



T.C.
GAZIANTEP UNIVERSITY
Vocational School of Social Sciences
Bureau Services and Secretariat Department
Bureau Management and Executive Assistantship Programme
Course Content

1st Year Fall Semester (1 Semester) Compulsory Courses

SBOZ117 General Business (2-0) 2 ECTS 2

Basic concepts related to business and enterprises. Business as an economic unit. Business size and capacity concept. Establishment studies of the business. Business functions. Management concept and functions.

SBOZ109 Basic Law (3-0) 3 ECTS 3

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, Labour Law).

SBOZ115 General Economics (3-0) 3 ECTS 3

To recognise the basic concepts of economics. To recognise economic analysis methods and economic systems. To analyse the determinants of demand and elasticity of demand. To analyse the formation of consumer equilibrium. To analyse the determinants of supply and supply elasticity. To understand the formation of market equilibrium. To analyse the effects of factors affecting demand on market equilibrium. To analyse the effects of factors affecting supply on market equilibrium. To learn market types.

SBBY101 Office Management (3-0) 3 ECTS 3

Management and Manager Concepts. Office Concept. Business Processes in Offices. Communication. Correspondence Management. Time Management. Stress Management. Crisis and Image Management. Ergonomics in Offices. Filing Techniques.

SBBY103 Communication (2-0) 2 ECTS 2

Definition, elements and characteristics of communication and effective communication, language used, self-recognition, effective listening and feedback, factors that prevent and facilitate communication, persuasive communication, the role and use of emotions in communication, effective communication techniques, conflict and prevention in communication, non-verbal communication skills, rules of behaviour in social life; etiquette and courtesy, communication practices and communication with other disciplines.

SBBY105 Information and Communication Technologies-I (2-1) 3 ECTS 3

Word processing programmes. Word basic document operations. Preparing and formatting a document. Using document control spellings. Adding and editing the document. Cover page. Adding header and footer. Document views structure. Making page structure settings. Printing the document. Making applications related to the document. Making text and paragraph formatting operations. Creating and managing styles. Document control. General table operations. Adding pictures and graphics. PowerPoint basic presentation operations. Slide operations. General design operations. Text insertion and formatting operations. General shape insertion operations. Picture insertion. Adding tables and spreadsheets. Adding a sound file. Adding graphics. Adding a film. Transition effect and general show settings with different features. Printing the presentation and general settings.



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SBBY107 Keyboard Techniques

(2-1) 3 ECTS 3

Basic keyboard knowledge and general information about keyboard techniques. The history of the keyboard in the world and in Turkey. Differences between F and Q keyboards. Standard Turkish keyboard and general features. Parts of the keyboard and basic sequence letters. Correct sitting and posture adjustment. Using the letter keys. Placing the fingers on the basic sequence letters (U. I. I. E. A. K. M. M. L. L. Y). Stroke techniques for basic sequence letters. Use of spacing and Enter keys. Dot and comma keys. Use of keys other than basic sequence letters Ü. T. I-R-S Letters. C-Z-D Letters. O-N-G Letters. Letters C-G-H. Letters V-B-F. The location and use of the letters P-J-O. Word and plain text study.

SBBY109 Protocol and Social Behaviour Rules

(2-0) 2 ECTS 3

Protocol and related concepts. Protocol types. Protocol principles. Behavioural styles and protocol in social life. Behavioural styles and protocol in business life. Protocol in verbal, written and non-verbal communication. Protocol in corporate events.

SBBY111 Executive Assistantship

(3-0) 3 ECTS 3

‘Secretary’ and ‘executive assistant’ as a concept. Levels of responsibility. Historical development of secretariat. Types of secretariat. Personal and professional characteristics of the secretary. Duties and responsibilities of the secretary. Duties and responsibilities of the executive assistant. Secretariat and teamwork. Secretarial and telephone communication. Principles of interview with mobile phone. Personal image in the secretarial profession: clothing. age. body measurements. colours used. self-care.

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. It is aimed 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.



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GAUN Common Elective Courses

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 Sports

(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.

GOS121 Plastic Arts

(1-1) 0 ECTS 1

Practical 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 directing, 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.



