**MANDATORY AND ELECTIVE COURSE CONTENTS OF BUSINESS ADMINISTRATION DEPARTMENT MASTER'S DEGREE PROGRAM WITH THESIS**

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Scientific Research Techniques and Publication Ethics** | ISL501 | I. Semester | 3 - 0 - 3 | 5 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 3 |
| **Period** | 1 semester |
| **Course Lecturer(s)** | Assoc. Prof. Dr. İrfan ERTEKİN |
| **Exams** | Midterm exam, final exam. |
| **Assessment Method and Criteria for Promotion** | Midterm exam 40%, final exam 60%. |
| **Course Learning Outcomes** | 1. to describe the scientific concepts, scientific research process and scientific activities in this process,2. to perform the literature search methods to research projects,3. to apply techniques for scientific writing and research methodology to prepare the writing of a scientific report,4.to understand the importance of compliance with ethical principles in scientificresearch and publishing,5.toknow the violation of research and publishing ethics. |
| **Course Delivery Format** | Face to face |
| **Course Content** | Science and research concepts, key features of the research, both quantitative and qualitative research methods, levels and patterns of scientific research, data collection and analysis, report writing, use of research results, ethical principles in scientific research and publication, behavior contrary to the ethics publications, use of plagiarism detection software. |
| **Sources** | * Altunışık, R., Coşkun, R., Bayraktaroğlu, S. ve Yıldırım, E. (2005). Sosyal Bilimlerde Araştırma Yöntemleri: SPSS uygulamalı. 4. Basım. Sakarya
* Siyez, D. M. (2012). PDR'de Kaynak Tarama ve Rapor Yazma. Ankara: Pegem Akademi
* Day, A. R. (2000). Bilimsel bir makale nasıl yazılır ve yayımlanır. Çev. G. A. Altay., 4. Basım. Ankara: Tübitak
* Büyüköztürk, Ş.; Kılıç-Çakmak, E.; vd. (2011). Bilimsel Araştırma Yöntemleri. (6. Baskı). Pegem Akademi
* Karasar, N. (2009). Araştırmalarda Rapor Hazırlama. (8. Basım). Ankara: Nobel
 |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Research Seminar** | ISL502 | II. Semester | 0 - 2 - 0 | 5 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 2 |
| **Period** | 1 semester |
| **Course Lecturer(s)** |  |
| **Exams** | Midterm exam, final exam. |
| **Assessment Method and Criteria for Promotion** | Seminar presentation succes. |
| **Course Learning Outcomes** | 1. Learns Properties Measurement Instruments2. Properties Measurement Instruments3. Understands basic concepts of measurement and evaluation Learns Brief Summary and Introduction Parts Creating Ararştırma learns Report Methods and Findings learns Establishment4. Brief Summary and Introduction Parts Creating Ararştırma learns Report5. Methods and Findings learns Establishment |
| **Course Delivery Format** | Face to face |
| **Course Content** | Research seminar course, students' thesis advisor and seminar faculty member responsible for preparing the presentation of a topic determined by the common opinion of the non-credit course. |
| **Sources** | AkademikYazımKurallarıKitapçığı / DoğanGökdemirvd. / BaşkentÜniversitesi 2004 Bilimsel Bir MakaleNasılYazılırveYayınlanır? Robert A. Day |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Master's Thesis Preparation** | ISL503 | I. Semester | 0 - 1 - 0 | 2 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 1 |
| **Period** | 1 semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Master's Thesis Preparation** | ISL504 | II. Semester | 0 - 1 - 0 | 2 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 1 |
| **Period** | 1 semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Specialization Field Course** | ISL505 | I. Semester | 8 - 0 - 0 | 8 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 and 2 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 8 |
| **Period** | Each semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Specialization Field Course** | ISL506 | II. Semester | 8 - 0 - 0 | 8 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 and 2 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 8 |
| **Period** | Each semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Master’s Thesis Work** | ISL601 | III. Semester | 0 - 1 - 0 | 22 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 1 |
| **Period** | 1 semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Master’s Thesis Work** | ISL602 | IV. Semester | 0 - 1 - 0 | 22 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 1 |
| **Period** | 1 semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Specialization Field Course** | ISL603 | III. Semester | 8 - 0 - 0 | 8 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 and 2 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 8 |
| **Period** | Each semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **COURSE NAME** | **CODE** | **SEMESTER** | **(THEORY-APPLICATION-CREDIT)** | **ECTS** |
| **Specialization Field Course** | ISL604 | IV. Semester | 8 - 0 - 0 | 8 |

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| **Education Level** | Master's Degree (Second Cycle) |
| **Course Type** | Compulsory |
| **Course Level** | 1 and 2 |
| **Prerequisites** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours**  | 8 |
| **Period** | Each semester |
| **Course Lecturer(s)** |  |
| **Exams** |  |
| **Assessment Method and Criteria for Promotion** | Fail or pass |
| **Course Learning Outcomes** | At the end of this course, the students;1) Can use the knowledge they gained from the courses in the field reasearch2) Can design a research proposal on their own3) Can implement the further steps of the research they have designed4) Can evaluate, report and present the results of the research they have executed |
| **Course Delivery Format** | Face to face |
| **Course Content** | Successful completion of the course students in credit courses and seminars, and the Institute's Board of Directors approved by the head of the department's proposed thesis advisor in a matter of responsibility and their work. |
| **Sources** | Report Preparation,Project |
| **Teaching Methods and Techniques** | Lecture, Discussion |
| **Training/Practice** | None |

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| **CourseName** | **CourseCode** | **Semester** | **(Theoretical-Practice-Credit)** | **Akts** |
| **Quality Management in Public Relations** | ISL517 | I | 3-0-3 | 5 |

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| **TeachingLevel** | Master'sDegree |
| **CourseType** | Elective |
| **Classroom** | 1 |
| **Prerequisite** | None |
| **RecommendedCourses** | None |
| **WeeklyCourseHours** | 3 |
| **Duration** | 1Semester |
| **Instructor(s)** | Assoc.Prof.Dr.İrfanERTEKİN |
| **Examination** | MidtermExam,FinalExam. |
| **Evaluation MethodandPassingCriteria** | 40%ofthemidtermexam,60%ofthefinalexam. |
| **LearningOutcomesoftheCourse** | 1. Gainabetterunderstandingofqualityrelatedissuesinorganisations.
2. Gains the ability to develop solutions to theseproblemsthroughqualitymanagementtechniques.
3. Knowstheimportanceofqualityintermsofmanagement.
4. Knowstheimportanceofqualitytoprovideorganisationswithcompetitiveadvantage.
5. To be aware of the quality responsibilities of the departments and personnelinchargein organisations.
 |
| **Course DeliveryFormat** | Faceto Face |
| **CourseContent** | Quality Concept, Characteristics, Principles &Development of Quality and Quality Management, Historical Development of Quality, Quality Pioneers & Concept of Total Quality Management, Basic Concepts in Total Quality Management, Principles (Leadership and Customer Orientation), BasicPrinciplesv of Tota lQuality Management (Participation and Communication of Everyone, Management with Goals and Data, ContinuousImprovement, Basic Principles of Total Quality Management (Process Management), Principles ofTotal Quality Management (Approach to Prevention, Continuous Education and Learning Organisations),Quality Circles and Quality Management Tools in Total Quality Management, Quality ManagementTools,MinimumQualityStandardsinPublicRelations(Process, Application, Performance, Personal Ability),ISO 9000 in Public Relations (Public Relations QualityRing),QualityinPublicRelationsCampaigns,NationalandInternationalPublic RelationsAssociations |
| **Sources** | 1. Şimşek,Hasan.TotalQualityManagement.İstanbul: SeçkinPublishing, 2009.
2. Efil,İsmail.TotalQualityManagement.Istanbul:DoraPublications,2006.
3. Çakmakkaya, BakiYiğit, TeomanAkpınar, NecatBatur.TotalQuality
4. ManagementCurrentApproach.Istanbul: SeçkinPublishing,2013.
5. Yatkın,Ahmet.TotalQualityManagement.
 |
| **TeachingMethodsandTechniques** | Lecture,Discussion |
| **Internship /Application** | None |

