

## GRADUATE SCHOOL OF SOCIAL SCIENCES

Social Sciences Institute of Anadolu University was established in 1982. The Institute offers over twenty postgraduate programmes of masters or doctorates. The main aim of the Social Sciences Institute is to organize and administer Masters and Doctorate programmes of related science and art branches. These programmes are aimed towards training research assistants who will form the next generation of academicians and researchers and contribute to private sector human resources. The non-thesis evening MBA program is designed specifically to provide high quality education opportunities for those working fulltime. Additionally a non-thesis MBA program is offered in The Turkish Republic of Northern Cyprus since 1999 and a non-thesis MBA program has been offered in Cologne, Germany since 2003 through collaboration with the University of Cologne. Anadolu University is one of the few universities in Turkey that offers doctorate level education programs. This feature enables Anadolu University Social Sciences Institute to help other Universities in educating their research assistants.

Director : Prof. Dr. Kemal YILDIRIM  
Deputy Director : Asst. Prof. Dr. Nilüfer BORAN GÜNEYSU  
Deputy Director : Asst. Prof. Dr. Sultan Fatih KOSTAKOĞLU  
Secretary of Institute : Tuman AÇIKGÖZ

### STAFF

**Assistant professors:** Nilüfer BORAN GÜNEYSU

**Research Assistants:** Sinan ACAR, Fırat ADIYAMAN, Aslı AĞCAOĞLU, İ. Taner AKKOÇ, Ömer AKKUŞ, Reşat ARICA, Erdal ARSLAN, Yasemin ARSLANTÜRK, Ezgi ASAR, Mehmet ASLAN, Kübra AŞAN, Deniz AŞKIN, Emre ATIK, Bülent AYDIN, Çağdaş AYDIN, Nursen AYDIN, Serhat AYDIN, Ahmet AYTEKİN, Uğur AYTUN, Nurcan AZGIN, Kenan AZILI, Şule B.BEDİRHANOĞLU, Emrah BAŞER, Ramazan Ufuk BAYER, Aytül BİŞGİN, Fatma CAN, Rabia Beyza CANDAN, Yasemin CEYLAN, Sinan ÇAKAN, Onur ÇAKIR, Canver ÇELİK, Dilek ÇELİK, Nazmi ÇİÇEK, Güven DAĞ, Anıl DAL, Haşim DEMİRTAŞ, Mehmet DİNÇ, Semra DOĞAN, Betül DURMAZ, Şeyma Nalan EKİCE, Murat ERBEK, Arif ERDEM, Hilmi ETCİ, Savaş EVREN, Kaan GEZ, Şaduman Şeyda GÖKDEMİR, Müslüm GÜMÜŞ, Tuba GÜN, Şan Ararat HALİS, Zeynep HOŞ, Görkem IŞIK, Hüseyin Ertan İNAN, Celal İNCE, İbrahim KARAASLAN, Emre KARABACAK, Nergiz KARADAŞ, Abdulkadir KARADENİZ, Veysel KARAGÖL, Zeliha KARAMAN, Mustafa Serhat KAŞIKARA, Erkan KAYA, Mustafa KESİCİ, Özlem KESKİN, Eren Evin KILIÇKAYA, Özgür KILINÇ, Mustafa KIRCA, Kasım KİRACI, Serhat KOCA, Merve KOCAMAN, Davut KODAŞ, İpek KUMCUOĞLU, Yeşim KURT, Ömer KUTLU, Meryem MEMİŞ, Taki Can METİN, Ömer OBUZ, Erhan ORAKÇI, Abdullah ORHAN, Özlem ÖZGÜR, Ferihan ÖZMEN, Emin PAFTALI, Alp POLAT, Ahmet Melik SAHABİ, Famta Selin SAK, Ümit SARIGÖL, Serhat Adem SOP, Begüm SÖNMEZ, Tuba SÜTLÜOĞLU, Murat ŞAHİN, Nur Manolya ŞEN, Gülcan ŞENER, Merve ŞENTÖREGİL, Hülya TANOBA, Mustafa TOPER, Emrullah TÖREN, Gözde TÜRKTAHAN, Fatma UÇAR, Selda UYGUN, Alp Emre VAROL, Akansel YALÇINKAYA, Tacim YAYGIR, Çağdaş Ümit YAZGAN, Mustafa Sait YILDIRIM, Ozan YILDIRIM, Ertuğrul YILDIZ, Ümit YILDIZ, Çağrı YILMAZ, Emrah YILMAZ, Gamze YILMAZ, İlker ZOR

### DEPARTMENT OF APPLIED BEHAVIOR ANALYSIS

Applied Behavior Analysis Program was founded in 2010-2011 academic year and graduate program called as Applied Behavior Analysis in Autism, with and without master thesis, has started in the following academic year, 2011 -2012. Autism Spectrum Disorders (ASD) is also known as Pervasive Developmental Disorders. It is one of the categories used for individuals with special needs and there is an increase in the number of individuals who have ASD recently. The cost of having an individual with ASD is very high for both the family and the society. Families who have members diagnosed with ASD are facing with serious emotional and monetary problems. The costs analysis made in United States of America have shown that an individual with average life period costs 3.2 million US dollar for the country. When considering these high costs for both family and the country, delivering appropriate and accurate interventions and therapies to the individuals with ASD is not only important for national economy but also important to help families to deal with the challenges of having an individual with ASD in their family. ABA is defined as the science in which the principles of the analysis of behavior are applied systematically to improve socially significant behavior, and in which experimentation is used to identify the variables responsible for change in behavior. Also known as the science of behavior, in applied behavior analysis observations are conducted to identify human behaviors, the reasons of behaviors and how learning occurs. A functional relationship between behavior and its antecedents and consequences is investigated. Applied behavior analysis has been used for children as well as adults with ASD widely in the last three decade. The systematic use of applied behavior analysis is first used by a Norwegian psychologist named as Ivar Lovaas. Since then there has been an evolution of applied behavior analysis. As consequences of these changes, new research topics in applied

