

Fakülte Kurulunun 14.07.2021 tarih ve 07/06 sayılı karar ekidir.

EK-1

MARKETING MAJOR

REQUIRED MAJOR ELECTIVES (2 Courses should be taken)			
COURSE CODE	COURSE TITLE	NATIONAL CREDIT	ECTS
MRK 4111	Consumer Behavior (PRE: MRK 2001)	3+0	5
MRK 4120	Business-to-Business Markets (PRE: MRK 2001)	3+0	5
MAJOR ELECTIVES (4 Courses should be selected)			
COURSE CODE	COURSE TITLE	NATIONAL CREDIT	ECTS
IBS 2001	International Marketing Management	3+0	5
LAW 4220	Contracts Law (PRE: LAW 3001)	3+0	5
LAW 4222	Competition Law (PRE: LAW 3001)	3+0	5
MRK 4211	Services Marketing (PRE: MRK 2001)	3+0	5
MRK 4214	Global Marketing Strategies (PRE: MRK 2001)	3+0	5
MRK 4216	Marketing Research (PRE: MRK 2001)	3+0	5
MRK 4218	Sustainable Business Model Innovation (PRE: MRK 2001)	3+0	5
MRK 4220	Product and Brand Management (PRE: MRK 2001)	3+0	5
MRK 4222	Advertising Management (PRE: MRK 2001)	3+0	5
MRK 4231	Stakeholder Relationship Management (PRE: MRK 2001)	3+0	5
MRK 4233	Digital Marketing (PRE: MRK 2001)	3+0	5
MRK 4235	Retail Marketing (PRE: MRK 2001)	3+0	5
MRK 4242	Marketing Decision Making (PRE: MRK 2001)	3+0	5
MRK 4244	Current Topics in Marketing (PRE: MRK 2001)	3+0	5
MRK 4246	Sales and Sales Promotion Management (PRE: MRK 2001)	3+0	5
PRD 4222	Supply Chain Management and Logistics (PRE: PRD 2002)	3+0	5
MRK 4237	Retail Operations I (Pre: MRK 4111)	3+0	5
MRK 4239	Retail Operations II (Pre: MRK 4111)	3+0	5
IBS 2016	Global Market Analysis (PRE: MRK 2001)	3+0	5
MRK 4248	Innovation and New Product Development	3+0	5
PRD 4111	Product and Services Quality Management (PRE: PRD 2002)	3+0	5
IBS 3003	International Business Management	3+0	5
IBS 3005	Export & Import Operations Management	3+0	5
IBS 4158	Sustainability Marketing	3+0	5
TOTAL		18+0	30

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EK-2

ENTREPRENEURSHIP MAJOR

REQUIRED MAJOR ELECTIVES (2 Courses should be taken)			
COURSE CODE	COURSE TITLE	NATIONAL CREDIT	ECTS
MNO 4222	Organizational Change and Development	3+0	5
MNO 4235	Entrepreneurship and Business Planning (PRE: MNO 1003)	3+0	5
MAJOR ELECTIVES (4 Courses should be selected)			
COURSE CODE	COURSE TITLE	NATIONAL CREDIT	ECTS
FIN 4237	Entrepreneurial Finance (PRE: FIN 2002)	3+0	5
IBS 4155	Global Entrepreneurship	3+0	5
LAW 4240	Company Law (PRE: LAW 3001)	3+0	5
MNO 4237	Business Ethics	3+0	5
MNO 4240	Industrial Relations and Collective Bargaining	3+0	5
MNO 4242	Innovation Management	3+0	5
MNO 4244	Understanding Organizations, People and Society	3+0	5
MRK 4220	Product and Brand Management (PRE: MRK 2001)	3+0	5
MRK 4231	Stakeholder Relationship Management (PRE: MRK 2001)	3+0	5
MRK 4233	Digital Marketing (PRE: MRK 2001)	3+0	5
QMT 4242	E-Business	3+0	5
QMT 4244	Project Management	3+0	5
TOTAL		18+0	30