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| **CourseName** | **CourseCode** | **Semester** | **(Theoretical-Practice-Credit)** | **Akts** |
| **Corporate Public Relations** | ISL508 | II | 3-0-3 | 5 |

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| **TeachingLevel** | Master'sDegree |
| **CourseType** | Elective |
| **Classroom** | 1 |
| **Prerequisite** | None |
| **RecommendedCourses** | None |
| **WeeklyCourseHours** | 3 |
| **Duration** | 1Semester |
| **Instructor(s)** | Assoc. Prof. Dr. İrfan ERTEKİN |
| **Examination** | Midterm Exam, Final Exam. |
| **Evaluation MethodandPassingCriteria** | 40 % of themidterm exam, 60 % of the finale xam. |

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| **LearningOutcomesoftheCourse** | 1. Explains the concept, structure and types oforganisations.
2. Interpret the functioning of organisational communication and organisational communication models.
3. Definesthebasicstages of corporate communication processes.
4. Knowsthe application are asof Corporate Public Relations.
 |
| **Course DeliveryFormat** | Face to Face |
| **CourseContent** | Concept, Structure and Types of Organisation,Organisation Theories (Classical, Neoclassical,Modern and Contemporary), Concept, Purpose andImportance of Organizational Communication, Organizational Communication Models, Effective nessand Measurement of Organizational Communication, Corporate Public Relations and Institutionalization, Approaches of Institutions to Communication(Bureaucratic, Manipulative, Democratic and Disproportionate Communication Form), Corporate Communication and Internal Communication, Toolsand Methods Used in Internal Communication, Sponsorship and Corporate Social Responsibility, Corporate Advertising and Integrated MarketingCommunication, Image and Reputation Management ,Crisis Communication |
| **Sources** | 1. Ertekin,İ.(2017).OrganisationalCommunication,GeceKitaplığı,Ankara.
2. Okay, A. & Okay, A. (2012). Public Relations Concept, Strategy and Practices, Istanbul: Der Publications.
3. Vural, Z.B.A & Bat, M. (2015). Corporate Communication from Theory to oPractice, Istanbul: İletişim Yayınları.
4. Pira, A. (2005). Readings for Public Relations, Istanbul: Dönence Publications.
5. Tutar,H.(2009).Organisational Communication, Seçkin Publishing.

Aziz,A.&Dicle,Ü.(2017).Organisational Communication, Hiperlink Publishing. |
| **TeachingMethodsandTechniques** | Lecture, Discussion |
| **Internship /Application** | None |  |

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| **Ders Adı** | **Ders Kodu** | **Yarıyıl** | **(Teorik-Uygulama-Kredi)** | **Akts** |
| **Entrepreneurship** | ISL515 | I | 3 - 0 - 3 | 5 |

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| Education Level | Master'sThesis |
| LessonType | Optional |
| Class | 1 |
| Prerequisite | No |
| Recommended Courses | No |
| WeeklyLessonHours | 3 |
| Duration | 1 Semester |
| TeachingStaff | Dr. Öğr. Üyesi Mesut SOYALIN |
| Exam | Midterm, Semester Final Exam.. |
| Evaluation Method and PassingCriteria | 40% of MidtermExam, 60% of the Final Exam. |
| Course Learning Outcomes | 1. Explains the concept of Entrepreneur and Entrepreneurship.2. Knows and explains the basic functions of entrepreneurship.3. Explain the importance of entrepreneurship.4. Knows and explains the steps of preparing a Feasibility and Business Plan.5. Knows and explains the stages of starting a business.6. Explains the structure, management and general operation of small businesses with examples.7. Knows the importance of finance and sources of finance in establishing a new business. |
| How the Course is Delivered | Facetoface |
| Course content | Historical Development of Entrepreneurship, Entrepreneurshipand Entrepreneur Concepts, Nature andImportance of Entrepreneurship, Basic Functions of Entrepreneurship, AdvantagesandDisadvantages of Entrepreneurship, Types of Entrepreneurship, ConditionsforSuccess in Establishing a New Business, Basic Steps of the Business EstablishmentProcess, CreativityandInnovation, CreativityandInnovation, Preparing a Business Plan , FranchisingConceptandElements, TheImportance of Finance in Establishing a New Business, Human Resources Management andCapitalResources in Entrepreneurship |
| Resources | Essentials of Entrepreneurshipand Small Business Management, 6th Edition, Scarborough, Norman M., PearsonEducation, 2011. |
| TeachingMethods and Techniques | Lecture, Discussion. |
| Internship / Practice | No |

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| **Course Name**  | **Course Code** | **Semester** | **(Theoretical-Practice-Credit)**  | **Akts** |
| **Multinational Corporations and ForeignInvestments** | ISL509  | I  | 3 - 0 - 3  | 5  |

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| **Teaching Level**  | Master'sDegree |
| **Course Type** | Elective |
| **Classroom** | 1  |
| **Prerequisite** | None |
| **Recommended Courses**  | None |
| **Weekly Course Hours** | 3  |
| **Duration** | 1 Semester |
| **Instructor(s)**  | Prof. Dr Burak Çamurdan  |
| **Examination** | MidtermExam, Final Exam.  |
| **Evaluation MethodandPassingCriteria** | 40% of themidtermexam, 60% of the final exam.  |
| **Learning Outcomes of the Course**  | 1. will be abletoexplainthemeaning, natureandphases of multinationalcorporations. 2.will be abletoexplainthe contribution of multinational companiesandforeigndirectinvestmentstotheworldandnationaleconomyandtheireffect on thebalance of payments. 1. will be abletomakecostbenefitanalysis of multinationalcompanies.
2. will be ableto define thereasonsforinvestingabroad.
3. will be abletoanalyseinvestmentopportunitiesabroad.
4. will be ableto define thetheoriesandbasicprinciples of foreigndirectinvestment.
 |
| **Course Delivery Format**  | FacetoFace |
| **Course Content**  | What is a Multinational Enterprise, Development andMultinationalCorporations, ForeignAidandDevelopingCountries, Foreign Direct Investment, MultinationalCorporationsandForeign Direct Investment, Foreign Direct InvestmentandDevelopingCountries |
| **Sources** | 1. International Financial Management
2. Cheol S. Eunand Bruce G Resnick, 5th Edition, McGrawHill, 2009
 |
| **TeachingMethodsandTechniques** | Lecture, Discussion |
| **Internship / Application**  | None |

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| **Course Name**  | **Course Code** | **Semester** | **(Theoretical-Practice-Credit)**  | **Akts** |
| **International Financial andEconomicInstitutions** | ISL520  | II  | 3 - 0 - 3  | 5  |

