



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Management and Organization Department
Business Management Program
Course Content

1st Year Fall Semester (1 Semester) Compulsory Courses

SBOZ101 Accounting-I

(3-1) 4 ECTS 5

Accounting concept, principles, types; Basic accounting equality and balance sheet; Basic concepts related to accounting; Information about the Uniform Chart of Accounts; Securities-trade receivables and other receivables; Examination of inventories; Methods used in monitoring trade goods movements; Continuous-Interval inventory method and sample solutions; Accounting of transactions with fixed assets; Examination of balance sheet liability accounts; Income Statement and sample solutions; Sample solutions and practice.

SBOZ103 Economics-I

(3-0) 3 ECTS 4

To recognize the basic concepts of economics. To recognize economic analysis methods and economic systems. To analyze the determinants of demand and elasticity of demand. To analyze the formation of consumer equilibrium. To analyze the determinants of supply and elasticity of supply. To analyze the formation of producer equilibrium. To recognize the basic concepts of production costs. To understand the formation of market equilibrium. To analyze the effects of factors affecting demand on market equilibrium. To analyze the effects of factors affecting supply on market equilibrium. To learn market types, to learn market equilibrium and profitability situations according to market types.

SBOZ105 Business Management-I

(3-0) 3 ECTS 4

Tracking Microeconomic Data. Analyzing Macroeconomic Indicators. Identifying Gaps in the Market. Evaluating Investment Alternatives and Choosing the Most Suitable One. Conducting Feasibility Studies. Recognizing the Environment of the Business. Demand Analysis and Forecasting. To determine the place of establishment of the business. To determine the legal structure of the business. To determine the capacity of the workplace. To provide financing by determining the total investment cost. To make the estimated income-expense account. To make workplace and production plan. To carry out the installation of the investment. To create the appropriate structure and open the workplace.

SBOZ109 Basic Law

(3-0) 3 ECTS 3

The rules of social order, the difference of law from others, the meaning of the concept of law, sanctions of law, sources of positive law, sections of positive law; Public law branches (Constitutional Law, Administrative Law, Criminal Law, Tax Law, General Public Law, Trial Law), Private law branches (Civil Law, Commercial Law, Intellectual Property Law), Mixed law branches (Civil Procedural Law, Enforcement and Bankruptcy Law, Labor Law).

SBIS121 Financial Literacy

(2-0) 2 ECTS 2

It is widely accepted that financial literacy is important in eliminating the savings deficit in the economy. By introducing financial instruments (Istanbul stock exchange, banking services...), it is aimed to create consumption and spending awareness.

SBIS131 Principles of Marketing

(2-0) 2 ECTS 3

Marketing definition and concepts related to marketing, Marketing System, strategic planning and marketing process, Market segmentation, Target Market, Market Positioning and marketing Composition Micro Environment of Marketing Macro Environment of Marketing Product Concept and product classifications Product life curve and new product development process Brand, packaging, label, quality, Price and pricing methods Price differentiation, psychological pricing strategies Distribution channel and functions of channel members, direct and indirect distribution and integration strategies in distribution channel, Wholesaling, retailing and physical distribution Communication process and advertising, sales incentive tools Sales management and personal selling.



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SBIS141 Business Mathematics Applications

(3-0) 3 ECTS 3

Numbers, problems, absolute value, factoring, rational expressions, equations and inequalities with one unknown, second degree equations, basic commercial calculations (ratio and proportion, percentage calculations, cost calculations, composition, mixture, alloy calculations), simple and compound interest calculations, simple and compound discount concept, installment concept. Sample problem solutions related to all concepts.

SBIS151 Organizational Behavior

(2-0) 2 ECTS 2

Organizational behavior model. Decision behavior in organizations: Decision making, types of decisions, conditions for effective decision making and group decisions. Conflict in Organizations: Definition and sources of conflict, importance of conflict, sources of conflict, consequences of conflict, conflict management and emotional aspect of problem solving. Frustration and job satisfaction in organizations. Stress in the management of organizations: Individual and organizational stress, causes and consequences of stress. Groups and group behavior. Behavioral approaches to individual-organization integration.

TURK101 Turkish Language-I

(2-0) 2 ECTS 2

Languages on Earth, Language families, Turkish's place among the world languages, Spreading areas of Turkish, Punctuation Marks, Software Rules, Petition, Sound features of Turkish, Sound events in Turkish, Written expression, Memoir type.