Head : Prof. Dr. Elif TEKİN İFTAR

## MASTER OF ARTS (MA) DEGREE

### PROGRAM

I. SEMESTER			II. SEMESTER		
OTZ 503	Learning About Autism in Clinical Settings	3+3 6,0	ETK 503	Ethics of Science	3+0 6,0
OTZ 505	Applied Behavior Analysis Practices in Autism I	3+3 6,0	OTZ 502	Single-Subject Research Methods in Applied Behavior Analysis	3+0 6,0
OTZ 521	Psychology of Learning	3+0 6,0	OTZ 506	Applied Behavior Analysis Practices in Autism II	3+3 6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0 6,0	OTZ 508	Applied Behavior Analysis Practices in Autism III	3+3 6,0
	<i>Elective Courses (1)</i>	- 6,0		<i>Elective Courses (1)</i>	- 6,0
		<u>30,0</u>			<u>30,0</u>
III. SEMESTER			IV. SEMESTER		
OTZ 790	Thesis	0+1 30,0	OTZ 790	Thesis	0+1 30,0
		<u>30,0</u>			<u>30,0</u>
INSTITUTE EXPERTISE FIELD COURSE			OTZ 514	Teaching Communication and Social Skills to Children and Adults with Autism	3+0 6,0
UOT 701	Research in Area of Specialization	3+0 4,5	OTZ 515	Intensive Behavioral Intervention	3+0 6,0
UOT 702	Research in Area of Specialization	3+0 4,5	OTZ 516	Motor Disabilities and Intervention Methods in Autism	3+0 6,0
ELECTIVE COURSES			OTZ 517	Play and Learning in Children with Autism Spectrum Disorder	3+0 6,0
ARY 515	Interview Techniques and Analysis Methods	3+0 7,5	OTZ 519	Transition and Transition Services in Children with Autism Spectrum Disorder	3+0 6,0
OTZ 509	Basic Principles of Applied Behavior Analysis	3+0 6,0	PSİ 508	Introduction to Psychology	3+0 6,0
OTZ 510	Autism Spectrum Disorders	3+0 6,0			
OTZ 511	Problem Behaviors in Children and Adults with Autism	3+0 6,0			

## DEPARTMENT OF ARCHAEOLOGY

Head : Assoc. Prof. Dr. Ali Umut TÜRKCAN

### DOCTORATE DEGREE (PH.D)

#### PROGRAM IN CLASSICAL ARCHAEOLOGY

##### PROGRAM

I. SEMESTER			II. SEMESTER		
ARK 608	Roman Theaters	2+2 7,5	ARK 604	Baths in Ancient Times	2+2 7,5
SBF 601	Philosophy of Social Sciences	3+0 7,5		<i>Elective Courses (3)</i>	- 22,5
	<i>Elective Courses (2)</i>	- 15,0			<u>30,0</u>
		<u>30,0</u>			

III. SEMESTER				IV. SEMESTER			
ARK 890	Thesis	0+1	30,0	ARK 890	Thesis	0+1	30,0
			30,0				30,0

**INSTITUTE EXPERTISE FIELD COURSE**

UAR 901	Research in Area of Specialization	5+0	7,5
UAR 902	Research in Area of Specialization	5+0	7,5

**ELECTIVE COURSES**

ARK 601	The Roman Army in Asia Minor	2+2	7,5
ARK 603	Architecture of Peloponnesus in the 4th and 5th Centuries B.C.	2+2	7,5
ARK 605	The Cults of Pamphylia	2+2	7,5
ARK 606	Glass in Roman Times	2+2	7,5
ARK 609	Health Problems and Therapeutics in Roman Period	2+2	7,5

ARK 610	Ionian Architecture from Theodore to Hermogenes	2+2	7,5
ARK 611	Roman Imperial Gem and Cameo Art	2+2	7,5
ARK 613	Relief Ware in the Roman Empire	2+2	7,5
ARK 615	Roman Imperial Cult and Neocorate	2+2	7,5
ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5

**MASTER OF ARTS (MA) DEGREE**

**PROGRAM IN CLASSICAL ARCHAEOLOGY**

Archaeology is an interdisciplinary science that works in collaboration with other scientific fields to discover human past. It concerns all periods of human past and all the artefacts to help understand it.

**PROGRAM**

I. SEMESTER				II. SEMESTER			
ARK 563	The Pottery Studies in Archaeology	3+0	6,0	ARK 504	Roman Art in Augustus Period	2+2	6,0
ETK 503	Ethics of Science	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0		<i>Elective Courses (3)</i>	-	18,0
			30,0				30,0

III. SEMESTER				IV. SEMESTER			
ARK 790	Thesis	0+1	30,0	ARK 790	Thesis	0+1	30,0
			30,0				30,0

**INSTITUTE EXPERTISE FIELD COURSE**

UAR 701	Research in Area of Specialization	3+0	4,5
UAR 702	Research in Area of Specialization	3+0	4,5

**ELECTIVE COURSES**

ARK 514	The Cult of Earth Goddess in Antique Ages	2+2	6,0
ARK 534	Numismatic Studies	3+0	6,0
ARK 541	Money in the Ancient World	3+0	6,0