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| **Teaching Level**  | Master'sDegree |
| **Course Type** | Elective |
| **Classroom** | 1  |
| **Prerequisite** | None |
| **Recommended Courses**  | None |
| **Weekly Course Hours** | 3  |
| **Duration** | 1 Semester |
| **Instructor(s)**  | Prof. Dr Burak ÇAMURDAN  |
| **Examination** | MidtermExam, Final Exam.  |
| **Evaluation MethodandPassingCriteria** | 40% of themidtermexam, 60% of the final exam.  |
| **Learning Outcomes of the Course**  | 1. will be abletogiveinformationaboutthe World TradeOrganisation (WTO) Regime, General Agreement on TariffsandTrade (GATT) withinthescope of International Trade.
2. will be abletoanalysethefundamentalsandrules of the World TradeOrganization (WTO) and the General Agreement on TariffsandTrade in thecontext of provisions on mostfavourednation, nationalconditions, technicalbarriers, quantityrestrictionsandescapeclauses.
3. will be abletoexplaintheTradeRelatedAgreement on IntellectualPropertyRights (TRIPS) and the General Agreement on Trade in Services.
4. will be abletolistthehistory, purpose, structureandfunctions of the International MonetaryFund.
5. will be abletodiscusscurrentissuesrelatedtoTurkey-IMF relations.
6. will be abletoexplainthetasksandcontents of organisations in thefield of International Tradeand Finance.
 |
| **Course Delivery Format**  | FacetoFace |
| **Course Content**  | International OrganisationTheory, International Integration Theory, BrettonWoods Conference, International MonetaryFund- IMF, World Bank, World Bank Subsidiaries, OrganisationforEconomicCooperationand Development- OECD, G-8 Meetings, G-20 Meetings, EuropeanUnion, International Financial andEconomicInstitutionsandTurkey, International Financial andEconomicInstitutionsandTurkey, International Financial andEconomicInstitutionsandTurkey |
| **Sources** | 1. İlker Parasız, International Financial andEconomicInstitutions
2. Mehmet Karagül, International EconomicOrganisationsandUnderdevelopedCountries
 |
| **TeachingMethodsandTechniques** | Lecture, Discussion |

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| **Ders Adı** | **Ders Kodu** | **Yarıyıl** | **(Teorik-Uygulama-Kredi)** | **Akts** |
| **Leadership** | ISL510 | II | 3 - 0 - 3 | 5 |

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| Education Level | Master'sThesis |
| LessonType | Optional |
| Class | 1 |
| Prerequisite | No |
| Recommended Courses | No |
| WeeklyLessonHours | 3 |
| Duration | 1 Semester |
| TeachingStaff | Dr. Öğr. Üyesi Mesut SOYALIN |
| Exam | Midterm, Semester Final Exam.. |
| Evaluation Method and PassingCriteria | 40% of MidtermExam, 60% of the Final Exam. |
| Course Learning Outcomes | 1. Establishing teams to discuss opinions on the determined topic2. Prepare to reject and defend the teams' views3. Examining current events concerning businesses4. Interactive class discussions |
| How the Course is Delivered | Facetoface |
| Course content | What is leadership? Basic differencesbetweenmanagersandleaders, Ten commoncharacteristics of leaders, Changes in leadershipphilosophies, Learning fromleaders in retrospect, Leadersinfluencedbywell-knownmilitaryleaders, Characteristics of transformationalandcharismaticleaders, Transformationalleaders, LeadershipGrid; Autocraticleadersversusdemocraticleaders, Androgynousleadership. KantianTheory, KantianTheoryandtranscendentalleaders, Qualityguruswhoplayed an important role in theJapaneseIndustrialRevolution, Obstaclestothesuccess of leaders, Characteristics of liarleaders |
| Resources | Hughes, GinnettCurphy: Leadership, EnhencingTheLessons of Experience, 4th Edition, McGraw-HillÇetin Kaya, Liderler ve Liderliğe Giden Yollar,, Yalın Yayınevi, 2002 |
| TeachingMethods and Techniques | Lecture, Discussion. |
| Internship / Practice | No |

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| **Course Name** | **Course Code** | **Semester** | **Theoretical-Practice-Credit** | **ECTS** |
| **Optimisation Methods** | ISL530 | II | 3 - 0 - 3 | 5 |

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| --- | --- |
| **Teaching Level** | Master’s Degree |
| **Course Type** | Elective |
| **Year** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours** | 3 |
| **Duration** | 1 Semester |
| **Instructor(s)** | Asst Prof, Ertuğrul YILDIZ, PhD |
| **Examination** | Midterm Exam, Final Exam |
| **Assessment Method and Passing Criteria**  | Midterm Exam 20%, Assignment 2%0, Final Exam 60%. |
| **Learning Outcomes** | Students who successfully complete this course will be able to 1. To be able to comprehend the basic concepts of social sciences, to be able to master the relationships between concepts in detail 2. Theoretical and factual knowledge 3. To be able to relate economic and social phenomena with the theories in the field; to be able to follow the functioning of relations between people and societies 4. To be able to evaluate the information obtained during the learning process with cause and effect relationships; to be able to appreciate where, when and why which information will be needed 5. Understanding and expressing basic statistical models analytically 6. To be familiar with quantitative methods, logical reasoning processes and modelling techniques 7. Ability to Work Independently and Take Responsibility 8. To be able to have the ability to determine the appropriate method for social problems and to obtain the ability to analyse with detailed techniques 9. Acquiring knowledge about the economic and social environment, having the equipment to distinguish its functions and benefits 10. The ability to internalise that all of life is a learning process; the ability to follow scientific developments and continuous self-renewal 11. Ability to work effectively, self-confidence in taking responsibility, having self-confidence and initiative power, prioritising solidarity in teamwork by carrying professional and ethical responsibility awareness 12. To be able to use advanced information and communication technologies together with computer software at the level required by the field13. To be able to use the knowledge, problem solving and / or application skills they have assimilated in the field in interdisciplinary studies |
| **Course Teaching Format** | Face to face |
| **Course Content** | Theoretical and computer applied teaching of optimisation techniques. Matrix Operations: Matrix inverse, determinant of a matrix, solving systems of linear equations by Gaussian elimination, eigenvalues and eigenvectors, R applications related to all of them. Introduction to optimisation search for optimal solution with graphical methodGraphical method in linear programming Simplex Method Solution of DP Problem by Graphical Method, DP Problem with No Possible Solution Graphical method in linear programming, Simplex Method Transport problems, Northwest corner method Cheapest cost method, Vogel method Portfolio optimisation Efficiency measurement with data envelopment analysis CCR and BCC models and applications |
| **Sources** | * Cortez, P. Modern Optimizastion with R. Springer International Publishing, 2021.
* Arslan, İ. R ileİstatistikselProgramlama, 2017.
 |
| **Teaching Methods and Techniques** | Narration, Opinion Development, Large Group Discussion, Project Based Learning |
| **Internship / Application** | None |

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| **Course Name** | **Course Code** | **Semester** | **Theoretical-Practice-Credit** | **ECTS** |
| **Project Management in Business Administration** | ISL532 | II | 3 - 0 - 3 | 5 |