YDBİ101 English-I

(2-0) 2 ECTS 2

The main aim of this course is to provide English education at the A-1 level of the language levels specified in the Common European Framework of Reference for Languages (CEFR) and the European Language Portfolio. The aim is to enable every young person who has completed higher education to comprehend the basic structure and functioning features of English as a foreign language, to gain the ability to use it as a means of written and oral expression in terms of language-thought connection and to raise young people with foreign language awareness.

TDP101 Social Sensitivity Project-I

(1-0) 1 ECTS 1

To strengthen the ties between the university and the society, to take courses and prepare projects to identify and solve the current problems of the society in order to educate students who are sensitive to social issues and have a sense of social responsibility.

GAUN Common Elective Lessons

GOS119 Basic Sport Approaches

(1-0) 0 ECTS 1

The Relationship Between Games, Sports, Olympic Sports, The Benefits of Sports and Its Effect on the Quality of Life of Individuals; Mental, Physical, Mental and Physiological Benefits, Its Role in Society, Approaches on Turkish Physical Culture from Past to Present, Sports Organizations Subunits, Organization Application Examples, Thoughts on Mass Sports and Evaluation of Social Benefits

GOS120 Lifelong Sport

(1-0) 0 ECTS 1

Benefits of Sports to Metabolism, Relationship between Active and Sedentary Life in terms of Weight Control, Effect of Exercise on Quality of Life in Individuals; Approaches suitable for Age, Gender and Special Situations in Children, Elderly and Women. Selection of Clothing Suitable for Exercise, Exercise Quality and Criteria to be Followed, Auxiliary Nutritional Supplementation, Injuries and Injuries that may occur due to Exercise, Precautions to be taken against them and Evaluation of Simple Treatment Methods.



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GOS121 Plastic Arts

(1-1) 0 ECTS 1

Teaching of charcoal, drawing, oil painting, sculpture, relief, bust and printing works in basic art education.

GOS122 Art History

(1-1) 0 ECTS 1

What is Art and Art History? Prehistoric Art; Chalcolithic and Bronze Age Art Iron Age Art; Mesopotamian Art and Egyptian Art; Eastern Art; Greek Art; Roman and Byzantine Art; Seljuk Art; Ottoman Art; European Art; Renaissance Period Art; Post-Renaissance European Art; Modern Art Movements.

GOS123 Music

(1-1) 0 ECTS 1

The role and content of music in education, basic music knowledge, the nature and purpose of notation, introduction to instrument and voice training, ensemble playing and singing, musical hearing reading and writing exercises in developing creativity. Rhythm and movement exercises, keeping tempo, marching and leading, accompanying movement.

GOS124 Turkish Folk Dances

(1-1) 0 ECTS 1

General dance knowledge and definition and functions of Turkish folk dances, rhythm knowledge, basic steps, distribution of Turkish folk dances according to regions (Halay, Bar, Zeybek, Spoon-Greeting, Horon, Hora etc.) and giving examples of these dances. General definition of halay and application of tripod dance with music. Halay dance cluster; Application of Delilo dance with rhythm and music. Description of halay dance cluster, application of düzayak dance with rhythm and music. General description of Zeybek dance and its region; application of Harmandali dance with rhythm and music. General description of Seğmen dance and its region; application of Seğmen dance with rhythm and music. General definition of Horon dance and its region; Application of Flat Horon dance with rhythm and music. Application of horon formation order with music and rhythm from horon regions. General description of the Bar dance set and its region and the application of Atahan Dance with rhythm and music. General description of Spoon Welcome dances and the application of Yayla Yolları dance with melody and rhythm. Application of the Butcher's Air dance from the Welcome dance set with melody and rhythm.

1st Year Spring Semester (2nd Semester) Compulsory Lessons

SBOZ102 Accounting-II

(3-1) 4 ECTS 5

Inventory-valuation definition, types, reasons. Inventory and valuation of current assets, inventory and valuation of fixed assets, inventory and valuation of fixed assets, inventory and valuation of short and long-term liabilities, examination of income statement accounts, closing of income-expense accounts, determination of net profit for the period, cost accounts, examination of 7 / A and 7 / B options, general Practice

SBOZ104 Economics-II

(3-0) 3 ECTS 4

Definition and scope of macroeconomics. Measurement of national income and its problems. Employment and unemployment. Simple Keynesian system: Analysis of consumption, saving and investment functions, determination of national income equilibrium level, multiplier mechanism, public sector and national income. National income in an open economy. Long-run consumption functions. Investment models and accelerator mechanism, equilibrium in simple classical system. Money supply and demand. Neo-Classical Keynesian synthesis (IS-LM analysis). Monetarist, New Classical and New Keynesian movements. New developments in aggregate supply theory. Business cycle models. Inflation analysis. Macroeconomic policies. Economic growth.



