



**FINAL INTERNATIONAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

<b>Program</b>	Business Administration
<b>Medium of Instruction</b>	English

<b>Category</b>	<b>Associate Degree</b>	<b>X</b>	<b>Undergraduate</b>	<b>Masters (Project Based)</b>	<b>Masters (Thesis)</b>	<b>PhD</b>

**CURRICULUM**

<b>ABBREVIATIONS</b>		
<b>UC:</b> University Core	<b>FC:</b> Faculty Core	<b>AC:</b> Area Core
<b>UE:</b> University Elective		<b>AE:</b> Area Elective

**YEAR 1**

**FALL**

Semester	Course code	Course name	Course category	Credit			Pre-requisite	ECTS Credits
				Lec.	Pract.	Tot.		
1	MGMT101	Introduction to Business I	FC	3	0	3		7
1	ECON101	Introduction to Economics I	FC	3	0	3		7
1	MATH111	Mathematics for Business I	FC	3	0	3		7
1	COMP111	Computer I	UC	2	1	3		3
1	ENGL101	English I	UC	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>30</b>

**SPRING**

2	ECON102	Introduction to Economics II	FC	3	0	3	ECON101	7
2	MGMT102	Introduction to Business II	FC	3	0	3	MGMT101	6
2	COMP112	Computer II	UC	2	1	3	COMP111	3
2	MATH112	Mathematics for Business II	FC	3	0	3	MATH111	6
2	ENGL102	English II	UC	3	0	3	ENGL101	6
2	HIST100/ TURK100	History of Turkish Republic/ Turkish as a Second Language	UC	2	0	2		2
<b>Total Credit</b>						<b>17</b>		<b>30</b>

**YEAR 2**

**FALL**

3	MGMT201	Organizational Theory	AC	3	0	3		6
3	MGMT203	Behavioral Science	AC	3	0	3		6
3	MGMT205	Business Law	AC	3	0	3		6
3	ACCT201	Principles of Accounting I	FC	3	0	3		6
3	STAT211	Business Statistics I	FC	3	1	3	MATH111	6
<b>Total Credit</b>						<b>15</b>		<b>30</b>

<b>SPRING</b>								
4	MGMT202	International Commerce	AC	3	0	3		6
4	MGMT204	Business Communication	AC	3	0	3		6
4	MGMT206	Entrepreneurship	AC	3	0	3		6
4	ACCT202	Principles of Accounting II	AC	3	0	3	ACCT201	6
4	STAT212	Business Statistics II	FC	3	1	3	STAT211	6
<b>Total Credit</b>						<b>15</b>		<b>30</b>
<b>YEAR 3</b>								
<b>FALL</b>								
5	MGMT301	Production and Operation Management	AC	3	0	3		6
5	MGMT303	International Business	AC	3	0	3		6
5	MGMT305	Management Information System	AC	3	0	3		5
5	MARK301	Principles of Marketing	AC	3	0	3		5
5	FINA310	Fundamentals of Corporate Finance	AC	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>28</b>
<b>SPRING</b>								
6	MGMT302	Quantitative Analysis for Management	AC	3	1	3	STAT212	6
6	MGMT304	Organizational Behavior	AC	3	0	3		5
6	MGMT306	Human Resource Management	AC	3	0	3		4
6	FINA302	Money and Banking	AC	3	0	3		6
6	UE-XXX	University Elective I	UE	3	0	3		6
6	MGMT300	Summer Internship - 30 calendar days	AC	0	0	0		5
<b>Total Credit</b>						<b>15</b>		<b>32</b>
<b>YEAR 4</b>								
<b>FALL</b>								
7	MGMT401	Research Methods	FC	3	0	3		6
7	FINA401	Financial Statement Analysis	AC	3	0	3	ACCT202	6
7	UE-XXX	University Elective II	UE	3	0	3		6
7	AE-XXX	Area Elective I	AE	3	0	3		6
7	AE-XXX	Area Elective II	AE	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>30</b>
<b>SPRING</b>								
8	MGMT402	Strategic Management	AC	3	0	3		6
8	MGMT404	Customer Relations Management	AC	3	0	3		6
8	ECON402	Managerial Economics	AC	3	0	3		6
8	AE-XXX	Area Elective III	AE	3	0	3		6
8	UE-XXX	University Elective III	UE	3	0	3		6
<b>Total Credit</b>						<b>15</b>		<b>30</b>