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| --- | --- |
| **Teaching Level** | Master’s Degree |
| **Course Type** | Elective |
| **Year** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours** | 3 |
| **Duration** | 1 Semester |
| **Instructor(s)** | Asst Prof, Ertuğrul YILDIZ, PhD |
| **Examination** | Midterm Exam, Final Exam |
| **Assessment Method and Passing Criteria**  | Midterm Exam 20%, Assignment 2%0, Final Exam 60%. |
| **Learning Outcomes** | Students who successfully complete this course will be able to 1. Have a holistic view of project management To strengthen public-university-industry cooperation by bringing together public institutions and non-governmental organisations, which have the task of supporting SMEs in their establishment missions, and SME owners/managers on common platforms and projects. 2. Gains the ability to apply planning and programming techniques in projects To follow national and international scientific and technological developments/publications related to entrepreneurship and innovation management, 3. Accessing information and taking on roles that enhance individual skills 4. To be active in research teams that require interdisciplinary interaction 5. To follow current technologies in the context of improving professional practice 6. To act consciously to ensure continuity in developing existing knowledge 7. To write progress reports based on published documents, theses and articles. 8. Can work actively in projects as a team member. |
| **Course Teaching Format** | Face to face |
| **Course Content** | General Information and Concepts of Project Management, Project creation and definition, Project Organisation and Management, Human Resources and Communication Management in Projects, Management Information System in Projects, Capacity Management and Risk Assessment in Projects, Planning and Budgeting, Project Programming Techniques, Critical Path Method (CPM), Project Cycle, CPM-Cost, Project Evaluation and Review Technique (PERT), Earned Value Analysis, Resource Planning, Feasibility Preparation and Evaluation Graphical method in linear programming, Simplex Method Transport problems, Northwest corner method Cheapest cost method, Vogel method Portfolio optimisation Efficiency measurement with data envelopment analysis CCR and BCC models and applications |
| **Sources** | * Gray, C.F., Larson, E.W. Project Management: The Managerial Process, McGraw-Hill, 4e, 2008
* Barutçugil, İ. Project Management, Kariyer Publishing, 2008.
 |
| **Teaching Methods and Techniques** | Narration, Opinion Development, Large Group Discussion, Project Based Learning |
| **Internship / Application** | None |

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| **Course Name** | **Course Code** | **Semester** | **Theoretical-Practice-Credit** | **ECTS** |
| **Quantitative and Qualitative Research Techniques** | ISL534 | II | 3 - 0 - 3 | 5 |

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| **Teaching Level** | Master’s Degree |
| **Course Type** | Elective |
| **Year** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours** | 3 |
| **Duration** | 1 Semester |
| **Instructor(s)** | Asst Prof, Rukiye ŞAMCI KARADENİZ, PhD |
| **Examination** | Midterm Exam, Final Exam |
| **Assessment Method and Passing Criteria**  | Midterm Exam 20%, Assignment 2%0, Final Exam 60%. |
| **Learning Outcomes** | 1. Compare qualitative and quantitative research methods 2. Students will learn about research and application of what they have learnt in their thesis studies 3. Students will learn about the basic concepts and knowledge of research methods in social sciences 4. Students will learn how to write a thesis using quantitative research method 5. Students will learn about statistical concepts 6. Students explain qualitative research designs 7. Students define the sample in qualitative research 8. Uses qualitative data collection techniques and qualitative data analysis methods 9. Provides the concepts of validity, reliability and ethics in qualitative research 10. Develop academic writing and presentation, discussion techniques and skills Students will learn about the use of SPSS in education |
| **Course Teaching Format** | Face to face |
| **Course Content** | Data collection techniques in quantitative research, statistical analysis and testing techniques to be used in research; analysing quantitative data using statistical and tabulation software such as SPSS for Windows and MS Excel; reporting the results of the research in accordance with the rules, making appropriate solution suggestions as a result of the research. Qualitative research methods in social sciences, qualitative research design, data collection and data analysis techniques in qualitative research will be examined practically in the course. The definition of qualitative research and its place in the scientific research tradition is explained. Characteristics and types of qualitative research [biography (biography), phenomenology (phenomenology), groundSubscribe to DeepL Pro to edit this Visit www.DeepL.com/pro for more information.theory, ethnography (ethnography) case study (case study)] action research (action research) - Qualitative research planning - Formation of research questions - Data collection methods. Interview - Data collection methods. Observation - Data collection methods. Document analysis - Quality and reliability - Data analysis - Use of qualitative research results.  |
| **Sources** | * Freankel, J.R.; Walen, N. E. (2003), How to Design andEvaluateResearch in Education (New York: McGraw-Hill). Neuman, W.L. (2003).
* SocialResearchMethodsQualitativeandQuantitativeApproaches (Boston: Allynand Bacon, 5th Edition). W. Lawrence Neuman.
* SocialResearchMethods: QualitativeandQuantitativeApproaches (2nd volume). 2nd bs. Trans. Sedef Özge. Istanbul: Yayınodası, 2008. Bryman, A. andCramer D. (1999) .
* Quantitative Data Analysis with SPSS 8 Releasefor Windows: a guideforsocialscientists. London, Routledge. Plewis, Ian (1997) .
* Statistics in Education. London, Arnold. Creswell, J.W. (2009).
* Researchdesign: Qualitative, quantitative, andmixedmethodsapproaches. 3rd edition.ThousandOaks, CA: Sage Publications, Inc.
* Creswell, J. W. (2013). QualitativeInquiryandResearch Design: Choosingamongfiveapproaches. Sage Publications: London: UK.
* Yıldırım, A. & Şimşek, H. (2016). QualitativeResearchMethods in SocialSciences (10th edition). Ankara: Seçkin publishing.
* Berg, B. L., &Lune, H. (2011). QualitativeResearchMethodsfortheSocialSciences (8th Edition). Boston, MA: Allyn& Bacon
* Mann, C. &Stewart, F. (2002). Internet CommunicationandQualitativeResearch. SagePublication: London: UK
 |
| **Teaching Methods and Techniques** | Narration, Opinion Development, Large Group Discussion, Project Based Learning |
| **Internship / Application** | None |

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| Course title | Course Code | Semester | **(**Theoric **-** Applications **-**Credit**)** | **Akts** |
| Sales Management | ISL514 | II | 3 - 0 - 3 | 5 |
| Education Level | Master'sThesis |
| LessonType | Optional |
| Class | 1 |
| Prerequisite | No |
| Recommended Courses | No |
| WeeklyLessonHours | 3 |
| Duration | 1 Semester |
| TeachingStaff | PhD. Dr. Musa ÇAKIR |
| Exam | Midterm, Semester Final Exam.. |
| Evaluation Method and PassingCriteria | 40% of MidtermExam, 60% of the Final Exam. |
| Course Learning Outcomes | 1. Relatingthe sales process and purchasingprocesssteps.2. Learning sales-specificissuessuch as sales forecasting, determining sales regions, sales force and quotas.3. Discussion of sales career and personalitytraitsthatsalespeopleshouldhave. |
| How the Course is Delivered | Facetoface |
| Course content | Sales Management Function, Salesmanship and Sales Management, Organization of the Sales System, Formation and Training of the Sales Force, Training and Training of the Sales Force, Motivation and Remuneration of theSalesperson, Sales Forecasting and Sales Budget, Sales Regions, Sales Quotas, Sales Policies and Strategies. |
| Resources | 1. Asım Günal ÖNCE, Satış Yönetimi, 1. Baskı, Beta Basım A.Ş. 2015-İstanbul.
2. Remzi ALTUNIŞIK ve Hamdi İSLAMOĞLU, 3. Baskı, Sakarya Yayıncılık. 2014.
 |
| TeachingMethods and Techniques | Lecture, Discussion. |
| Internship / Practice | No |