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1st Grade Spring Semester (2nd Semester) Compulsory Courses

SBBY102 Filing and Archiving Techniques (2-1) 3 ECTS 3

Obtaining information and classification process. Recording, classification and grouping of information. Information and document management. Filing Concept. Filing Systems. Establishment of Filing System. Filing Process. Archive definition and types. Archive Management. Document retention period and destruction methods. Electronic Archiving.

SBBY104 Marketing Techniques (2-0) 2 ECTS 2

Definition of marketing and basic concepts related to marketing. Marketing environment. Market segmentation and target market selection. Market positioning. Market research. Marketing mix (product, price, distribution, promotion effort). Creating customer value. New trends in marketing.

SBBY106 Communication in the Digital Age (2-1) 3 ECTS 3

New Communication Technologies and New Features, New Media and Change, Social Media Platforms, Social Media and Personal Publishing, Social Media and Corporate Communication, Brand Management in Social Media, Globalisation and Social Media Applications, Digital Media, Internet Radio, E-Newspaper, Mobile Technologies, Future Interaction Forms, Future Communication Applications.

SBBY108 Diction and Body Language (1-1) 2 ECTS 2

Sound concept and properties. Phonetics and sound characteristics of Turkish. Breathing techniques. Emphasis, intonation, stop and other features of Turkish. Articulation (articulation) principles and exercises. Intimate space, body posture, gestures and mimics. The use of clothes and accessories.

SBBY110 Speed Reading Techniques (2-0) 2 ECTS 3

Reading act and its features. Types of reading. Approaches explaining reading. The place of the brain in reading and the function of the eye. Reading and speed reading methods. Applications to increase the sliding speed of the eye. Applications to increase the visual capacity of the eye.

SBBY112 Information and Communication Technologies-II (2-1) 3 ECTS 3

Excel worksheet overview. Creating a new workbook. Saving a workbook and opening a saved workbook. Entering information in a workbook. Setting the column width appropriately. Moving data to other cells. Row and column operations. Data operations. Row and column operations. Moving and copying. Autocomplete and fill operations. Cell formatting and cell styles. Table formatting and Conditional formatting operations. Page settings. Formulas and Functions (mathematical, statistical, text, date functions). Search Functions. Graphic creation and formatting operations.



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SBBY114 Fast Writing Techniques

(2-1) 3 ECTS 3

The location and use of the number keys on the keyboard. The location and use of auxiliary keys on the keyboard. Location and use of punctuation marks on the keyboard (Shift key, dot and comma keys, colon, semicolon, double quotes and single quotes, opening and closing parentheses, Thinning sign, exclamation mark, Slash-Time sign, Adding symbols to the text. Using line types in writing). General text writing. Rhyme writing. Detection and correction of spelling mistakes. Speed work (five-minute fast writing exercises). High speed work (three-minute fast writing exercises). Correct and error-free fast writing. Correct and fast writing of numbers and letters on the keyboard. Rhymes and general text studies.

SBBY116 Meeting Management and Presentation Techniques

(2-0) 2 ECTS 3

Meeting concept and meeting types. Pre-meeting planning, execution of meetings and post-meeting follow-up. Virtual meetings and technology. Dynamics of the meeting process. Understanding groups and group management. Effective presentations and their features. Visual presentation of information.

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.

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

The aim of this course is 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.



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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 Courses

SBBY201 Electronic Document Management

(3-1) 4 ECTS 5

Document Management, Electronic Media and Electronic Document. Information Security. Official Correspondence Procedures and Principles. File Classification and Storage Plans. Electronic Document Management System Design. Electronic Document Usage Features. Document Sharing (Mail, KEP, etc.). Signature Types and Application Principles. EBYS Application Software Overview. Applied Training in Electronic Document Management System.

SBBY203 Effective and Beautiful Speaking

(1-1) 2 ECTS 3

Definition and characteristics of speech. The importance of listening skills. Characteristics of effective speech. Characteristics of a successful speaker. Expression styles. Unprepared speeches and their features. Features and types of prepared speeches. Telephone conversations. Speech disorders.