ARK 543	Health, Disease and Nutrition in Ancient Populations	3+0	6,0
ARK 554	Metallurgy in Antiquity	3+0	6,0
ARK 556	Architects in Ancient Period	3+0	6,0
ARK 559	Construction Elements in Archaic Age	3+0	6,0
ARK 561	Architecture and Urbanization in Archaic Age	3+0	6,0
ARK 565	Roman Sculpture in Anatolia	3+0	6,0

## DEPARTMENT OF ART HISTORY

The Faculty of Humanities was founded in 1993. The Faculty started with the Departments of History, Sociology, Art History and Classical Archaeology. It has extern and intern students for the first two years. The Department of Art History and Department of Archaeology were divided into two separate departments in the academic year of 1998-1999. The Department of Turkish Language and Literature was founded in 1999-2000 and students of the department must attend a one-year-English prep school. The objective of the Faculty is to train competent experts in their fields as well as to educate them in terms of local and universal cultural values in a scientific framework. Graduates of the Faculty of Humanities can find career opportunities in academy, teaching, private and public agencies.

Head : Prof. Dr. Bedia Yelda UÇKAN

### DOCTORATE DEGREE (PH.D)

#### PROGRAM

I. SEMESTER			II. SEMESTER		
SBF 601	Philosophy of Social Sciences	3+0 7,5	SNT 632	Byzantine Art and Environmental Cultures II	3+0 7,5
SNT 627	Researches in Byzantine Period in Anatolia	3+0 7,5	SNT 636	Anatolian Turkish Architecture Studies II	4+0 7,5
SNT 637	Research on the Architecture of Anatolian Seljuk I	4+0 7,5		<i>Elective Courses (2)</i>	- 15,0
	<i>Elective Courses (1)</i>	- 7,5			30,0
		30,0			
III. SEMESTER			IV. SEMESTER		
SNT 890	Thesis	0+1 30,0	SNT 890	Thesis	0+1 30,0
		30,0			30,0
INSTITUTE EXPERTISE FIELD COURSE			SNT 631	Byzantine Art and Environmental Cultures I	3+0 7,5
USN 901	Research in Area of Specialization	5+0 7,5	SNT 635	Anatolian Turkish Architecture Studies I	4+0 7,5
USN 902	Research in Area of Specialization	5+0 7,5	SNT 638	Research on Anatolian Seljuk Architecture II	4+0 7,5
ELECTIVE COURSES			SNT 639	Ottoman Architecture in the 19th Century	3+0 7,5
ARY 614	Qualitative Research Methods	3+0 7,5	SNT 640	Studies on Traditional Turkish House Architecture	3+0 7,5
ARY 615	Qualitative Research Methods	3+0 7,5	SNT 642	Art Orientalism Researches	3+0 7,5
ARY 617	Action Research	3+0 7,5			
İKT 630	Applied Advanced Econometrics	3+0 7,5			
SNT 618	Studies on Traditional Turkish House Architecture II	3+0 7,5			
SNT 623	Regional Researches of Byzantine Period	4+0 7,5			
SNT 625	Anatolian Historical Geography in the Middle Age-Byzantine Period I	3+0 7,5			



**(NON-THESIS) MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE**

**PROGRAM IN BUSINESS ADMINISTRATION (ENGLISH)**

**PROGRAM**

<b>I. SEMESTER</b>			<b>II. SEMESTER</b>		
FIN 543 (Eng) Managerial Finance	3+0	6,0	İŞY 508 (Eng) Business Policy and Strategic Management	3+0	6,0
İŞY 510 (Eng) Business Statistics and Forecasting Methods	3+0	6,0	İŞY 517 (Eng) Information Technology for Competitive Advantage	3+0	6,0
İŞY 518 (Eng) Economic Analysis for Managers	3+0	6,0	İŞY 520 (Eng) Managerial Decision Making	3+0	6,0
İŞY 519 (Eng) Management and Organizational Analysis	3+0	6,0	İŞY 522 (Eng) Operations Strategy	3+0	6,0
İŞY 529 (Eng) Accounting for Managers	3+0	6,0	PZL 547 (Eng) Marketing Strategy, Concepts and Practices	3+0	6,0
		<u>30,0</u>			<u>30,0</u>
<b>III. SEMESTER</b>					
İŞY 527 (Eng) Term Project	3+0	6,0			
<i>Elective Courses (4)</i>	-	24,0			
		<u>30,0</u>			
<b>ELECTIVE COURSES</b>					
FIN 541 (Eng) Financial Analysis	3+0	6,0	İŞY 533 (Eng) Managing Human Resources	3+0	6,0
İŞY 521 (Eng) Project-Based Leadership Development	3+0	6,0	İŞY 535 (Eng) Corporate Social Responsibility and Ethical Issues	3+0	6,0
İŞY 523 (Eng) Innovation and Entrepreneurship	3+0	6,0	PZL 545 (Eng) Integrated Marketing Communication	3+0	6,0
İŞY 525 (Eng) Business Communication and Negotiation Skills	3+0	6,0			
İŞY 531 (Eng) Internal Control and Internal Audit	3+0	6,0			

**PROGRAM IN BUSINESS ADMINISTRATION (EVENING)**

**PROGRAM**

<b>I. SEMESTER</b>			<b>II. SEMESTER</b>		
FIN 538 Financial Management	3+0	6,0	EİK 501 Strategic Human Resources Management	3+0	6,0
İŞY 503 Financial Accounting for Managers	3+0	6,0	FIN 540 Financial Statements Analysis	3+0	6,0
İŞY 505 Business Management and Organizational Design	3+0	6,0	İŞY 502 Decision Theory	3+0	6,0
İŞY 547 Economy for Managers	3+0	6,0	İŞY 507 Strategic Management	3+0	6,0
PZL 541 Marketing Management	3+0	6,0	İŞY 509 Innovation and Entrepreneurship	3+0	6,0
		<u>30,0</u>			<u>30,0</u>
<b>III. SEMESTER</b>					
İŞL 515 Term Project	3+0	30,0			
MUH 535 Auditing	3+0	6,0			
<i>Elective Courses (3)</i>	-	18,0			
		<u>54,0</u>			