### AREA ELECTIVE COURSES

	Course Code	Course Name	Credit			ECTS Credits
			Lec.	Pract.	Tot.	
1.	MGMT410	Insurance & Risk Management	3	0	3	6
2.	MGMT411	Non-Governmental Organizations	3	0	3	6
3.	MGMT412	Corporate Governance & Family Business	3	0	3	6
4.	MGMT413	Small Business Seminar	3	0	3	6
5.	MGMT414	Contemporary Issues in Business	3	0	3	6
6.	MGMT415	Project Evaluation and Investment Management	3	0	3	6
7.	MGMT416	Supply Chain and Management	3	0	3	6
8.	MGMT417	Cross Cultural Studies in Organizations	3	0	3	6
9.	MGMT418	Workshop in Export and Import	3	0	3	6
10.	MGMT420	Logistic Management	3	0	3	6
11.	MGMT421	Leadership and Organizational Culture	3	0	3	6
12.	MGMT422	Service Quality Management	3	0	3	6
13.	MGMT423	Investment Management	3	0	3	6
14.	MGMT424	Business Ethics	3	0	3	6

### COURSE BREAKDOWN

	Total		
	Number	Credit	ECTS Credits
<b>All Courses</b>	<b>41</b>	<b>122</b>	<b>235</b>
<b>University Core Courses</b>	5	14	20
<b>Faculty Core Courses</b>	10	30	64
<b>Area Core Courses</b>	20	60	115
<b>Area Elective Courses</b>	3	9	18
<b>University Elective Courses</b>	3	9	18
<b>Summer Internship</b>	1	0	5
<b>Total</b>			<b>240</b>

  

Semester	1	2	3	4	5	6	7	8	Average
<b>Number of courses</b>	5	6	5	5	5	5	5	5	5.125
<b>Total credits</b>	15	17	15	15	15	15	15	15	15.25
<b>Total ECTS Credits</b>	30	30	30	30	28	32	30	30	30

## COURSE DESCRIPTIONS / SYNOPSES

<b>1.</b>	<b>Course code:</b> MGMT101	<b>Course title:</b> Introduction to Business I
	In this course, students will explore all of the primary disciplines in business on an introductory level: economics, human resource management, finance options, managerial accounting principles and marketing strategies. At the end of this course, a student will be able to understand the business system, global context of business and conduct business ethically and responsibly.	
<b>2.</b>	<b>Course code:</b> ECON101	<b>Course title:</b> Introduction to Economics I
	This course introduces students to the key concepts and topics of microeconomics such as demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly, monopolistic competition, oligopoly and factor markets.	
<b>3.</b>	<b>Course code:</b> MATH111	<b>Course title:</b> Mathematics for Business I
	This course is designed for Business and Economic students. Topics include the review of linear and non-linear functions and models (including cost, revenue, profit, demand and supply), solving linear and non-linear systems of equations, matrices, linear programming, difference equations and mathematics of finance.	
<b>4.</b>	<b>Course code:</b> COMP111	<b>Course title:</b> Computer I
	This course introduces students to the key concepts and topics of information technology and their significance for business, economics, and society. Topics include understanding how computers work, fundamental concepts relating to hardware, software, central processing unit, input and output, storage, networks and internet. The course also improves basic PC, Windows, and MS Office skills, and intermediate-level Word and PowerPoint skills.	
<b>5.</b>	<b>Course code:</b> ENGL101	<b>Course title:</b> English I
	This is a first-semester EAP course for freshman students, and it focuses on developing both receptive and productive skills as well as the study skills required for university-level coursework.	
<b>6.</b>	<b>Course code:</b> ECON102	<b>Course title:</b> Introduction to Economics II
	This course examines the differences between the economy in the short run and in the long run. A number of macroeconomic models, determination of national income, problems of inflation, unemployment and growth are considered, and the results are used to conduct macroeconomic policy discussion on stabilization policies and government debt. By the end of this module, the students will be able to understand the relationships between different economic variables, presentation of economic issues with graphs, tables and essays and identify economic issues both in theory and practice.	
<b>7.</b>	<b>Course code:</b> MGMT102	<b>Course title:</b> Introduction to Business II
	This course will enable the student to learn about the stock market, personnel management, leadership and motivational techniques. This course is a survey of the functions of business, the role of motivation and leadership, a comparison of the forms or organizations and methods of administration and the interdependence of production, distribution and finance in modern business.	
<b>8.</b>	<b>Course code:</b> COMP112	<b>Course title:</b> Computer II
	This course introduces business applications of information technology and related issues, including electronic commerce, computer security and privacy, database management systems, programming languages, systems analysis and design, and expert systems. Intermediate-level Windows and MS Office skills, and advanced-level Excel skills will also be improved.	
<b>9.</b>	<b>Course code:</b> MATH112	<b>Course title:</b> Mathematics for Business II
	The main objective of the course is to provide the mathematical background needed for the solution of business and economics problems. Subjects are supported by some selected real life application problems.	