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| Course title | Course Code | Semester | **(**Theoric **-** Applications **-**Credit**)** | **Akts** |
| Strategic Marketing Management | ISL516 | II | 3 - 0 - 3 | 5 |
| Education Level | Master'sThesis |
| LessonType | Optional |
| Class | 1 |
| Prerequisite | No |
| Recommended Courses | No |
| WeeklyLessonHours | 3 |
| Duration | 1 Semester |
| TeachingStaff | PhD. Dr. Musa ÇAKIR |
| Exam | Midterm, Semester Final Exam.. |
| Evaluation Method and PassingCriteria | 40% of MidtermExam, 60% of the Final Exam. |
| Course Learning Outcomes | 1. Can Develop Marketing Strategy.2. Can conductsituationanalysis (SWOT) byexaminingthemicro and macroactorsaround marketing.3. Can develop marketing mix strategiesfor a product/service he/she has determined. |
| How the Course is Delivered | Facetoface |
| Course content | Goals of Strategic Marketing Management, ReasonsforBusinessestoThinkStrategically, Analysis of Market Opportunities, Competitive Analysis of Business, Customer and Market, Marketing Strategies in GrowingMarkets, Marketing Strategies in SaturatedMarkets, Marketing Strategies in CrisisPeriods, Marketing StrategiesAccordingto Market Position, TheImportance of Creating Value forBusinesses, MoreEffective Planning and Organization. |
| Resources | - Karabulut, M. (2016). Stratejik Pazarlama Yönetimi. Orion Kitabevi. - Altunışık, R., Özdemir, Ş. & Torlak, Ö. (2012). Modern Pazarlama. Değişim Yayınları. – İslamoğlu A. Hamdi. (2020). Pazarlama Yönetimi (Stratejik Yaklaşım). Beta Basım Yayım. |
| TeachingMethods and Techniques | Lecture, Discussion. |
| Internship / Practice | No |

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| **Course name** | **Course code** | Semester | **(Theoretical-Practical-Credit)** | **Akts** |
| **Financial Models** | ISL513 | I | 3 - 0 - 3 | 5 |
| **Teaching Level** | Master'sDegree |
| **Type of Course** | Elective |
| **Class** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **WeeklyLessonHours** | 3 |
| **Duration** | 1 Semester |
| **Teachingstaff** | Dr. Öğr. Üyesi Yunus BAYDAŞ |
| **Exam** | MidtermExam, Final Exam. |
| **Evaluation MethodandPassingCriteria** | 40% of theMidtermExamand 60% of the Final Exam. |
| **Course Learning Outcomes** | 1. Will be in a positiontoprovideinformation on thebasicconcepts of risk management.2. Will be in a positiontoprovideinformation on the risk-returnconceptandmakeanalysis.3. Will be in a positiontoanalyzeassetpricingmodels.4. Will be in a positiontomakebasicapplications in thefield of financialmodels. |
| **Mode of Delivery** | FacetoFace |
| **Course content** | Modern Portfolio Theoryand Basic Concepts, Risk, Return and Beta, Portfolio Models – EfficientPortfolios – I, Portfolio Models – EfficientPortfolios – II, CapitalAssetPricing Model (CAPM), ArbitragePricing Model andOther Financial Models, Value at Risk (VaR). ), InvestmentFundPerformance Analysis, New Applications in Financial Models, Project Presentation |
| **Resources** | * Edwin J. Elton,E.J., Gruber,M.J. , Brown, S.J., Goetzmann, W.N., 2006, Modern Portfolio TheoryandInvestment Analysis, John Wiley&Sons, New York
* Gökgöz, F., 2005, A-Tipi Karma Yatırım Fonlarının Stil Analizi ve Performans Değerlendirmesi, SPK Yayınları, Yayın No:188, Ankara
* Gökgöz, F., 2009, Veri Zarflama Analizi ve Finans Alanına Uygulanması, Ankara Üniversitesi Siyasal Bilgiler Fakültesi Yayını, Yayın No: 597, Ankara
* Karacabey, A.A., Gökgöz, F., 2005, Emeklilik Fonlarının Portföy Analizi, Siyasal Yayınevi, Ankara
 |
| **TeachingMethodsandTechniques** | Lecture, Opinion Development, LargeGroupDiscussion, Project Based Learning |
| **Internship / Practice** | None |

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| **Course name** | **Course code** | Semester | **(Theoretical-Practical-Credit)** | **Akts** |
| **International Financial Markets** | ISL527 | I | 3 - 0 - 3 | 5 |
| **Teaching Level** | Master'sDegree |
| **Type of Course** | Elective |
| **Class** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **WeeklyLessonHours** | 3 |
| **Duration** | 1 Semester |
| **Teachingstaff** | Dr. Öğr. Üyesi Yunus BAYDAŞ |
| **Exam** | MidtermExam, Final Exam. |
| **Evaluation MethodandPassingCriteria** | 40% of theMidtermExamand 60% of the Final Exam. |
| **Course Learning Outcomes** | 1. Learns general conceptsaboutinternationalfinancialmarkets,2. Haveknowledgeaboutthefunctioning, instrumentsandinstitutions of internationalfinancialmarkets,3. Haveknowledgeabouttherisks in thesemarketsandtheeffects of theserisks on boththefinancial market and therealsector.4. Abilitytoanalyze5. Abilitytocomment on Turkishfinancialmarkets |
| **Mode of Delivery** | FacetoFace |
| **Course content** | Introductiontointernationalfinancialmarkets, International monetarysystem, Theimpact of globalization on financialmarkets, Foreignpaymentsbalancesheet, International capitalflowsandemergingmarkets, International assetvaluation, International assetvaluation, Foreigndirectinvestments, Financial risksencountered in internationalmarkets, International bankingandsyndicatedloans, International workingcapitalmanagement, Country risk analysis, International financialinstitutions, International financialinstitutions |
| **Resources** | SEYİDOĞLU, Halil, ULUSLARARASI FİNANS, 4. baskı, İstanbul, 2010DOĞUKANLI, Hatice, ULUSLARARASI FİNANS, Nobel Kitabevi, Adana, 2010 LectureNotes |
| **TeachingMethodsandTechniques** | Lecture, Opinion Development, LargeGroupDiscussion, Project Based Learning |
| **Internship / Practice** | None |

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| **Course name** | **Course code** | Semester | **(Theoretical-Practical-Credit)** | **Akts** |
| **SecuritiesandPortfolio Management** | ISL512 | II | 3 - 0 - 3 | 5 |
| **Teaching Level** | Master'sDegree |
| **Type of Course** | Elective |
| **Class** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **WeeklyLessonHours** | 3 |
| **Duration** | 1 Semester |
| **Teachingstaff** | Dr. Öğr. Üyesi Yunus BAYDAŞ |
| **Exam** | MidtermExam, Final Exam. |
| **Evaluation MethodandPassingCriteria** | 40% of theMidtermExamand 60% of the Final Exam. |
| **Course Learning Outcomes** | 1. Understandsthetheoreticalfoundations of securitiesmanagement.2. Understandsassetallocation.3. Understandsbondvaluationandmanagement4. Learnsstockvaluationandmanagementissues5. Calculates risk andreturn.6. Learnsderivativefinancialinstruments. |
| **Mode of Delivery** | FacetoFace |
| **Course content** | Financial Markets: Definition andImportance, Functions, Classification, TheoreticalFoundations of Securities Management: Markowitz Portfolio Theory, Sharpe Index Model, Financial AssetsPricing Model (CAPM); AssetAllocation: Strategic AssetAllocation, TacticalAssetAllocation; Bond Valuationand Management: Bond ValuationMethods: Present Value Method, Effective Return Concept, InterestStructureCurves, Average Bond Period; StockValuationand Management: StockValuationMethods, Technical Analysis, Fundamental Analysis, RandomWalkApproach; Derivative Instruments. |
| **Resources** | 1. Konuralp, G. (2001). Sermaye Piyasası. İstanbul: Alfa Yayınevi2. Sarıkamış, C. (2000). Sermaye Pazarları. İstanbul: Alfa Yayınevi |
| **TeachingMethodsandTechniques** | Lecture, Opinion Development, LargeGroupDiscussion, Project Based Learning |
| **Internship / Practice** | None |