**ELECTIVE COURSES**

İŞL 576	Capital Markets and Financial Institution	3+0	6,0	MUH 522	Cost Management	3+0	6,0
İŞY 504	Leadership Development	3+0	6,0	PZL 543	Marketing Communication	3+0	6,0
İŞY 506	Project Management	3+0	6,0	PZL 544	Global Marketing	3+0	6,0
İŞY 537	Production and Operation Management	3+0	6,0	PZL 546	Logistics and Supply Chain Management	3+0	6,0
İŞY 546	Family Busin. and Corpor.Gover.	3+0	6,0	SOS 536	Organizational Behavior	3+0	6,0

**DOCTORATE DEGREE (PH.D)****PROGRAM IN ACCOUNTING****PROGRAM**

<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
MUH 611	Auditing in Information Technology Environment	3+0	7,5	MUH 606	Internal Auditing	3+0	7,5
MUH 613	Accounting Standards in Turkey	3+0	7,5	MUH 612	Developments of Accounting and Valuations	3+0	7,5
SBF 601	Philosophy of Social Sciences <i>Elective Courses (1)</i>	3+0	7,5		<i>Elective Courses (2)</i>	-	15,0
			7,5				30,0
			30,0				

<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
MUH 890	Thesis	0+1	30,0	MUH 890	Thesis	0+1	30,0
			30,0				30,0

**INSTITUTE EXPERTISE FIELD COURSE**

UIŞ 901	Research in Area of Specialization	5+0	7,5	MUH 605	Cost Analysis	3+0	7,5
UIŞ 902	Research in Area of Specialization	5+0	7,5	MUH 608	Numerical Methods in Accounting	3+0	7,5

**ELECTIVE COURSES**

ARY 614	Qualitative Research Methods	3+0	7,5	MUH 609	Cash Budgets and Relevant Statements	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5	MUH 614	Sustainability Reporting	3+0	7,5
ARY 617	Action Research	3+0	7,5	MUH 615	Financial Instruments and Reporting	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5	MUH 617	Productivity Accounting	3+0	7,5
				MUH 619	Fraud Auditing	3+0	7,5

**PROGRAM IN FINANCE****PROGRAM**

<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
FİN 602	International Financial Management	3+0	7,5	FİN 605	Portfolio Management	3+0	7,5
FİN 609	Financial Risk Management	3+0	7,5	FİN 607	Financial Management in Banks	3+0	7,5
SBF 601	Philosophy of Social Sciences <i>Elective Courses (1)</i>	3+0	7,5		<i>Elective Courses (2)</i>	-	15,0
			7,5				30,0
			30,0				

<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
FİN 890	Thesis	0+1	30,0	FİN 890	Thesis	0+1	30,0
			30,0				30,0

**INSTITUTE EXPERTISE FIELD COURSE**

UIŞ 901	Research in Area of Specialization	5+0	7,5
UIŞ 902	Research in Area of Specialization	5+0	7,5

**ELECTIVE COURSES**

ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5

FİN 603	Financial Applications	3+0	7,5
FİN 604	Forecasting Techniques	3+0	7,5
FİN 611	Contemporary Techniques in Finance	3+0	7,5
FİN 613	Project Finance	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5

**PROGRAM IN MANAGEMENT AND ORGANIZATION****PROGRAM****I. SEMESTER**

İŞL 625	Organization Theory I	3+0	7,5
SBF 601	Philosophy of Social Sciences	3+0	7,5
	<i>Elective Courses (2)</i>	-	15,0
			<u>30,0</u>

**II. SEMESTER**

İŞL 601	Management Policies	3+0	7,5
İŞL 626	Organization Theory II	3+0	7,5
	<i>Elective Courses (2)</i>	-	15,0
			<u>30,0</u>

**III. SEMESTER**

İŞL 890	Thesis	0+1	30,0
			<u>30,0</u>

**IV. SEMESTER**

İŞL 890	Thesis	0+1	30,0
			<u>30,0</u>

**INSTITUTE EXPERTISE FIELD COURSE**

UIŞ 901	Research in Area of Specialization	5+0	7,5
UIŞ 902	Research in Area of Specialization	5+0	7,5

**ELECTIVE COURSES**

ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5
İŞL 605	International Management Strategies	3+0	7,5
İŞL 608	Organizational Culture	3+0	7,5

İŞL 619	Business History	3+0	7,5
İŞL 621	Theories of Leadership	3+0	7,5
İŞL 623	Organizational Development	3+0	7,5
İŞL 628	Selected Topics in Human Resource Management	3+0	7,5
İŞL 630	Information Management	3+0	7,5
İŞL 632	New Approaches in Public Administration	3+0	7,5

**PROGRAM IN MARKETING****PROGRAM****I. SEMESTER**

PZL 615	Special Marketing Issues	3+0	7,5
PZL 623	Marketing Theory	3+0	7,5
SBF 601	Philosophy of Social Sciences	3+0	7,5
	<i>Elective Courses (1)</i>	-	7,5
			<u>30,0</u>