SBBY205 Professional Foreign Language-I

(2-2) 3 ECTS 3

Introducing Yourself and Your Work and Meeting Others. Reading Professional Texts and Dialogues - Small Talk in the Workplace - Professional Vocabulary and Abbreviations - Personal and Professional Titles - Business Cards - Who's Who in the Office - Departments of a Company - Asking and Describing a Place in the Building - Formal Telephone English - Telephone Calls - Listening and Speaking Activities

AIİT201 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.



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2nd Year Fall Semester (3rd Semester) Elective Courses

SBBH201 Sector Applications-I

(2-0) 2 ECTS 3

Applications related to professional ethics, Secretarial and executive assistant practice, Applications related to technological devices, Office computer programs applications, Applications related to public and private sector relations, Preliminary preparations for meetings and organisations, Professional foreign language applications.

SBBH203 Public Relations

(2-0) 2 ECTS 3

Concept of public relations, Development of public relations, Public relations models, Public relations tools, Strategic management, Basic principles of public relations, Public relations campaign, Social responsibility, Lobbying, International public relations, Public relations and communication, Ethics and public relations.

SBBH207 Human Resources Management

(2-0) 2 ECTS 3

Basic concepts related to human resources. Human resources planning. Job analysis and job description. Finding and selecting employees. Performance appraisal. Job evaluation and wage management.

SBBH209 Information Management

(2-0) 2 ECTS 3

The concept of knowledge. Types of knowledge. Management concept. Knowledge management concept. Knowledge management process. Knowledge management strategies. Knowledge management and organisational structure. Efficiency measurement in knowledge management. Learning societies. Knowledge management success principles.

SBBH211 Crisis Management

(2-0) 2 ECTS 3

Crisis Concept, Types of Crisis and Crisis Factors. Crisis Sources. Organisational Sources of Crisis. Crisis Process. Consequences of Crisis. Crisis Period Management.

SBBH213 Innovation Management

(2-0) 2 ECTS 3

Introduction to Innovation Management. Types of innovation. Innovation management within the company. Compatibility of internal organisational structure, communication infrastructure, personnel adaptation, integration of customers. Visionary leadership in innovation management.

SBBH215 Time Management

(2-0) 2 ECTS 3

The concept of time in general, Time Types, Approaches to Time Management, Factors Playing a Role in Personal Time Management, Stages of Personal Time Management, Organisational Time Management, Time Traps.

SBBH217 Sales Management

(2-0) 2 ECTS 3

What is Sales. What are Sales Channels. Sales Approaches. Telesales. Who is a telesalesperson. Features of telesalesperson. Duties of telesalesperson. Effective Management of Sales Process.



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SBBH219 Image and Perception Management

(2-0) 2 ECTS 3

Perception concept, properties and types. Theoretical approaches in perception. Perception management, characteristics and basic principles. Perception management strategies and techniques. The structure of the communication process in perception management. Corporate perception management. Institution and target audience relationship. Image concept, characteristics and types. Image management, characteristics and basic principles. Image management strategies. Corporate image and corporate image management. Brand image and related concepts. Perception and image management relationship. Corporate perception and corporate image management.

SBBH221 Social Media and Brand Management

(2-0) 2 ECTS 3

Ensuring that the brand is recognised and publicised. To harmonise brand positioning with sales strategies and practices. To follow brand strategies and act accordingly. To restructure the brand by following competitors' brand strategies.

SBBH223 Organisational Behaviour

(2-0) 2 ECTS 3

Organisational culture. Individual and personality. Groups in organisations. Communication in organisations. Conflict in organisations, organisational stress, mobbing in organisations, ethics in organisations.

SBBH225 Telephone Communication Techniques

(2-0) 2 ECTS 3

Greeting the phone, understanding the need, listening, questioning and farewell techniques, Speaking correctly and effectively on the phone, Steps of telephone conversation, Telephone answering subtleties, External calls, Internal calls, Telephone ethics, Dealing with difficult customers on the phone, Handling complaints, Conference calls, What to say / not to say when communicating with customers, Listening skills, Questioning skills.

SBBH227 Corporate Communication

(2-0) 2 ECTS 3

Recognition of corporate communication concepts, examination of corporate communication channels, removal of obstacles to corporate communication.