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| **Course name** | **Course code** | Semester | **(Theoretical-Practical-Credit)** | **Akts** |
| **Financial Management in Businesses** | ISL526 | II | 3 - 0 - 3 | 5 |
| **Teaching Level** | Master'sDegree |
| **Type of Course** | Elective |
| **Class** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **WeeklyLessonHours** | 3 |
| **Duration** | 1 Semester |
| **Teachingstaff** | Dr. Öğr. Üyesi Yunus BAYDAŞ |
| **Exam** | MidtermExam, Final Exam. |
| **Evaluation MethodandPassingCriteria** | 40% of theMidtermExamand 60% of the Final Exam. |
| **Course Learning Outcomes** | 1. Willhaveknowledgeaboutthebasicprinciples of financialmanagementandthefinancialenvironment.2. Willlearnshortandlongtermfinancialplanningtechniques.3. Theywillunderstandtheimportance of receivables, cashandworkingcapitalmanagement in businesses.4. Theywillanalyzebusinessfinancialdecisionsusingvariousfinancialmethods. |
| **Mode of Delivery** | FacetoFace |
| **Course content** | Finance Function in Businesses, Financial Environment and Financial Objectives, Time Value of Money, Financial Analysis and Control, Financial Planning, WorkingCapital Management, Cash Management, Inventory Management |
| **Resources** | * Brealey, R. Myers, S. Marcus, A.; “Principles of Corporate Finance”, McGrawHıll 2008; çeviri kitap; Arıkan, T, Bozkurt, Ü, Doğukanlı H.; “İşletme Finansının Temelleri”, Literatür Yayınevi, 2008
* Berk, N, “Finansal Yönetim”, Türkmen Kitabevi, 10.Baskı, İstanbul 2011-06-24
* Bolak, M, “İşletme Finansı”, Birsen Yayınevi, İstanbul 2010
 |
| **TeachingMethodsandTechniques** | Lecture, Opinion Development, LargeGroupDiscussion, Project Based Learning |
| **Internship / Practice** | None |

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| **CourseName** | **CourseCode** | **Semester** | **(Theoretical-Practice-Credit)** | **Akts** |

**StrategicManagementand Business Policies**

ISL518

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| **Teaching Level** | Master'sDegree |
| **CourseType** | Elective |
| **Classroom** | 1 |
| **Prerequisite** | No |
| **Recommended Courses** | No |
| **WeeklyClassHours** | 3 |
| **Duration** | 1Semester |
| **Instructor(s)** | Dr.BirgülUYAN |
| **Examination** | MidtermExam,FinalExam. |
| **EvaluationMethodandPassingCriteria** | 40% ofthemidtermexam, 60%ofthefinal exam. |
| **LearningOutcomesoftheCourse** | 1. Toprovidestudentswithknowledgethattheycanuseatthetopmanagementlevel
2. Tointroducetherelationshipbetweenbusinessesandtheirenvironment
3. Definelevelsofstrategy
4. Gaininganalyticalandstrategicthinkingskills
 |
| **CourseDeliveryFormat** | FacetoFace |
| **CourseContent** | Introduction to Strategic Management, Strategy and its Relationship with Similar Concepts, Stages of Strategic Management Process, Environmental Analysis, Business Analysis, Organizational Purpose (Objectives, Mission), Economic and Non-Economic Objectives, Strategic Utility and Portfolio Analysis Techniques, Strategy Formulation - "Growth Strategies", Retreat Strategies, Functional Strategies,StrategyImplementation,StrategyandOrganizationalStructure,Strategy and Organizational Culture |
| **Sources** | 1. HayriÜLGENandKadriMİRZE,"StrategicManagement",ArıkanPublications, 2007.
2. ErolEREN;"StrategicManagementandBusinessPolicy",Der Publications, 2000.
 |
| **TeachingMethodsandTechniques** | Lecture, Discussion |
| **Internship/Practice** | No |

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| **CourseName** | **CourseCode** | **Semester** | **(Theoretical-Practice-Credit)** | **Akts** |
| **InternationalBusiness Management** | ISL521 | I | 3-0-3 | 5 |

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| **Teaching Level** | Master'sDegree |
| **CourseType** | Elective |
| **Classroom** | 1 |
| **Prerequisite** | No |
| **Recommended Courses** | No |
| **WeeklyClassHours** | 3 |
| **Duration** | 1Semester |
| **Instructor(s)** | Dr.BirgülUYAN |
| **Examination** | MidtermExam,FinalExam. |
| **EvaluationMethodandPassingCriteria** | 40% ofthemidtermexam, 60%ofthefinal exam. |
| **LearningOutcomesoftheCourse** | 1. Explainsglobalizingcompetition,rapidlychangingbusinessconditionsandrequirements.
2. Definesthe internationalization process of businesses.
3. Havesufficientknowledgeaboutinternationalorganizationsaffecting international business.
4. Learnstheentrystrategiesofinternationalbusinessesintoforeignmarkets.
5. Knowstheenvironmentalfactorsofinternationalbusinesses.
 |
| **CourseDeliveryFormat** | FacetoFace |
| **CourseContent** | Scope of International Business, Historical Development of International Business, Environment of International Business and International Organizations, Internationalization Process, Globalization and Its Dimensions, The Role of Culture in Management Understanding, Intercultural Differences in Management Practices, Structure of Multinational Companies - Organizational Design - and Control, Negotiation Methods and Country Differences, Economic Environment and Risk Factors,ProtectionismandInternationalTrade,MethodsofEnteringInternationalMarkets |
| **Sources** | 1. JohnJ.Wild,KennethL.Wild,"InternationalBusiness",TurkishEd.Prof.Dr. GülerSağlamArı, Nobel Publications, 2017.
2. R.,Coşkun,AliTaşandU.SanemÇitçi, "GlobalizationandInternational Business", Adra Publishing, 2017
 |
| **TeachingMethodsandTechniques** | Lecture, Discussion |
| **Internship/Practice** | No |

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| **CourseName** | **CourseCode** | **Semester** | **(Theoretical-Practice-Credit)** | **Akts** |
| **InternationalInvestmentsand Project Management** | ISL522 | II | 3-0-3 | 5 |

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| **Teaching Level** | Master'sDegree |
| **CourseType** | Elective |
| **Classroom** | 1 |
| **Prerequisite** | No |
| **Recommended Courses** | No |
| **WeeklyClassHours** | 3 |
| **Duration** | 1Semester |
| **Instructor(s)** | Dr.BirgülUYAN |
| **Examination** | MidtermExam,FinalExam. |
| **EvaluationMethodandPassingCriteria** | 40% ofthemidtermexam, 60%ofthefinal exam. |
| **LearningOutcomesoftheCourse** | 1. Learnsthestagesofinvestmentproject preparation.
2. canexplainthestagesofinvestmentprojectpreparation.
3. Canuseinvestmentprojectevaluationmethods.
4. Compareinvestmentprojectevaluationmethods.
 |
| **CourseDeliveryFormat** | FacetoFace |
| **CourseContent** | Conceptual Basis of Investment Projects, Stages of Preparation of Investment Projects, Market Analysis, Technical Analysis, Financial Analysis, Evaluation of Investment Projects, Static Methods in the Evaluation of Investment Projects, Dynamic Methods in the Evaluation of Investment Projects, Risk Determination Methods in Investment Projects, Methods of Evaluation of Investment Projects under Uncertainty Conditions, Evaluation of Investment Projects in Inflation Environment. |
| **Sources** | 1. EvaluationofInvestmentProjects,KürşatYalçıner,EmineEbruAksoy,Detay Publishing, 2011.
2. HalilSarıaslan,PreparationandEvaluationofInvestmentProjects,TurhanKitabevi, 2002.
 |
| **TeachingMethodsandTechniques** | Lecture, Discussion |