**II. SEMESTER**

PZL 619	Strategic Marketing Decisions	3+0	7,5
	<i>Elective Courses (3)</i>	-	22,5
			<u>30,0</u>

**III. SEMESTER**

PZL 890	Thesis	0+1	30,0
			<u>30,0</u>

**IV. SEMESTER**

PZL 890	Thesis	0+1	30,0
			<u>30,0</u>



**INSTITUTE EXPERTISE FIELD COURSE**

UIŞ 901	Research in Area of Specialization	5+0	7,5
UIŞ 902	Research in Area of Specialization	5+0	7,5

**ELECTIVE COURSES**

ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5

PZL 601	International Marketing	3+0	7,5
PZL 604	Social Marketing	3+0	7,5
PZL 617	Logistics and Supply Chain Management	3+0	7,5
PZL 618	Theory of Consumer Behaviour	3+0	7,5
PZL 622	Business to Business (B2B) Marketing Strategies	3+0	7,5

**PROGRAM IN QUANTITATIVE METHODS****PROGRAM****I. SEMESTER**

SAY 601	System Analysis and Design	3+0	7,5
SBF 601	Philosophy of Social Sciences	3+0	7,5
	<i>Elective Courses (2)</i>	-	15,0
			<u>30,0</u>

**II. SEMESTER**

SAY 606	Decision Support Systems	3+0	7,5
	<i>Elective Courses (3)</i>	-	22,5
			<u>30,0</u>

**III. SEMESTER**

SAY 890	Thesis	0+1	30,0
			<u>30,0</u>

**IV. SEMESTER**

SAY 890	Thesis	0+1	30,0
			<u>30,0</u>

**INSTITUTE EXPERTISE FIELD COURSE**

UIŞ 901	Research in Area of Specialization	5+0	7,5
UIŞ 902	Research in Area of Specialization	5+0	7,5

**ELECTIVE COURSES**

ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5
SAY 607	Advanced Regression Techniques	3+0	7,5
SAY 609	Mathematical Programming	3+0	7,5

SAY 611	Simulation	3+0	7,5
SAY 612	Fuzzy Logic	3+0	7,5
SAY 613	Data Analysis	3+0	7,5
SAY 614	Sequential Decision Making	3+0	7,5
SAY 615	Structural Equation Modeling	3+0	7,5
SAY 616	Genetic Algorithms	3+0	7,5
SAY 617	Decision and Game Theory	3+0	7,5
SAY 618	Data Mining	3+0	7,5

**MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE**

Business administration is one of the oldest departments of Anadolu University, Institute of Social Sciences. Social Sciences Institute has initiated its programmes in 1982-1983 year. The department offers various programmes for those who want to specialize in finance, accounting, marketing, management and quantitative methods. There are several master programmes with and without thesis. There are also doctorate programmes in various fields. The principal education philosophy of the department is to provide a sound professional training which is consistent with the needs of the contemporary business and academic world. The business department offers courses which enable students to acquire theoretical and practical business knowledge, ability to analyze business problems and analytic thinking. Business department is one of the main sources to train and develop qualified academicians of the future. So students are involved in many research activities. The department is in collaboration with several international universities, with the private sector and with government institutions. The institute is located in the main Campus of Anadolu University which is called Yunus Emre.

## PROGRAM IN ACCOUNTING

### PROGRAM

I. SEMESTER				II. SEMESTER			
ETK 503	Ethics of Science	3+0	6,0	FIN 502	Financial Analysis	3+0	6,0
MUH 502	Conceptual Framework of Financial Accounting	3+0	6,0	İŞL 539	Strategic Management Accounting (MBA)	3+0	6,0
MUH 529	Financial Information Systems Analysis and Design	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0		<i>Elective Courses (2)</i>	-	12,0
			<u>30,0</u>				<u>30,0</u>
III. SEMESTER				IV. SEMESTER			
MUH 790	Thesis	0+1	30,0	MUH 790	Thesis	0+1	30,0
			<u>30,0</u>				<u>30,0</u>
INSTITUTE EXPERTISE FIELD COURSE				MUH 512	Internal Accounting	3+0	6,0
UIŞ 701	Research in Area of Specialization	3+0	4,5	MUH 518	Financial Institutions and Reporting	3+0	6,0
UIŞ 702	Research in Area of Specialization	3+0	4,5	MUH 525	Business Taxation	3+0	6,0
				MUH 527	Law in Profession and Ethics	3+0	6,0
				MUH 531	Advanced Cost Management	3+0	6,0
ELECTIVE COURSES							
MUH 507	The Effecting Factors of Accounting	3+0	6,0				
MUH 510	Auditing Standards	3+0	6,0				

## PROGRAM IN BUSINESS ADMINISTRATION (ENGLISH)

### PROGRAM

I. SEMESTER				II. SEMESTER			
ETK 503 (Eng)	Ethics of Science	3+0	6,0	İŞY 508 (Eng)	Business Policy and Strategic Management	3+0	6,0
İŞY 510 (Eng)	Business Statistics and Forecasting Methods	3+0	6,0	İŞY 517 (Eng)	Information Technology for Competitive Advantage	3+0	6,0
İŞY 519 (Eng)	Management and Organizational Analysis	3+0	6,0	SOB 501 (Eng)	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0		<i>Elective Courses (2)</i>	-	12,0
			<u>30,0</u>				<u>30,0</u>
III. SEMESTER				IV. SEMESTER			
İŞY 790 (Eng)	Thesis	0+1	30,0	İŞY 790 (Eng)	Thesis	0+1	30,0
			<u>30,0</u>				<u>30,0</u>
INSTITUTE EXPERTISE FIELD COURSE				FİN 542 (Eng)	Financial Markets and Institutions	3+0	6,0
UIŞ 701 (Eng)	Research in Area of Specialization	3+0	4,5	İŞY 512 (Eng)	Strategic Managerial Accounting	3+0	6,0
UIŞ 702 (Eng)	Research in Area of Specialization	3+0	4,5	İŞY 514 (Eng)	Behavioral Analysis in Organizations	3+0	6,0
				İŞY 516 (Eng)	Managing and Leading Global Business	3+0	6,0
ELECTIVE COURSES							
FİN 541 (Eng)	Financial Analysis	3+0	6,0				