SBBH229 Media Literacy

(2-0) 2 ECTS 3

This course includes; The concept of media literacy, The emergence and importance of media literacy, Basic principles in media literacy, Basic principles in media literacy, Media literacy theories, Protectionist and vaccinationist approach, Media literacy practices in the world, Media literacy education in Turkey, Media literacy practices, Media analyses, Health, culture and education in the media, Women, politics and sports in the media, Children and entertainment in the media, The use of media in Turkey, General evaluation.

SBBH231 Social Media and Popular Culture

(2-0) 2 ECTS 3

TV and Popular Culture, Theories of Mass Communication, Commercialisation and Popularisation, Football and Popular Culture, Advertising and Popular Culture, Different approaches to Popular Culture, Popular Culture and Ideology, TV series and cultural imperialism, Social transformation and lifestyles, Globalisation, Advergame.



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SBBH233 Social Media Editorial

(2-0) 2 ECTS 3

To ensure the preparation of content to be shared in social media accounts, To support the direction and management of the content of social media accounts, To ensure the timing and planning of posts in digital media, To create strategic content that will positively support the company's image, To help direct the company profile in the eyes of the target audience, To develop content that supports the company's image, introduces a new product or promotes the service in social accounts on a daily basis, To ensure that the content in social media is supported by visual materials that support the profile with an editorially appropriate language and profile.

SBBH235 Effective Reporting Techniques

(2-0) 2 ECTS 3

Overview of Reporting Concept. Reporting processes, Reporting types, Source analysis and association. Interpretation of data. Reporting formats. Reporting techniques. Report preparation. Report sections. Shape and format features of reports. Language and style in reports. Elements to be considered in written communication.

SBBH237 Recruitment and Interview Techniques

(2-0) 2 ECTS 3

The importance of recruitment process in HR management. Recruitment systems. Effectiveness and measurement of recruitment process. Determination of personnel requirements. Interview types, methods and stages.

SBBH239 Labour Economics

(2-0) 2 ECTS 3

Labour economics conceptually. Labour markets and general framework. Leisure and working time preference. Indifference curves. Utility maximising time use preference. Changes in wage rates, income and substitution effects. Market and individual labour supply curves. Labour demand. Labour market equilibrium. Wage theories and wage differentials. Economics of education. Labour market and trade unions. Unemployment and labour market policies.

SBBH241 Medical Secretariat

(2-0) 2 ECTS 3

Medical documentation. Medical documentation procedures. Medical terminology. Basic health and disease knowledge. Communication in health services. Correct drug use. Health information systems.

SBBH243 Information Technology Law

(2-0) 2 ECTS 3

Private data, open data and anonymised data concepts. Ownership of data. In what cases the data will be protected within the scope of intellectual property rights, trade secrets, etc. rights. Personal data and some limitations and rules to be followed regarding these data. To recognise the relevant legislation and practices in the protection of data both in the world and in Turkey.

SBBH245 Communication Law

(2-0) 2 ECTS 3

The Concept of Communication and Freedom of Communication. Freedom of Communication. Press and Freedom of the Press. Press Regime. Special Provisions on Members of the Press. Freedom of the Press and Prohibition of Censorship. Criminal Liability in the Press and Limits of Freedom of Communication. Offences under the Press Law and Civil Liability in the Press. Radio and Television Regime. Radio and Television Law and RTÜK. Internet Law.



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SBBH247 Research Methods and Techniques

(2-0) 2 ECTS 3

Science, Science, Social science, Qualitative and quantitative research approaches; Stages of Quantitative Research: Subject, Objective, Literature review, Population and sample, Data collection and analysis, Reporting. Descriptive Method: Questionnaire, Interview, Observation. Measurement and Measurement Tools: Scale types, Validity, Reliability, Measurement tools. Correlational Method. Causal Comparison Method, Experimental Method, Scientific Research Ethics, Evaluation of Scientific Research.

SBBH249 Quality Management Systems

(2-0) 2 ECTS 3

Quality concept. Standard and standardisation. The 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.

SBBH251 Advanced Keyboard Techniques-I

(2-0) 2 ECTS 3

Sentence writing applications. Speed test applications. Text writing applications. Finding and preventing errors in the text. Capital letter writing. Speed test on the use of capital letters. Use of delete and enter keys and text study. One-minute fast writing exercises in the text. One and three minute poetry and proverbs studies. Speed studies on writing rhymes and sentences.