<b>10.</b>	<b>Course code:</b> ENGL102	<b>Course title:</b> English II
	This course is continuation of ENGL 101- English I. It involves further development of students' EAP oral and written communication skills as well as further development of the study skills essential to success at this level.	
<b>11.</b>	<b>Course code:</b> TURK100	<b>Course title:</b> Turkish as a Second Language
	This course is designed to provide international students with the basic lexis and grammar of the Turkish language and to develop basic receptive and productive skills in Turkish.	
<b>12.</b>	<b>Course code:</b> HIST100	<b>Course title:</b> History of Turkish Republic
	This course is designed to provide Turkish-speaking students enrolled in English-medium programs with a brief historical account of the Republic of Turkey.	
<b>13.</b>	<b>Course code:</b> MGMT201	<b>Course title:</b> Organizational Theory
	An examination of the four functions of management (planning, organizing, leading, and controlling) with emphasis on the application of management concepts and theories to achieve organizational goals. The aim is to develop strategies, goals, and objectives to enhance performance and sustainability. Topics include ethics, social responsibility, globalization, and change and innovation.	
<b>14.</b>	<b>Course code:</b> MGMT203	<b>Course title:</b> Behavioral Science
	The main goal of this course is to bring together perspectives of psychology and sociology. The course introduces behavioral aspects of societies, groups, and individuals, behavior at work, interpersonal relationships, well being and health and ability to show empathy to others.	
<b>15.</b>	<b>Course code:</b> MGMT205	<b>Course title:</b> Business Law
	This course introduces the sources and basic principles of the law as related to business, the Constitution, sources of the law, business ethics; and examines a variety of applications of the law in contracts, torts, agency, and government regulation of business.	
<b>16.</b>	<b>Course code:</b> ACCT201	<b>Course title:</b> Principles of Accounting I
	This course focuses on the asset side of the balance sheet: Cash, accounts and notes receivable, inventory, marketable securities, equity investments, and intangibles. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of financial statements.	
<b>17.</b>	<b>Course code:</b> STAT211	<b>Course title:</b> Business Statistics I
	Business Statistics is the science of collecting, organizing, and summarizing data to provide information, stated in numerical form, for the purpose of making objective business decisions. Descriptive statistics, sampling, sampling size estimation and hypothesis testing will be the focuses of the course.	
<b>18.</b>	<b>Course code:</b> MGMT202	<b>Course title:</b> International Commerce
	The course focus on the trade theories (no trade model, Ricardian model, Heckscher-Ohlin theory, factor price equalization theorem, Stolper Samuelson theorem, Rybczynski Theorem), international trade and its importance, compares free trade with autarky, and looks at policy implications.	
<b>19.</b>	<b>Course code:</b> MGMT204	<b>Course title:</b> Business Communication
	The main aim of this course is to develop students' effective written and oral communication skills in business English. Students will be involved in business-related writing, presentations, discussions and resume writing. The course also intends to develop students' research skills and familiarize them with ethical concerns in business communication.	

<b>20.</b>	<b>Course code:</b> MGMT206	<b>Course title:</b> Entrepreneurship
	This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Student will be able to recognize the entrepreneurial potential within them and others in their environment, appreciate the role of entrepreneurship within society, at the level of the organization, and in their own personal life, understand the process nature of entrepreneurship, and ways to manage the process.	
<b>21.</b>	<b>Course code:</b> ACCT202	<b>Course title:</b> Principles of Accounting II
	This course examines the principles, techniques, and uses of accounting in the planning and control of business organizations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, and Activity Based Costing (ABC). Related theory and application will also be reviewed.	
<b>22.</b>	<b>Course code:</b> STAT212	<b>Course title:</b> Business Statistics II
	The aim of this course is to familiarize students with the basic concepts and techniques in statistics, to enhance the analytical skills of students to interpret data and to produce information for decision making in functional areas of business and economics, to help students think statistically and to motivate students to study further in areas of challenge offered by statistics.	
<b>23.</b>	<b>Course code:</b> MGMT301	<b>Course title:</b> Production and Operation Management
	<b>Course outline:</b> This course covers the translation of product and services requirements into facilities, procedures, and operating organizations. It includes product design, production alternatives, facilities location and layout, resource requirements planning, quality control, and project management.	
<b>24.</b>	<b>Course code:</b> MGMT303	<b>Course title:</b> International Business
	This course provides an overview of the international businesses, economic development and international trade theories, social, political, economical and cultural differences and their importance, international marketing, international dimension of management, importing and exporting activities, country risk analysis and product differentiation.	
<b>25.</b>	<b>Course code:</b> MGMT305	<b>Course title:</b> Management Information Systems
	This course provides an in-depth look at how business firms use information technologies and information systems to achieve corporate objectives. Upon completion of the course, the student should understand and assess the role of Information Systems in achieving competitive advantage in the ever changing business world of today. Main topics are: Information systems in global business today, global e-business, information systems, organizations and strategy, foundation of business intelligent, achieving operational excellence and customer intimacy, e-commerce, enhancing decision making, managing global systems.	
<b>26.</b>	<b>Course code:</b> MARK301	<b>Course title:</b> Principles of Marketing
	An understanding of consumer decision-making processes is developed through application of behavioral sciences. Organizational decision-making processes are also considered. The main subjects of this course are market segmentation, product development policies and methods, distribution decisions, and international marketing. Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies.	
<b>27.</b>	<b>Course code:</b> FINA310	<b>Course title:</b> Fundamentals of Corporate Finance
	This course presents basic principles of corporate finance and develops tools for financial decisions and valuation in the presence of uncertainty, imperfect information, and conflicting incentives among stakeholders.	
<b>28.</b>	<b>Course code:</b> MGMT302	<b>Course title:</b> Quantitative Analysis for Management
	This course enables students to improve their skills in observing and reporting. They will learn how to collect data, describe, categorize and analyze them. Computer packages for data analysis will be used as well.	