İŞY 521 (Eng) Project-Based Leadership Development	3+0 6,0	PZL 540 (Eng) Global Marketing Strategies	3+0 6,0
İŞY 523 (Eng) Innovation and Entrepreneurship	3+0 6,0	PZL 542 (Eng) Consumer Behavior Analysis	3+0 6,0
İŞY 525 (Eng) Business Communication and Negotiation Skills	3+0 6,0	PZL 545 (Eng) Integrated Marketing Communication	3+0 6,0
İŞY 533 (Eng) Managing Human Resources	3+0 6,0		

## PROGRAM IN FINANCE

### PROGRAM

I. SEMESTER		II. SEMESTER	
ETK 503 Ethics of Science	3+0 6,0	FİN 505 Financial Analysis and Planning	3+0 6,0
FİN 503 Financial Markets	3+0 6,0	FİN 507 Securities Analysis	3+0 6,0
FİN 515 Financial Theories and Economic Application	3+0 6,0	FİN 544 Special Subjects in Financial Management	3+0 6,0
FİN 534 The Cases in Finance	3+0 6,0	SOB 501 Research Methods in Social Sciences Seminar	3+0 6,0
<i>Elective Courses (1)</i>	- 6,0	<i>Elective Courses (1)</i>	- 6,0
	<u>30,0</u>		<u>30,0</u>
III. SEMESTER		IV. SEMESTER	
FİN 790 Thesis	0+1 30,0	FİN 790 Thesis	0+1 30,0
	<u>30,0</u>		<u>30,0</u>

### INSTITUTE EXPERTISE FIELD COURSE

UIŞ 701 Research in Area of Specialization	3+0 4,5	FİN 545 Computer Applications in Financial Decisions	3+0 6,0
UIŞ 702 Research in Area of Specialization	3+0 4,5	FİN 548 Investor Relations Management and Applications in Global Financial System	3+0 6,0

### ELECTIVE COURSES

FİN 511 Financial Foreign Trade	3+0 6,0	FİN 549 Finance with Excel	3+0 6,0
FİN 518 International Financial Markets	3+0 6,0	FİN 551 Behavioral Finance	3+0 6,0
FİN 535 Investment Decisions and Cost of Capital	3+0 6,0		
FİN 536 Real Estate Finance and Valuation	3+0 6,0		

## PROGRAM IN INTERNATIONAL BUSINESS

### PROGRAM

I. SEMESTER		II. SEMESTER	
ETK 503 Ethics of Science	3+0 6,0	İŞL 546 International Business Policy and Case Studies	3+0 6,0
İŞL 543 Introduction to International Business	3+0 6,0	İŞL 702 International Economy Policies	3+0 6,0
İŞL 549 International Business Management	3+0 6,0	İŞL 704 Strategic Global Marketing	3+0 6,0
İŞL 575 Financial Management in International Business	3+0 6,0	SOB 501 Research Methods in Social Sciences Seminar	3+0 6,0
<i>Elective Courses (1)</i>	- 6,0	<i>Elective Courses (1)</i>	- 6,0
	<u>30,0</u>		<u>30,0</u>



## PROGRAM IN MARKETING

PROGRAM							
I. SEMESTER				II. SEMESTER			
PZL 503	Consumer Behavior Analysis	3+0	6,0	ETK 503	Ethics of Science	3+0	6,0
PZL 519	Marketing Management and Strategies	3+0	6,0	PZL 534	Marketing Research	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0	PZL 548	Main Approaches to Marketing Science	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0		<i>Elective Courses (2)</i>	-	12,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
PZL 790	Thesis	0+1	30,0	PZL 790	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				INSTITUTE EXPERTISE FIELD COURSE			
UIŞ 701	Research in Area of Specialization	3+0	4,5	PZL 518	Business Logistics	3+0	6,0
UIŞ 702	Research in Area of Specialization	3+0	4,5	PZL 521	Retail Business	3+0	6,0
				PZL 527	Marketing Strategies and Research in Service Corporations	3+0	6,0
ELECTIVE COURSES				ELECTIVE COURSES			
PZL 505	Current Marketing Problems	3+0	6,0	PZL 535 (Eng)	Marketing Information Systems	3+0	6,0
PZL 507	Marketing Communication	3+0	6,0	PZL 550	Digital Marketing and Social Media	3+0	6,0
PZL 508	Sales Management	3+0	6,0	PZL 552	New Product Development Process and Design	3+0	6,0
PZL 511	Product and Brand Management	3+0	6,0				
PZL 513	Marketing Research Projects	3+0	6,0				