SBBH253 Web Design

(2-0) 2 ECTS 3

Introduction of web design and HTML configuration. Examination of components to be used in web design. Use of HTML tags. Use of Adobe Dreamweaver Programme. Basic CSS knowledge, performing design operations with CSS. Design operations in Adobe Photoshop Programme, use of designs. Basic animation operations with Macromedia Flash Programme, use of prepared animations. Hosting, Domain and site publishing operations. Registration and optimisation of search engines.

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; Definition of Occupational Accidents; Causes and Prevention Methods; The Importance of Occupational Safety Studies in terms of Labor Efficiency; The Economic Importance of Occupational Safety Studies; Formation and Classification of Occupational Accidents; Hazards and Hazard Types; Methods and Solutions in Accident Investigations; Planning in the Field of Isig; Occupational Accidents and Incidents Investigation; Accident Analysis Methods; Field Inspections.

SBOS207 Entrepreneurship-I

(2-0) 2 ECTS 3

Entrepreneurship Concept and Emergence; Entrepreneurial Forms in Turkey; Venture Capital and Application Area in Turkey; Small Business Types; Contributions to Economy and Social System; Establishment Process of Small Businesses (Establishment Place; Area; Capacity Determination and Legal Structure).



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SBOS209 Entrepreneurship

(2-0) 2 ECTS 3

Concept of Entrepreneurship; Testing Entrepreneurial Characteristics; Business Idea Development and Creativity Exercises; Experience Sharing; Business Concept; Business Functions: Forms of Establishment; Business Functions: Types; Business Functions: Financial and Legal Responsibilities; Business Plan Concept; Market Research; Business Plan Concept and Elements; Marketing Plan; Business Plan Concept and Elements: Production; Management and Financial Plans; Workshops on Business Model and Business Plan; Business Plan Presentations.

SBOS211 Behavioral Sciences

(2-0) 2 ECTS 3

Basic concepts of behavioral sciences and psychology, principles of customer service and its importance, customer types, needs and conditions they will face in customer service, customer service personnel's efforts to meet and exceed customer expectations.

SBOS213 Customer Relations

(2-0) 2 ECTS 3

Conceptual Framework in Customer Relationship Management, Customer Satisfaction, Customer Loyalty and Customer Value in Customer Relationship Management, Information Management Process in Customer Relationship Management, Communication in Customer Relationship Management, Planning and Implementation Process in Customer Relationship Management, Measurement of Customer Relationships.

SBOS215 Turkish Economy

(2-0) 2 ECTS 3

Economic structure after the Ottoman Empire, Economic Developments in the Industrialization Period, Turkish Economy after the Second World War, Turkish Economy in the 1950 -1960 Period, Turkish Economy in the 1960-1978 Period, 1978 -1979 Depression and January 24, 1980 Stability Decisions, 90 Years and April 5, 1994 Decisions, Developments in the Economy and Continuing Problems Entering the 21st Century, 2000 - 2002 Structure of the Economy, 2002 - 2004 Transition to Strong Economy Program, 2007 - 2009 Global Crisis, Turkish Economy after the Global Crisis.

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

Courses 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 work 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.

Courses to be taken if students do not go to practice

SBBY202 Professional Foreign Language-II

(3-1) 4 ECTS 5

Introducing a Company - Professional Vocabulary and Abbreviations - Welcoming Customers and Visitors - Reading Professional Texts and Dialogues - Formal and Everyday E-mails - Business E-mail Examples - Application Forms - Asking and Describing a Place in the City Centre - Filling in Forms - Hotel Transportation and Restaurant Reservations - Making Appointments - Formal Meeting English - Listening and Speaking Activities.

SBBY204 Teamwork and Leadership

(2-0) 2 ECTS 3

Teamwork and Human Relations, Basic Factors of Teamwork, Managerial Principles of Teamwork, Motivation in Teamwork, Reward, Incentive and Goal Management in Teamwork, Trust in Teamwork, Teamwork and Stress Management, Power, Authority and Leadership in Management, Leadership Theories, Conflict Management and Resolving Leadership, Leadership and Change, Leadership and Performance Appraisal, Leadership and Ethics.