<b>29.</b>	<b>Course code:</b> MGMT304	<b>Course title:</b> Organizational Behavior
	The study of human behavior in organizations. Emphasizes theoretical concepts and practical methods for understanding, analyzing, and predicting individual, group, and organizational behavior. Topics include work motivation, group dynamics, decision making, conflict and negotiation, leadership, power, and organizational culture. Ethical and international considerations are also addressed.	
<b>30.</b>	<b>Course code:</b> MGMT306	<b>Course title:</b> Human Resources Management
	The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management. Topics cover such areas as personal planning, performance management and appraisal, managing employee retention, pay for performance etc.	
<b>31.</b>	<b>Course code:</b> FINA302	<b>Course title:</b> Money and Banking
	This course offers analysis of monetary theories, importance and structure of the financial system, functions of money, money supply and money demand, determination of interest rate, monetary and fiscal policies and their effects, money and inflation and applications.	
<b>32.</b>	<b>Course code:</b> UE-XXX	<b>Course title:</b> University Elective I
	<b>Course outline:</b>	
<b>33.</b>	<b>Course code:</b> FINA401	<b>Course title:</b> Financial Statement Analyses
	This course provides the tools and information needed to interpret and analyze financial statements. It will also enable students to make informed financial decisions based on the information contained in the financial statements.	
<b>34.</b>	<b>Course code:</b> MGMT401	<b>Course title:</b> Research Methods
	Research Methods introduces students to foundational issues of social scientific research, research ethics and academic integrity. Students will examine the strengths and weaknesses of major quantitative and qualitative data collection techniques as well as the processes involved in planning and executing such projects.	
<b>35.</b>	<b>Course code:</b> UE-XXX	<b>Course title:</b> University Elective II
	<b>Course outline:</b>	
<b>36.</b>	<b>Course code:</b> AE-XXX	<b>Course title:</b> Area Elective I
	<b>Course outline:</b>	
<b>37.</b>	<b>Course code:</b> AE-XXX	<b>Course title:</b> Area Elective II
	<b>Course outline:</b>	
<b>38.</b>	<b>Course code:</b> ECON402	<b>Course title:</b> Managerial Economics
	Analysis of the management processes associated with resource acquisition and allocation will be covered in this course. This course covers theories of demand, production, cost and pricing, basic estimating techniques with emphasis on applications and the forecasting of business and financial conditions for optimal decisions. Quantitative methods are also stressed.	
<b>39.</b>	<b>Course code:</b> MGMT402	<b>Course title:</b> Strategic Management
	Strategic management introduces students to foundational issues of strategic management, strategy formulation, portfolio analysis, growth strategies, stability strategies, collaborative strategies, and implementing strategic plan. Students will be able to understand the key concepts and principles of strategy formulation and competitive analysis, use analytical skills, tools and techniques for analyzing a company strategically, build on and integrate ideas, concepts, and theories from previously taken functional courses such as Accounting, Finance, and Marketing and think critically and strategically.	

<b>40.</b>	<b>Course code:</b> MGMT404	<b>Course title:</b> Customer Relations Management
	This course introduces students how to develop customer loyalty in businesses. Main topics covered in the course include customer loyalty and discussing its benefits, CRM types, goals and process, preparation and implementation of a cost efficient CRM program, automated system and eCRM.	
<b>41.</b>	<b>Course code:</b> AE-XXX	<b>Course title:</b> Area Elective III
	<b>Course outline:</b>	
<b>42.</b>	<b>Course code:</b> UE-XXX	<b>Course title:</b> University Elective III
	<b>Course outline:</b>	