## PROGRAM IN QUANTITATIVE METHODS

PROGRAM							
I. SEMESTER				II. SEMESTER			
ETK 503	Ethics of Science	3+0	6,0	SAY 522	Decision Making in Business	3+0	6,0
SAY 501	Information Systems	3+0	6,0	SAY 524	Advanced Operations Research II	3+0	6,0
SAY 523	Advanced Operations Research I	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0		<i>Elective Courses (2)</i>	-	12,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
SAY 790	Thesis	0+1	30,0	SAY 790	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				INSTITUTE EXPERTISE FIELD COURSE			
UIŞ 701	Research in Area of Specialization	3+0	4,5	SAY 511	Sampling Methods in an Applied Research	3+0	6,0
UIŞ 702	Research in Area of Specialization	3+0	4,5	SAY 517	Regression Analysis Techniques	3+0	6,0
				SAY 518	Time Series Analysis	3+0	6,0
ELECTIVE COURSES				ELECTIVE COURSES			
SAY 506	Nonlinear Programming	3+0	6,0	SAY 519	Business Statistics	3+0	6,0
				SAY 525	Business Mathematics	3+0	6,0
				SAY 526	Metaheuristics	3+0	6,0

## DEPARTMENT OF CINEMA AND TELEVISION

Head : Assoc. Prof. Dr. Davut Alper ALTUNAY

### DOCTORATE DEGREE (PH.D)

Anadolu University's Faculty of Communication Sciences was established in 1972. It was first named the Institute of Education with Closed Circuit Academic Television in that year and the very first students were admitted in the 1977-1978 Academic Year. At the beginning, the education was in the field of cinema and television, so the name of the school was first changed to the School of Cinema and Television and then, in 1979, to the School of Education and Instruction with Television. One year later, in 1980, it became the Faculty of Communication Sciences. In 1982, it was expanded to include departments Advertising and Public Relations, Journalism, Communication. In this new restructuring, it became a part of the Open Education Faculty. In 1991, a new identity took form as the Institute of Communication Sciences as a part of Anadolu University, and it gained a new status as the Faculty of Communication Sciences in 1992.

### PROGRAM

I. SEMESTER			II. SEMESTER		
SBF 601	Philosophy of Social Sciences	3+0 7,5	STV 612	Visual Culture	3+0 7,5
STV 609	Media Analysis	3+0 7,5		<i>Elective Courses (3)</i>	- 22,5
	<i>Elective Courses (2)</i>	- 15,0			
		<u>30,0</u>			<u>30,0</u>
III. SEMESTER			IV. SEMESTER		
STV 890	Thesis	0+1 30,0	STV 890	Thesis	0+1 30,0
		<u>30,0</u>			<u>30,0</u>
INSTITUTE EXPERTISE FIELD COURSE			STV 606	Thought and Cinema	3+0 7,5
UST 901	Research in Area of Specialization	5+0 7,5	STV 608	Video Art	3+0 7,5
UST 902	Research in Area of Specialization	5+0 7,5	STV 613	Populer Cinema and Ideology	3+0 7,5
ELECTIVE COURSES			STV 614	Philosophy of Art	3+0 7,5
ARY 614	Qualitative Research Methods	3+0 7,5	STV 615	Directors and the World of Their Cinema	3+0 7,5
ARY 615	Qualitative Research Methods	3+0 7,5	STV 616	New Challenges in Cinema	3+0 7,5
ARY 617	Action Research	3+0 7,5	STV 617	Film Studies	3+0 7,5
İKT 630	Applied Advanced Econometrics	3+0 7,5	STV 618	Virtual Reality and Theoretical Approaches	3+0 7,5
STV 602	Film Language And Analyses	3+0 7,5			
STV 604	Theoretical Dimension of Editing	3+0 7,5			

### MASTER OF ARTS (MA) DEGREE

Anadolu University's Faculty of Communication Sciences was established in 1972. It was first named the Institute of Education with Closed Circuit Academic Television in that year and the very first students were admitted in the 1977-1978 Academic Year. At the beginning, the education was in the field of cinema and television, so the name of the school was first changed to the School of Cinema and Television and then, in 1979, to the School of Education and Instruction with Television. One year later, in 1980, it became the Faculty of Communication Sciences. In 1982, it was expanded to include departments Advertising and Public Relations, Journalism, Communication. In this new restructuring, it became a part of the Open Education Faculty. In 1991, a new identity took form as the Institute of Communication Sciences as a part of Anadolu University, and it gained a new status as the Faculty of Communication Sciences in 1992.

## PROGRAM

I. SEMESTER				II. SEMESTER			
RHİ 517	Communication Theories and Researches I	3+0	6,0	ETK 503	Ethics of Science	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0	RHİ 518	Communication Theories and Researches II	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0		<i>Elective Courses (3)</i>	-	18,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
STV 790	Thesis	0+1	30,0	STV 790	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				STV 518	Film Critique II	3+0	6,0
UST 701	Research in Area of Specialization	3+0	4,5	STV 519	Periods and Directors in Turkish Cinema I	3+0	6,0
UST 702	Research in Area of Specialization	3+0	4,5	STV 520	Periods and Directors in Turkish Cinema II	3+0	6,0
ELECTIVE COURSES				STV 522	Ethical Problems In Television	3+0	6,0
STV 502	Media Aesthetics	3+0	6,0	STV 524	Modern Cinema	3+0	6,0
STV 504	Documentary Cinema	3+0	6,0	STV 531	New Media Theories	3+0	6,0
STV 507	Social Gender and Media	3+0	6,0	STV 533	Narrative and Cinema	3+0	6,0
STV 513	Social Research in Cinema	3+0	6,0				
STV 514	Cultural Studies On Television	3+0	6,0				
STV 517	Film Critique I	3+0	6,0				

## DEPARTMENT OF CIVIL AVIATION MANAGEMENT

Head : Assoc. Prof. Dr. Özlem ATALIK

### DOCTORATE DEGREE (PH.D)

Academicians and employees working at various aviation companies and organizations such as airports, airlines and ground handling services, especially those involved in managerial duties are the target audience of Civil Aviation Management Doctorate Program.