SBBY206 Management and Organisation

(3-0) 3 ECTS 5

Basic concepts. Management and organisation theories. Management functions; Planning, organising, directing, coordinating, controlling. Recent developments in management.

SBBY208 Time and Stress Management

(3-0) 3 ECTS 5

The concept of time in general, Time Types, Approaches to Time Management, Factors Playing a Role in Personal Time Management, Stages of Personal Time Management, Organisational Time Management, Time Traps. Distinguishing the positive and negative sides of the concept of stress, creating a guide to transform stress into happiness, using techniques to combat stress.

AIİT202 Atatürk's Principles and Revolution History-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.



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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.

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

SBBH202 Sector Applications-II

(2-0) 2 ECTS 3

Applications related to professional ethics, Secretarial and executive assistant practice, Applications related to technological devices, Office computer programs applications, Applications related to public and private sector relations, Preliminary preparations for meetings and organisations, Professional foreign language applications.

SBBH208 Risk Management

(2-0) 2 ECTS 3

The concept of risk management in business. Classification of risks in businesses. Risk identification techniques. Risk management process in businesses. Risk financing methods.

SBBH210 Supply Chain Management

(2-0) 2 ECTS 3

Supply chain and supply chain management concepts and development. Supply chain components and management processes. Principles, activities, objectives in supply chain management. Customer relationship management, supplier relationship management in supply chain management. Performance evaluation in supply chain management.

SBBH212 Contemporary Management Techniques

(2-0) 2 ECTS 3

Definition of management concept. Contemporary management approaches. Contemporary management techniques; Process Renewal-Change Engineering, Benchmarking, Pareto Analysis, Downsizing, Empowerment, Supply Chain Analysis, Reorganisation, Total Quality Management (Kaizen-Full Time Production-Lean Production-6 Sigma), Outsourcing, Bureaucratic Organizations, Adhocratic Organizations, Learning Organizations, Network Organizations, Lean Organizations, Virtual Organizations.

SBBH214 Oral Communication Techniques

(2-0) 2 ECTS 3

Definition, elements and characteristics of communication and effective communication, language used, self-recognition, effective listening and feedback, factors that prevent and facilitate communication, persuasive communication, the role and use of emotions in communication, effective communication techniques, conflict and prevention in communication, non-verbal communication skills, rules of behaviour in social life; etiquette and courtesy, communication practices and adoption of communication with other disciplines.

SBBH216 Brand Communication

(2-0) 2 ECTS 3

It is aimed to deal with all aspects of brand management in relation to communication management. Brand communication as a crossroads area where public relations, advertising and marketing communication can meet in the developing communication age.



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SBBH218 Media and Society

(2-0) 2 ECTS 3

Sociological, economic and historical effects of the media on society.

SBBH220 Consumer Behaviour

(2-0) 2 ECTS 3

The concept of consumer behaviour. Consumers as decision makers. Shopping, purchasing and evaluation. Individual influences on consumer behaviour. Cultural influences on consumer behaviour. Group effects in consumer behaviour. Consumer purchase decision process. Digital age and its effects on consumer behaviour.

SBBH222 Public Private Sector Structure

(2-0) 2 ECTS 3

Legislative, executive, judiciary. Administrative structure and relations, Human resources and bureaucracy, State economic enterprises. Provincial and local governments. Effective management. Autonomous neutral institutions. Independent regulatory supreme organisations. Co-managed institutions. Professional organisations in the nature of public institutions. Political parties. Trade unions and confederations. Representative offices. Foundation, association, economy, industry and commercial institutions.

SBBH224 Pre-Accounting

(2-0) 2 ECTS 3

General information. Balance sheet and accounts. Accounting system, Current assets, Fixed assets, Foreign resource accounts. Equity accounts. Income statement accounts. Commercial documents. Order-Waybill-Invoice, Cash transactions. Accounting transactions related to personnel. Current account. Bank transactions. Proforma invoice. Financial reports. Budgeting.

SBBH226 Information Economy

(2-0) 2 ECTS 3

Information society and its characteristics. General definition and characteristics of knowledge economy. Measurement of knowledge economy. Knowledge economic effects. Competition, market and R&D in knowledge economy. Knowledge economy and education. Knowledge economy and public sector relationship. Knowledge economy and Turkey.