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SBOZ106 Business Management-II

(3-0) 3 ECTS 4

Planning Organizing. Directing. Providing Coordination. Auditing. Ensuring Job Analysis. Planning Human Resources. Finding a job candidate. Selecting the employee. Providing Orientation Training. Evaluating Employee Performance. Ensuring that the employee is trained. Making Career Planning. Job Evaluation. Remuneration. Planning Production. Organizing for the realization of production. Capacity and Stock Planning. Determining the Target Market. Product Development. Determining Pricing Policies. Determining Promotion Policies. Determining Distribution Policies. Managing Customer Relationships.

SBOZ110 Commercial Law

(3-0) 3 ECTS 3

The basic principles of commercial law, the concept of merchant, commercial enterprise, trade name, protection of trade name, trademark, commercial transactions, the importance and function of commercial books and the possibility of presenting them as evidence, unfair competition, current account, ordinary profit and total profit are the subjects of this course. In addition, negotiable instruments such as promissory notes, checks, policies and bonds are also examined. In negotiable instruments, issues such as form conditions, time of payment, non-acceptance and non-payment protest are also included.

SBIS112 Management and Organization

(2-0) 2 ECTS 2

Basic concepts of management; Development of management theory; Functions of management; Examining various approaches to the establishment of organizations and management practices

SBIS122 Public Finance

(2-0) 2 ECTS 2

Definition, subject, development and financial events of public finance; Importance, types and distinction of public expenditures; Importance, types and distinction of public revenues; Budget principles; Turkish budget system; Government debts; Fiscal Policy.

SBIS132 Business Finance

(2-0) 2 ECTS 3

Examination of special problems encountered in the financial management of enterprises, solutions and techniques of financial problems occurring in enterprises, examination of current financial events.

TURK102 Turkish Language-II

(2-0) 2 ECTS 2

Word stress in Turkish. Group and sentence emphasis in Turkish. The root of the word, additional concepts, inflectional suffixes, stem concept, construction suffixes. Sentence elements. Sentence types. Correct sentence. Expression styles and techniques. Expression disorders: expression disorders based on meaning, expression disorders based on structure. Criticism and self-criticism. Interview, Essay and other types of writing. Writing practice.

YDBİ102 English-II

(2-0) 2 ECTS 2

The main aim of this course is to provide English education at the A-1/A-2 level within the framework of the Common European Framework of Reference for Languages (CEFR) and the language levels specified in the European Language Portfolio. It aims to enable every young person who has completed higher education to comprehend the basic structure and functioning features of English as a foreign language, to gain the ability to use it as a means of written and oral expression in terms of language-thought connection and to raise young people with foreign language awareness.



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TDP102 Social Sensitivity Project-II

(1-2) 2 ECTS 2

To strengthen the ties between the university and the society; to do field work in projects prepared for the identification and solution of current problems of the society in order to educate students who are sensitive to social issues and have a sense of social responsibility; to transfer the knowledge gained in the course to experience and practice and to work on developing skills in project teams.

GME100 General and Professional Ethics

(2-0) 2 ECTS 2

To define the concepts of general and professional ethics, morality and social responsibility; the similarities and differences between these concepts; the factors that play a role in the formation of ethics and morality; unethical behaviors in professional life.

KRY100 Career Planning

(0-2) 1 ECTS 1

What is Career Planning course, What is Career Center, What is Career Center, What is Career Center, How to benefit from Career Center, Intelligence and personality, Career connection of intelligence and personality, Knowledge, skill, ability and competence concepts and their connection with career, What are fine skills and technical skills, Why students need these skills. Career and career-related concepts, Explanation of the activities that students can do to contribute to their careers during their university life, Explanation of international exchange programs, Activities of national non-governmental organizations and volunteer work opportunities, Advice from non-governmental organization employees on how students should spend their university life, Information about career stories from public sector employees and advice to students on how they should spend their university life, Information about career stories of private sector employees and advice to students on how they should spend their university life, Information about career stories of academicians and advice to students on how they should spend their university life, Information about career stories of entrepreneurs and advice to students on how they should spend their university life, What is the talent gate, what is the benefit for students, How to use the talent gate, How the resume should be, In this course, students will evaluate the course with the evaluation form prepared by the Presidential Human Resources Office.