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EK-2

FINANCE MAJOR

REQUIRED MAJOR ELECTIVES (2 Courses should be taken)			
COURSE CODE	COURSE TITLE	NATIONAL CREDIT	ECTS
FIN 4111	Capital Markets and Financial Institutions (PRE: FIN 2001)	3+0	5
FIN 4233	Investment Analysis (PRE: FIN 2002)	3+0	5
MAJOR ELECTIVES (4 Courses should be selected)			
COURSE CODE	COURSE TITLE	NATIONAL CREDIT	ECTS
ACC 4111	Financial Statement Analysis (PRE: ACC 2002)	3+0	5
IBS 4343	Bank Management	3+0	5
FIN 4222	Public Finance	3+0	5
FIN 4235	Financial Derivatives (PRE: FIN 2001)	3+0	5
FIN 4237	Entrepreneurial Finance (PRE: FIN 2002)	3+0	5
FIN 4240	Risk Management and Insurance (PRE: FIN 2001/ IBS 3331)	3+0	5
FIN 4242	Real Estate Finance (PRE: FIN 2002)	3+0	5
FIN 4244	Security Analysis Applications (PRE: FIN 2002)	3+0	5
FIN 4246	Current Topics in Finance (PRE: FIN 2002)	3+0	5
IBS 4362	Multinational Business Finance (PRE: FIN 2002)	3+0	5
IBS 4321	International Financial Management (PRE: FIN 2002)	3+0	5
IBS 4351	Financial Data Analysis (PRE: FBA 1202, FIN 2002)	3+0	4
IBS 4394	Financial Forecasting (PRE: FBA 1202, FIN 2002)	3+0	4
ACC 4247	Ethics in Accounting and Finance (PRE: MNO 4237)	3+0	5
FIN 4247	Corporate Valuation (PRE: FIN 3001, ACC 4111, QMT 3001)	3+0	5
TOTAL		18+0	30

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EK-2

PRODUCTION AND OPERATIONS MANAGEMENT MAJOR

REQUIRED MAJOR ELECTIVES (2 Courses should be taken)			
COURSE CODE	COURSE TITLE	N.CREDIT	ECTS
MRK 4120	Business-to-Business Markets (PRE: MRK 2001)	3+0	5
PRD 4111	Product and Service Quality Management (PRE: PRD 2002)	3+0	5
MAJOR ELECTIVES (4 Courses should be selected)			
COURSE CODE	COURSE TITLE	N. CREDIT	ECTS
PRD 4220	Production Planning and Control (PRE: PRD 2002)	3+0	5
PRD 4222	Supply Chain Management and Logistics (PRE: PRD 2002)	3+0	5
PRD 4231	Business Resource Planning (PRE: PRD 2002)	3+0	5
PRD 4240	Quality Assurance Systems (PRE: PRD 2002)	3+0	5
PRD 4242	Current Topics in Operations Management (PRE: PRD 2002)	3+0	5
QMT 4211	Operations Research	3+0	5
QMT 4224	Decision Theory	3+0	5
QMT 4235	Technology Management	3+0	5
QMT 4237	Statistical Quality Control (PRE: FBA 1202)	3+0	5
QMT 4242	E-Business	3+0	5
MRK 4248	Innovation and New Product Development	3+0	5
QMT 4244	Project Management	3+0	5
LAW 4231	Information Technologies Law (PRE: LAW 3001)	3+0	5
TOTAL		18+0	30

RETAIL MANAGEMENT MAJOR

REQUIRED MAJOR ELECTIVES			
COURSE CODE	COURSE TITLE	N.CREDIT	ECTS
MRK 4111	Consumer Behavior (Pre: MRK 2001)	3+0	5
PRD 4222	Supply Chain Management and Logistics (Pre: PRD 2002)	3+0	5
MRK 4235	Retail Marketing (Pre:MRK 2001)	3+0	5
MRK 4220	Product and Brand Management (Pre: MRK 2001)	3+0	5
MRK 4237	Retail Operations 1 (Pre: MRK 4111)	3+0	5
MRK 4233	Digital Marketing (Pre: MRK 2001)	3+0	5
MRK 4239	Retail Operations 2 (Pre:MRK 4111)	3+0	5
MRK 4242	Marketing Decision Making (Pre: MRK 2001)	3+0	5

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