sisteminin nasıl işlediğini ve farklı sektör ve işletmelerdeki uygulamalarını açıklamaya çalışmak
Contenus	<ol style="list-style-type: none"> 1. Hafta BPI felsefesi 2. Hafta BPI'nin amaçları 3. Hafta BPI'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-iletşim ve doğrudan pazarlama

Ressources	1. Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish. 2. Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi 3. Paul Copley, marketing Communication Manegemet, Elsevier Publish.
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Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
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Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
GE 745	Gestion Stratégique Dans le Commerce de Détail	1	3	0	0	3	7

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Électif
Niveau du Cours	Doctorat
Objectif du Cours	Bu ders perakende yönetiminin temel kavramlarını, ilke ve uygulamalarını ve perakendecilikte yeni eğilimleri ve gelişmeleri öğretmeye yönelikir. Dersin amaçları şunlardır: - Perakendeciliğe ilişkin temel kavramların öğrenilmesi, - Perakende stratejilerine ilişkin dinamiklerin kavranması, - Perakendeci türlerinin öğrenilmesi, - Perakendecilik faaliyetleri ve politikalarının anlaşılması, - Perakendecilikte yeni trendlerin ve gelişmelerin kavranması.

Contenus	1. Hafta: Perakendeciliğin Tanımı Kapsamı ve Fonksiyonları 2. Hafta: Mağaza Temelli Perakendecilik 3. Hafta: Mağazasız Perakendecilik 4. Hafta: Perakendecilikte Tüketici Davranışı 5. Hafta: Perakendecilikte Pazar Stratejileri 6. Hafta: Lokasyon 7. Hafta: Arasınav 8. Hafta: Perakende Yer Seçimi 9. Hafta: Perakendecilikte Örgüt Yapısı ve İnsan Kaynakları Yönetimi; Bilgi Sistemleri ve Tedarik Zinciri Yönetimi 10. Hafta: Müşteri İlişkileri Yönetimi; Ürün Yönetimi 11. Hafta: Fiyatlandırma 12. Hafta: Perakende İletişim Karması 13. Hafta: Mağaza Yönetimi 14. Hafta: Müşteri Hizmetleri
Ressources	Levy, Micheal ve Weitz, Barton A., Retailing Management, McGraw Hill Inc., NewYork. Journal of Retailing

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	Définition, portée et fonctions du commerce de détail
2	Vente au détail en magasin
3	Vente au détail sans magasin
4	Comportement des consommateurs dans le commerce de détail
5	Stratégies de marché dans le commerce de détail
6	Localisation
7	Examen Partiel
8	Sélection des emplacements de vente au détail
9	Structure organisationnelle et gestion des ressources humaines dans le commerce de détail ; Gestion des systèmes d'information et de la chaîne d'approvisionnement
10	Gestion de la relation client ; Gestion des produits
11	Tarifs
12	Mix de communication au détail
13	Gestion du magasin

Semaine	Intitulés des Sujets
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14	Service client
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