2nd Year Fall Semester (3rd Semester) Compulsory Lessons

SBIS213 Turkish Tax System

(2-1) 3 ECTS 3

Income tax; Corporate tax; Real estate tax; Inheritance transfer tax; Motor vehicles tax; Value added tax.

SBIS223 Computerized Accounting

(2-2) 3 ECTS 4

Basic concepts and accounting system; Balance sheet and income statement; Use of package program.

SBIS233 Cost Accounting

(3-0) 3 ECTS 4

Basic concepts related to cost accounting and classification of costs and the benefits of classification to the business, Calculating Cost Types, Calculating Labor Cost, Distribution of General Production Costs to Cost Places and Methods. Total and Unit Cost Calculation according to Production Types in Businesses: Order Cost and Phase Cost Method, Wastage in Phase Cost Method, Defective Product-Defective Product and Waste Separation in Production Enterprises, Standard Cost Method, Deviation Analysis, Budgeting, Use of Variable Cost Method in Decision Making.

SBIS243 Financial Management

(3-0) 3 ECTS 4

Basic concepts of finance and financial analysis tools (Ratios); Working capital management; Investment (Capital) budgeting and investment decisions; Cost of resources.



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AAİT201 Atatürk's Principles and Revolution History-I

(2-0) 2 ECTS 2

To provide accurate information about the Turkish War of Independence, Atatürkist Thought System, the History of the Republic of Turkey and the threats to Turkey and the practices of Atatürkist Thought System; to educate, strengthen and unite the Turkish youth around national goals in line with the Atatürkist Thought System in an indivisible integrity with its country, nation and state; to raise individuals who are rational, modern, honorable, hardworking, full of love for country and nation, tolerance and humanistic ideas.

2nd Grade Fall Semester (3rd Semester) Elective Lessons

SBIS271 Total Quality Management

(2-0) 2 ECTS 3

Historical development process of quality and quality management; Basic concepts and approaches of total quality management; Tools and techniques of total quality management; Application of total quality management in Turkey

SBIS273 Information Communication Technologies

(2-0) 2 ECTS 3

Basic computer information, Windows XP, Microsoft Word, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Internet usage.

SBIS275 Tax Law

(2-0) 2 ECTS 3

Sub-branches of tax law, tax procedural law, taxpayer's rights, taxpayer's duties, ways of resolving tax disputes, tax crimes and penalties, factors that eliminate tax receivable, factors that eliminate tax penalty, forced collection of tax receivable.

SBIS277 Strategic Management

(2-0) 2 ECTS 3

Giving general concepts related to strategy and the importance of environmental analysis for the development of businesses, defining mission and vision and addressing organizational culture.

SBIS279 Foreign Trade Operations Management

(2-0) 2 ECTS 3

Concepts related to foreign trade, customs, foreign exchange market and foreign exchange regimes; Foreign trade theories; Documents used in foreign trade transactions; Payment methods in foreign trade; Customs clearance; Foreign exchange legislation.

SBIS281 Professional Foreign Language-I

(2-0) 2 ECTS 3

Telephone conversation, Note taking, Note taking, Reading text, Writing, Correcting writing, Commercial correspondence, Commercial correspondence, Standard writing, Language differences, Idioms, Face to face conversation,

SBIS283 Statistics

(2-0) 2 ECTS 3

Determining descriptive statistical information Interpretation and reporting of findings Determining and using the most appropriate descriptive statistical tools Determining the purpose of the research Determining the main mass and appropriate sample population. Collecting appropriate data Processing the collected data with package programs Bivariate analysis of the collected data Bivariate analysis of the collected data To determine the most appropriate descriptive statistical tools to identify and use



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SBIS285 Public Relations

(2-0) 2 ECTS 3

Basic concepts and historical development of public relations; Basic principles of public relations, tools and methods used; Organization and management of public relations; Target audiences in public relations; Effective presentation technique and press release preparation method in public relations

SBIS287 Corporate Accounting

(2-0) 2 ECTS 3

Company Concept; Types and sole proprietorships, characteristics and accounting records of sole proprietorships; Capital companies, cooperatives and accounting records.