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| **Course Name** | **Course Code** | **Semester** | **Theoretical-Practice-Credit** | **ECTS** |
| **Decision Making  In  Business** | ISL519 | I | 3 - 0 - 3 | 5 |
| **Teaching Level** | Master’s Degree |
| **Course Type** | Elective |
| **Year** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours** | 3 |
| **Duration** | 1 Semester |
| **Instructor(s)** | Asst Prof, Rukiye ŞAMCI KARADENİZ, PhD |
| **Examination** | Midterm Exam, Final Exam |
| **Assessment Method and Passing Criteria**  | Midterm Exam 20%, Assignment 20%, Final Exam 60%. |
| **Learning Outcomes** | 1. Will be able to explain the basic concepts of decision making.2. Defines decision environments.3. List the stages of the decision-making process.4. Will be able to solve optimization problems.1. Will be able to list the elements of the Linear Programming model.2. Excel develops the worksheet model and solves it with the help of the Solver module.3. Will be able to apply the techniques used in decision making.4. Uses Delphi Technique, SWOT Analysis, Cause and Effect Diagram, Effect Diagram techniques in accordance with the characteristics of the decision problem. |
| **Course Teaching Format** | Face to face |
| **Course Content** | Basic Concepts in Decision Making, Development of the Linear Programming Model as a Worksheet Model, Critical Path Method, Program Evaluation and Review Technique, Strategic Decision Making, Information Systems Used in Decision Making, Multi-Objective Linear Programming, Delphi Technique, SWOT Analysis, Cause-Effect Diagram , Impact Diagram, Decision Problem Examples and Solution Applications in Businesses |
| **Sources** | * Winston, W. Operations Research : Applications andAlgorithms , fourthedition (2004) 4th ed. Thomson / Brooks-Cole., ISBN 0-534-42362-0.
* Lawrence, J.A., B.A. Pasternack, Applied Management Science (2002) 2nd ed. Wiley, ISBN 0-471-39190-5.
* Ragsdale, C.T., SpreadsheetModelingandDecision Analysis (2004) 4th ed. Thomson / South-Western., ISBN 0-324-20305-5.
* Moore, Weatherford,DecisionModeling, (2001) 6th ed. PrenticeHall., ISBN 0-13-017789-X.
* Winston, Albright, Practical Management Science, (2001) 2nd ed. Duxbury, ISBN 0-534-37135-3.
 |
| **Teaching Methods and Techniques** | Lecture, Question and Answer, Observation, Discussion, Problem Solving |
| **Internship / Application** | None |

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| **Course Name**  | **Course Code** | **Semester** | **(Theoretical-PracticeCredit)**  | **Akts** |
| **Integrated Marketing** **Communications**  | ISL507  | I  | 3 - 0 - 3  | 5  |

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| **Teaching Level**  | Master'sDegree |
| **Course Type** | Elective |
| **Classroom** | 1  |
| **Prerequisite** | None |
| **Recommended Courses**  | None |
| **Weekly Course Hours** | 3  |
| **Duration** | 1 Semester |
| **Instructor(s)**  | Dr.Lecturer Musa Cakir |
| **Examination** | MidtermExam, Final Exam.  |
| **Evaluation Method and** **PassingCriteria** | 40% of themidtermexam, 60% of the final exam.  |
| **Learning Outcomes of the****Course**  | 1. Selects and uses modern techniques and toolsnecessaryfor marketing communicationapplications.
2. Defines marketing communicationactivities.
3. Haveknowledgeaboutpromotioncampaigns.
 |
| **Course Delivery Format**  | FacetoFace |
| **Course Content**  | Concept of Integrated Marketing Communication and Historical Development Process, Characteristics of Integrated Marketing Communication, ReasonsfortheDevelopment of Integrated Marketing Communication, Benefits of Integrated Marketing Communication, ObstaclesEncountered in Integrated Marketing Communication, PromotionMix Applications, Marketing MixElements, OtherElements of Marketing Communication, Integrated Marketing Communication and  |
|  | Organisation, Integrated Marketing CommunicationModels, Sales Promotion, Advertising, Research on Integrated Marketing Elements, Direct Marketing, PersonalSelling, Internet and Marketing  |
| **Sources** | 1. Yavuz Odabaşı, Mine Oyman, "Marketing communicationmanagement", Istanbul, 2010
2. İzzet Bozkurt, Integrated Marketing Communication, Mediacat, Istanbul, 2005.
 |
| **TeachingMethods and** **Techniques** | Lecture, Discussion |
| **Internship / Application**  | None |

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| **Course Name**  | **Course Code** | **Semester** | **(Theoretical-PracticeCredit)**  | **Akts** |
| **Digital Marketing** **Methods** | ISL511  | I  | 3 - 0 - 3  | 5  |

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| **Teaching Level**  | Master'sDegree |
| **Course Type** | Elective |
| **Classroom** | 1  |
| **Prerequisite** | None |
| **Recommended Courses**  | None |
| **Weekly Course Hours** | 3  |
| **Duration** | 1 Semester |
| **Instructor(s)**  | Prof. Dr. Lecturer Prof. Dr Musa ÇAKIR  |
| **Examination** | Midterm Exam, Final Exam.  |
| **Evaluation Method and** **PassingCriteria** | 40% of themidtermexam, 60% of the final exam.  |
| **Learning Outcomes of the****Course**  | 1. Havingknowledge of researchmethods, selectappropriatemethodstocollect and analysedata, understand and interprettheresultsobtained, researches and reports.
2. Tendstotake an active role in teamwork, can consciouslycontributeeffectivelytotheachievement of theteam'sgoals.
3. To be abletofollow and interpretthedynamics and conditions in thelocal and global businessenvironment.
 |
| **Course Delivery Format**  | FacetoFace |
| **Course Content**  | INTRODUCTION- What is Digital Marketing, How and WhyWeUseDigital Marketing, Digital Marketing for Multiple Goalswithin a Broader Marketing and/or Media Strategy, Developing, Evaluating and Executing a ComprehensiveDigital Marketing Strategy and Plan, Creating a DigitalMarketing Strategy and Plan, Bto B Digital Marketing, Bto C Digital Marketing, MeasuringDigital Marketing Efforts, Calculating Return on Investment, AnalysingtheLatestDigitalAdvertising Technologies  |
| **Sources** | 1. Digital Marketing Strategies, (2019) Odabaşı, K.,Cinius Publishing House.
2. Digital Marketing: Strategy, ImplementationandPractice, (2012) Chaffey, D., EllisChadwick, F., Pearson.
 |
| **TeachingMethods and** **Techniques** | Lecture, Discussion |
| **Internship / Application**  | None |

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| **Course Name**  | **Course Code** | **Semester** | **(Theoretical-Practice-Credit)**  | **Akts** |
| **Management Accounting**  | ISL528  | II  | 3 - 0 - 3  | 5  |