SBBH228 Financial Literacy

(2-0) 2 ECTS 3

Post-modern consumer culture. Consumer literacy. Financial literacy. The importance of financial literacy. Individual finance. Financial management for households. The dark side of the financial system and investor protection.

SBBH230 Legal Secretariat

(2-0) 2 ECTS 3

The place and importance of the legal secretarial profession in business life; basic features to be possessed in the fulfilment of the legal secretarial profession; legal secretarial services; speaking on the phone; meeting management, arranging appointments; guest hospitality; arranging a business trip; responsibilities towards the manager; general definition of the secretarial profession; working areas, duties and responsibilities, professional ethics and organisation, professional image.

SBBH232 Sign Language

(2-0) 2 ECTS 3

Historical development of Turkish sign language, sign language alphabet and basic concepts related to sign language. Applications of communicating with Turkish sign language at a basic level.



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SBBH234 Management Information Systems (2-0) 2 ECTS 3

Introduction to information systems. Application development, Requirements analysis and determination. Structural analysis development strategy. Prototype development and implementation strategy. System design. Computer output design. Input output. File design and use of auxiliary tools. Interactive database design. Data communication. Quality assurance. System implementation and management. Hardware and software selection.

SBBH236 System Analysis and Design (2-0) 2 ECTS 3

System concept. System hierarchy and classification. System analysis. System design. Input and output design. Information systems. Decision support systems. Database design. Project preparation for the field.

SBBH238 Information Security Management (2-0) 2 ECTS 3

Information security concept. Information security requirements. Confidentiality and security of data. Standards in information security. Authorisation. Security classifications. Risk analysis. Information security management policies. Information security management and standards.

SBBH240 Use of Technology (2-0) 2 ECTS 3

Office technology and automation systems. Office equipment and online technologies. Online information resources. Meeting and presentation systems. Information processing systems and mobile communication. Information security and management. Selection, purchase and effective use of office equipment. Internet use. Web services. Various technological services.

SBBH242 Advanced Keyboard Techniques-II (2-0) 2 ECTS 3

Writing numbers, signs and symbols. Speed studies related to numbers, signs and symbols. Application repetitions related to the use of all keyboard keys. Increasing speed and error-free writing studies in text studies. Application activities of misspelled letters. Speed increase with repetition of nursery rhyme studies (One minute). Speed increase with legal and judicial texts. Timed poetry studies (One minute). Timed work in advanced long texts (One minute). Speed calculations.

SBBH244 Statistics (2-0) 2 ECTS 3

Collecting data. Transforming data into series. To calculate measures of variability of series. Calculating probabilities. Analysing with random variables. Sampling. Applying test types. To analyse the relationship between variables. To make index calculations.

SBBH246 Commercial Mathematics (2-0) 2 ECTS 3

Ratio and proportion. Average. Percentage and thousandth accounts. Cost and sales accounts. Cost and sales accounts. Calculating the mixture. Interest accounts. Discounting. Applications.



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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 Obstruction; External and Internal Bleeding; Wounds and Wound Types; Regional Injuries; First Aid in Head and Spine Fractures; Fractures; First Aid in Dislocations and Sprains; First Aid in Diseases Requiring Emergency Care; Poisoning; Heat Stroke; Burns and Freezing; First Aid in Foreign Body Escape; Emergency Transportation Techniques; Fast Transportation Techniques in Short Distance; Transporting Patients or Injured by Creating Stretcher.

SBOS204 Human and Society

(2-0) 2 ECTS 3

Self-Knowledge and Individualization of the Individual; Human and Social Groups; Characteristics of Social Groups; Structure and Functioning of Social Groups; Types of Social Groups; 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 Relationship; Causes and Solutions of Environmental Problems; Environmental Problems in Turkey and the World.

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 an employment contract; To fulfill the obligations arising from the employment contract; To terminate the employment relationship; To carry out union-related procedures; To issue 4/1-A documents; Cautions; Occupational Health and Safety Regulation; International Health and Safety Cautions; International Health and Safety Cautions; International Health and Safety Cautions; International Health and Safety Cautions.