SBIS289 Current Management Practices

(2-0) 2 ECTS 3

Development of Management Thought and Practices, Innovation Management, Learning Organizations, Techniques for Changing Organizational Structure, Virtual Organizations, Network Organizations and Strategic Partnerships, Balanced Scorecard, Total Quality Management, Sustainability and Corporate Social Responsibility.

SBIS291 Purchasing and Inventory Management

(2-0) 2 ECTS 3

Purchasing strategies, forecasting techniques, supplier selection and evaluation and international rules, warehousing, distribution, inventory management, traffic management, distribution channels

SBIS293 Consumer Behavior

(2-0) 2 ECTS 3

Recognizing the consumer. Understanding consumer behavior models. Understanding consumer behavior roles. To determine the factors affecting purchasing behavior. To identify and evaluate the consumer purchase decision process. To evaluate and manage purchasing behavior.

SBIS295 Tax Law

(2-0) 2 ECTS 3

Sub-branches of tax law, tax procedural law, taxpayer's rights, taxpayer's duties, ways of resolving tax disputes, tax crimes and penalties, factors that eliminate tax receivable, factors that eliminate tax penalty, forced collection of tax receivable.

SBOS205 Occupational Health and Safety

(2-0) 2 ECTS 3

Historical development of occupational health and safety (isig), general information, the concept of occupational safety, the definition of occupational accidents, causes and prevention methods, the importance of occupational safety studies in terms of labor productivity, the importance of occupational safety studies in terms of economic importance, the occurrence and classification of occupational accidents, hazards and hazard types, methods and solutions in accident investigations, planning in the field of isig, occupational accidents and events investigation, accident analysis methods, field inspections.

SBOS207 Entrepreneurship-I

(2-0) 2 ECTS 3

The concept of entrepreneurship and its emergence; Entrepreneurial forms in Turkey, Venture capital and application area in Turkey, Types of small businesses, contributions to the economy and social system, Establishment process of small businesses (establishment location, area, capacity determination and legal structure),



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SBOS209 Entrepreneurship

(2-0) 2 ECTS 3

The concept of entrepreneurship and the emergence of entrepreneurship; forms of entrepreneurship in Turkey, venture capital and application area in Turkey, types of small businesses, contributions to the economy and social system, the establishment process of small businesses (establishment location, area, capacity determination and legal structure), Business Analysis process and Business Analysis applications, sample applications.

SBOS211 Behavioral Sciences

(2-0) 2 ECTS 3

Groups in organization; The balance of individual, institution and society; Relationships between members for effective teamwork; Power struggles within the organization; Authority and influence.

SBOS213 Customer Relationship Management

(2-0) 2 ECTS 3

Communicating with customers. Interpreting information about online consumer behavior. Helping to classify customers. Interpreting information about traditional consumer behavior. Arranging and monitoring appointments. Entertaining the customer. Contribute to creating customer value. Contributing to the measurement of customer satisfaction. To contribute to customer complaints management.

SBOS215 Turkish Economy

(2-0) 2 ECTS 3

Definition and scope of Turkish economy. Turkish economy in the period 1923-1960: Economic development and production structure, savings, domestic terms of trade and taxation, developments in employment, developments in foreign trade. Turkish economy in the period 1960-1994: economic development, production, productivity, inter-sectoral linkages, financing, employment, foreign trade. Developments after 1995. Basic economic problems and solutions.

2nd Year Spring Semester (4th Semester) Compulsory Lessons

Lessons to be taken by students if they go to Practice

SBOS210 Vocational Education in Business

(5-30) 20 ECTS 22

It is essential that vocational training in the enterprise is carried out during education and training periods. Vocational training in the enterprise starts in the education and training periods determined in the academic calendar of the higher education institution and ends at the end of this period. To make the application of the subjects learned in the lessons, To adapt to working life, To learn the business processes related to the profession, To ensure working discipline, To be able to propose solutions to problems in business processes, To be able to use sectoral tools and equipment suitable for the field.

SBOS200 Internship

(0-2) 0 ECTS 8

Translation of theoretical knowledge into practice within 30 working days.