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| **Teaching Level**  | Master'sDegree |
| **Course Type** | Elective |
| **Classroom** | 1  |
| **Prerequisite** | None |
| **Recommended Courses**  | None |
| **Weekly Course Hours** | 3  |
| **Duration** | 2 Semester |
| **Instructor(s)**  | -  |
| **Examination** | MidtermExam, Final Exam.  |
| **Evaluation Method and Passing****Criteria** | 40% of themidtermexam, 60% of the final exam.  |
| **Learning Outcomes of the Course**  | 1. Gaining general knowledge of managementaccounting
2. Gainingtheabilitytomakeappropriatedecisionsbyestablishingtherelationshipbetweencost, volume and profit
3. Togaintheabilitytousecostinformation in analysing and decisionmaking
4. To be abletoanalyseperformanceforplanning and controlfunction of management
5. Gainingtheabilitytomakeliabilityaccounting and profitabilityanalysis
 |
| **Course Delivery Format**  | FacetoFace |
| **Course Content**  | Introductiontomanagementaccounting, CostConcepts and Classification, Income Statement of Production Enterprises, Cost-Volume-Profit Analysis, Full Costing and VariableCosting, Full Costing and VariableCosting, Profit Planning (BudgetingTechniques), FlexibleBudgets and Difference Analysis, FlexibleBudgets and Difference Analysis, Standard Costing |
| **Sources** | 1. Sevgener, Sait, Hacırüstemoğlu, Rüstem, Management Accounting, 5th Edition, Istanbul, Alfa Publications, 1998.
2. Cudi Tuncer Gürsoy, Management and Cost Accounting, Istanbul, Beta Basım Yayım, 1999.
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**TeachingMethods and Techniques**

Lecture, Discussion

**Internship / Application**

None

**Course Name**

**Course Code**

**Semester**

**Theoretical**

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**-**

**Practice**

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**Credit)**

**Akts**

**Audit Theory**

ISL525

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| **Teaching Level**  | Master'sDegree |
| **Course Type** | Elective |
| **Classroom** | 1  |
| **Prerequisite** | None |
| **Recommended Courses**  | None |
| **Weekly Course Hours** | 3  |
| **Duration** | 1 Semester |
| **Instructor(s)**  | -  |
| **Examination** | MidtermExam, Final Exam.  |
| **Evaluation Method and Passing****Criteria** | 40 % of themidt ermexam, 60 % of the final exam.  |
| **Learning Outcomes of the Course**  | 1. Understandingthe general functioning of auditprocedures.
2. Development of generallyacceptedaccountingprinciples and auditingprinciples.
3. Tolearn how auditorsshouldperformtheauditactivity
4. Preparation and interpretation of auditreports
5. Analysingaudit risk and understanding risk-focusedaudit
 |
| **Course Delivery Format**  | FacetoFace |
| **Course Content**  | Introductiontotheconcept of audit, Historical development of audit, Types of audit, Generallyacceptedauditingprinciples, Internalaudit, Evidencetechniques in audit, Internal Control System, Concept of Opinion in Audit, Reporting in Audit, Planning in Audit, Risk Concept in Audit, Risk FocusedAudit.  |
| **Sources** | 1. AuditTheory, Oktay Taş.
2. AuditTheory, Ersin Güredin
 |
| **TeachingMethods and Techniques** | Lecture, Discussion |
| **Internship / Application**  | None |

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| **Course Name** | **Course Code** | **Semester** | **Theoretical-Practice-Credit** | **ECTS** |
| **Statistics for Managers** | ISL523 | I | 3 - 0 - 3 | 5 |
| **Teaching Level** | Master’s Degree |
| **Course Type** | Elective |
| **Year** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours** | 3 |
| **Duration** | 1 Semester |
| **Instructor(s)** | Asst Prof, Rukiye ŞAMCI KARADENİZ, PhD |
| **Examination** | Midterm Exam, Final Exam |
| **Assessment Method and Passing Criteria**  | Midterm Exam 40%, Assignment 10%, Final Exam 50%. |
| **Learning Outcomes** | 1. Ability to summarize and present data with charts and drawings2. Ability to perform inquisitive data analysis3. Ability to summarize and present data with sample statistics4. Ability to calculate confidence intervals and perform hypothesis tests for single population parameters.5. Ability to calculate confidence intervals and perform hypothesis tests to compare two population parameters.6. Ability to perform hypothesis testing comparing more than two population means.7. Ability to interpret the results by estimating linear regression8. Ability to leverage reliable data sources |
| **Course Teaching Format** | Face to face |
| **Course Content** | Interrogative statistics, Descriptive statistics: Central tendency and diffuseness measures, Probability, Discrete random variables, discrete probability distributions, Continuous random variables, continuous probability distributions, Sampling types, Sampling distributions, Confidence interval estimates for single population parameters, Introduction to hypothesis testing, Single population Hypothesis tests for the parameter, Confidence interval estimates for the comparison of two population parameters, Hypothesis tests for the comparison of two population parameters, Variable analysis, Linear dependence and relationship |
| **Sources** | * Groebner, D.F., Shannon, P.W., Fry, P.C., Smith, K.D. (2017), Business Statistics: DecisionMakingApproach, 10. Baskı, PrenticeHall. ISBN-13: 978-0134496498 ISBN 10: 9780134496498
* Levine, D.M., Stephan, D., Krehbiel, T.C., Berenson, M.L. (2010), StatisticsforManagers: Using Microsoft Excel, 4. Baskı, PrenticeHall. ISBN: 978-0137035199
* Newbold, P. (2000), (Çeviri: ÜmitŞenesen), İşletmeVeİktisatİçinİstatistik, 4.Baskı, Literatür Yayıncılık. ISBN: 978-9758431557
 |
| **Teaching Methods and Techniques** | Lecture, Question and Answer, Observation, Discussion |
| **Internship / Application** | None |

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| **Course Name** | **Course Code** | **Semester** | **Theoretical-Practice-Credit** | **ECTS** |
| **Operational Research** | ISL524 | II | 3 - 0 - 3 | 5 |
| **Teaching Level** | Master’s Degree |
| **Course Type** | Elective |
| **Year** | 1 |
| **Prerequisite** | None |
| **Recommended Courses** | None |
| **Weekly Course Hours** | 3 |
| **Duration** | 1 Semester |
| **Instructor(s)** | Asst Prof, Rukiye ŞAMCI KARADENİZ, PhD |
| **Examination** | Midterm Exam, Final Exam |
| **Assessment Method and Passing Criteria**  | Midterm Exam 30%, Assignment 20%, Final Exam 50%. |
| **Learning Outcomes** | 1. Defines linear programming problems.2. Knows linear programming problems.3. Distinguish between non-linear programming and linear programming problems.4. Classifies linear programming problems.5. Knows the structure of the linear programming model.6. Establishes a linear programming model7. Knows duality and sensitivity analysis.8. Knows Linear Integer Programming.9. Knows parametric programming. |
| **Course Teaching Format** | Face to face |
| **Course Content** | Introduction to operations research, Mathematical operations research models, Structure of Linear Programming models, Model Building Examples, Simplex Solution and Sensitivity Analysis, Duality and Sensitivity Analysis, Sensitivity Analysis, Integer programming problem examples and solutions, Integer Programming: Branch and Bound Technique, Integer programming: Gomery' Cutting Plane Technique, Parametric Programming, Parametric Linear Programming, Network Models, Network models: CPM, PERT |
| **Sources** | * Operations Research: Applications andAlgorithms. W.L. Winston. Thomson / Brooks-Cole, 2004.
* Applied Management Science, J.A. Lawrence, B.A. Pasternack, 2002
 |
| **Teaching Methods and Techniques** | Lecture, Question and Answer, Observation, Application, Problem Solving |
| **Internship / Application** | None |