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AIİT202 Atatürk's Principles and History of Revolution-II

(2-0) 2 ECTS 2

Political Revolutions: Abolition of the Sultanate, Proclamation of the Republic, Abolition of the Caliphate. Political Organizations and Political Events Founded in the Atatürk Period and Represented in the Grand National Assembly of Turkey. Legal Reforms in the Republican Era and the New Legal Order. Revolutions in the field of education. Revolutionary Movements in Culture and Social Field. Revolutions in Economic Field. Atatürk Period Turkish Foreign Policy-I (1923-1930). Atatürk Period Turkish Foreign Policy-II (1930-1938). Atatürk's Principles: Basic and Complementary Principles. Turkey after Atatürk.

Lessons to be taken if students do not go to practice

SBIS214 Production Management

(3-0) 3 ECTS 4

Basic concepts of production management; Production systems and product design; Site selection and enterprise size; Workplace layout and job analysis; Production planning, inventory and maintenance management; Quality control

SBIS224 Human Resources Management

(3-0) 3 ECTS 3

Basic concepts related to human resources, human resources planning, job analysis and job description, recruitment and selection, recruitment, performance appraisal, job evaluation and wage management

SBIS234 Financial Statement Analysis

(2-0) 2 ECTS 3

Definition, scope and types of financial analysis; Types and arrangement of financial statements; Financial analysis techniques.

SBIS244 Entrepreneurship and Small Business Management

(4-0) 4 ECTS 5

The concept of entrepreneurship and its emergence; Entrepreneurial forms of being in Turkey, Venture capital and application area in Turkey, Types of small businesses, contributions to the economy and social system, Establishment process of small businesses (establishment location, area, capacity determination and legal structure), Entrepreneurship; Application of business functions (management, production, marketing, finance, etc.) Basic problems and solutions in small businesses. Preparation of business plan in entrepreneurship, related institutions and documents, sample applications.

AIİT202 Atatürk's Principles and History of Revolution-II

(2-0) 2 ECTS 2

Political Revolutions: Abolition of the Sultanate, Proclamation of the Republic, Abolition of the Caliphate. Political Organizations and Political Events Founded in the Atatürk Period and Represented in the Grand National Assembly of Turkey. Legal Reforms in the Republican Era and the New Legal Order. Revolutions in the field of education. Revolutionary Movements in Culture and Social Field. Revolutions in Economic Field. Atatürk Period Turkish Foreign Policy-I (1923-1930). Atatürk Period Turkish Foreign Policy-II (1930-1938). Atatürk's Principles: Basic and Complementary Principles. Turkey after Atatürk.

MUP200 Professional Practice Project

(0-0) 0 ECTS 1

Under the supervision of an academic advisor, it aims to increase the student's knowledge and skills by gaining the ability to conduct research on a project related to the student's professional field.



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2nd Year Spring Semester (4th Semester) Elective Lessons

SBIS272 Office Applications (2-0) 2 ECTS 3

Internet, word processing, presentation tools, spreadsheets, data processing tools, data visualization tools applications.

SBIS274 Quality Assurance Standards (2-0) 2 ECTS 3

Quality concept, Standard and standardization, Importance of standard in production and service sector, Management quality and standards, Environmental standards, Quality management system models, Strategic management, Strategic management, Participation in management, Process management system, Efqm excellence model.

SBIS276 Management Accounting (2-0) 2 ECTS 3

Management accounting concepts and techniques; Budget preparation, forecasting and costing; Cost accounting as a decision making tool.

SBIS278 Sales Management (2-0) 2 ECTS 3

Basic concepts; Organization of sales force and sales activities; Selection, training and compensation of salespeople; Sales pitch process; Follow-up and control of sales

SBIS280 Foreign Trade Transactions Accounting (2-0) 2 ECTS 3

Chart of accounts in foreign trade, foreign exchange, foreign exchange, foreign currency, effective and exchange rate concepts, accounting of foreign exchange transactions, leasing, factoring, Eximbank credit, export payment forms and accounting records, VAT in foreign trade transactions, state aids and incentives in foreign trade, accounting of import transactions, VAT in import transactions.

SBIS282 Professional Foreign Language-II (2-0) 2 ECTS 3

Interviewing on the phone, Taking notes, Reading and writing text, Editing the text, Choosing the format, Professional writing, Preparation for the interview, Interviewing,

SBIS284 Capital and Money Markets (2-0) 2 ECTS 3

The place and importance of public finance in social sciences. Market concept and types, financial market, money and capital markets, legal regulations related to capital markets, interest rates in money and capital markets, factors affecting interest rates in Turkey.

SBIS286 Research Methods and Techniques (2-0) 2 ECTS 3

Research competencies, Selecting Research Topics, Conducting Resource Research, Evaluating Research Results, Converting Research Results into a Report, Preparing for Presentation, Making the Presentation.

SBIS288 International Banking and Foreign Exchange (2-0) 2 ECTS 3

Exchange Rate and Foreign Exchange Markets, Exchange Rate Regimes in the World and in Turkey, Foreign Exchange in International Trade - General Principles of Bringing Foreign Exchange into Turkey and Exporting Foreign Exchange According to Legislation, International Banking Phenomenon and Definition, Organizational Structure of International Banks, International Banking Services: Classical Services, International Banking Services: Consultancy and Management Services, Coastal Banking, Foreign Exchange in International Trade, Payment / Collection Methods in International Trade: General Mechanism of Letter of Credit; Mechanisms of General Types of Letter of Credit; Mechanisms of Specific Types of Letter of Credit, Foreign Exchange in International Trade, Payment/Collection Methods in International Trade: Other Payment Types and Mechanisms.



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SBIS290 International Marketing

(2-0) 2 ECTS 3

Basic Concepts, Export Regime, Protection of Turkish Currency and Customs Legislation, Export Incentive Policies, International Market Analysis, International Commodity Strategies, International Price Strategies, International Distribution Strategies, International Promotion Strategies.

SBIS292 Logistics

(2-0) 2 ECTS 3

Definition of logistics, the birth and development of the logistics sector in Turkey and in the world, objectives, activities, land-sea-marine-air-railway transportation, customs and insurance, case studies on deficiencies in the sector

SBIS294 Digital Marketing

(2-0) 2 ECTS 3

Fundamentals of Digital Marketing, Digital marketing mix, Digital Marketing Strategies and Tactics, Current practices in Digital Marketing

SBIS296 Business Skills and Group Work

(2-0) 2 ECTS 3

Planning Organizing. Directing. Providing Coordination. Auditing. Ensuring Job Analysis. Planning Human Resources. Finding a job candidate. Selecting the employee. Providing Orientation Training. Evaluating Employee Performance. Ensuring that the employee is trained. Making Career Planning. Job Evaluation. Remuneration. Planning Production. Organizing for the realization of production. Capacity and Stock Planning. Determining the Target Market. Product Development. Determining Pricing Policies. Determining Promotion Policies. Determining Distribution Policies. Managing Customer Relationships.

SBIS298 Innovation Management

(2-0) 2 ECTS 3

Basic concepts; change, design, invention, innovation. Types of innovation; product, process, marketing and organizational innovations. The value of innovation for individuals, companies and countries. The relationship between innovation and development. Innovation models. Systems approach in innovation management; national, regional and sectoral innovation systems. Innovation strategy. Innovation management process. Intellectual property rights. Financing of innovation.

SBOS202 First Aid

(2-0) 2 ECTS 3

Basic applications of first aid, first and second assessment, basic life support in adults, basic life support in children and infants, first aid in respiratory tract obstruction, external and internal bleeding, wound and wound types, regional injuries, first aid in head and spine fractures, first aid in fractures, dislocations and sprains, first aid in diseases requiring emergency care, first aid in poisoning, heat stroke, burns and frostbite, first aid in foreign body escape, emergency transport techniques, fast transport techniques at short distances, transporting the sick or injured by creating a stretcher.

SBOS204 Human and Society

(2-0) 2 ECTS 3

Self-recognition and individualization of the individual, human and social groups, characteristics of social groups, structure and functioning of social groups, types of social groups, the effects of mass communication on the individual, the relationship between mass communication and society, migration, demographic structure and population, urbanization and socialization, modern nation state and citizenship, human-nature relations, environment and society, causes and solutions of environmental problems, environmental problems in Turkey and the world.



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SBOS208 Entrepreneurship-II

(2-0) 2 ECTS 3

In entrepreneurship; Application of business functions (management, production, marketing, finance, etc.) Basic problems and solutions in small businesses, Organizations providing support for entrepreneurship, Institutions and documents related to entrepreneurship, Sample applications.

SBOS212 Labor and Social Security Law

(2-0) 2 ECTS 3

To issue labor contract, To fulfill the obligations arising from the labor contract, To terminate the labor relationship, To terminate the labor relationship, To carry out transactions related to the union, To carry out transactions related to the union, To issue 4/1-a documents, To issue 4/1-b documents, To issue 4/1-c documents.