## PROGRAM

I. SEMESTER				II. SEMESTER			
PZL 610	Consumer Behaviours	3+0	7,5	SHY 618	Postmodern Approaches to Management	3+0	7,5
SBF 601	Philosophy of Social Sciences	3+0	7,5		<i>Elective Courses (3)</i>	-	22,5
	<i>Elective Courses (2)</i>	-	15,0				
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
SHY 890	Thesis	0+1	30,0	SHY 890	Thesis	0+1	30,0
			30,0				30,0

**INSTITUTE EXPERTISE FIELD COURSE**

USH 901	Research in Area of Specialization	5+0	7,5
USH 902	Research in Area of Specialization	5+0	7,5

**ELECTIVE COURSES**

ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5
SHY 601	Human Resources in Aviation	3+0	7,5
SHY 604	Forming Managerial Vision	3+0	7,5
SHY 605	Airline Alliances	3+0	7,5
SHY 608	Information Systems&Cost Analysis in Aviation	3+0	7,5

SHY 609	Airport Planning	3+0	7,5
SHY 610	Airport Operations and Management	3+0	7,5
SHY 611	Advanced Aviation Research	3+0	7,5
SHY 612	Corporate Strategies in Aviation Business	3+0	7,5
SHY 613	Fleet Planning and Aircraft Selection Practices	3+0	7,5
SHY 615	Current Marketing Practices Air Transportation	3+0	7,5
SHY 616	Current Management Practices in Air Transportation	3+0	7,5

**MASTER OF ARTS (MA) DEGREE**

Graduates from civil aviation management, tourism, management, economics, industrial engineering etc. undergraduate programs, academicians, employees working at various aviation companies and organizations such as airlines, airports and ground handling services and especially those involved in managerial duties are the target audience of civil aviation management graduate program.

**PROGRAM****I. SEMESTER**

ETK 503	Ethics of Science	3+0	6,0
SHY 539	New Trends in Management	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0
			<u>30,0</u>

**II. SEMESTER**

SHY 540	Air Transportation Management	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0
			<u>30,0</u>

**III. SEMESTER**

SHY 790	Thesis	0+1	30,0
			<u>30,0</u>

**IV. SEMESTER**

SHY 790	Thesis	0+1	30,0
			<u>30,0</u>

**INSTITUTE EXPERTISE FIELD COURSE**

USH 701	Research in Area of Specialization	3+0	4,5
USH 702	Research in Area of Specialization	3+0	4,5

**ELECTIVE COURSES**

SHY 508	Air Traffic Management	3+0	6,0
SHY 511	Airline Management Strategies	3+0	6,0
SHY 514	E-Business Applications in Aviation	3+0	6,0
SHY 517	Aviation Safety Management	3+0	6,0
SHY 527	Air Transportation Economics	3+0	6,0
SHY 528	Airport Finance and Management	3+0	6,0

SHY 529	Cost Management in Aviation Companies	3+0	6,0
SHY 531	Crisis and Risk Management in Aviation	3+0	6,0
SHY 534	Service Marketing in Airline Industry	3+0	6,0
SHY 536	Aviation and The Environment	3+0	6,0
SHY 537	Managerial Leadership	3+0	6,0
SHY 538	Case Studies in Aviation Management	3+0	6,0
SHY 541	Marketing Management in Airlines	3+0	6,0
SHY 543	Working Capital Management in Airlines	3+0	6,0



## DEPARTMENT OF COMMUNICATION DESIGN AND MANAGEMENT

The guiding educational philosophy of the department has been to train students as qualified professionals of the global knowledge society. Consistent with this philosophy, students are provided with strong theoretical and practical training. The faculty members serve as facilitators of the learning process, and students take major responsibility for their own learning. Professional guidance of faculty members and active involvement of students are two basic components of education in the department. A good combination of instructor-led and learner-centered approaches are employed to accomplish educational goals. Learning experiences are supported with state-of-the-art technological infrastructure. The department has close relationships with the business environment, and this collaboration is reflected on training of students.

Head : Prof. Dr. Ahmet Haluk YÜKSEL

### DOCTORATE DEGREE (PH.D)

#### PROGRAM

<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
ARY 615	Qualitative Research Methods	3+0	7,5	ARY 614	Qualitative Research Methods	3+0	7,5
İLT 641	Strategic Communication Management	3+0	7,5	İLT 626	Globalization and Communication	3+0	7,5
SBF 601	Philosophy of Social Sciences	3+0	7,5		<i>Elective Courses (2)</i>	-	15,0
	<i>Elective Courses (1)</i>	-	7,5				30,0
			30,0				
<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
İLT 890	Thesis	0+1	30,0	İLT 890	Thesis	0+1	30,0
			30,0				30,0
<b>INSTITUTE EXPERTISE FIELD COURSE</b>				İLT 643	Organizational Communication Management	3+0	7,5
UİL 901	Research in Area of Specialization	5+0	7,5	İLT 644	Communication Conflicts	3+0	7,5
UİL 902	Research in Area of Specialization	5+0	7,5	İLT 645	Communication Psychology in Industrial Environments	3+0	7,5
<b>ELECTIVE COURSES</b>				İLT 646	New Media Researches	3+0	7,5
ARY 617	Action Research	3+0	7,5	İLT 647	Communication in the Network Society	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5	İLT 648	Critical Communication Studies	3+0	7,5
İLT 530	Interpersonal Relations and Attractiveness	3+0	7,5	İLT 649	Diffusion of Technological Innovations	3+0	7,5
İLT 602	Information Society and Communication	3+0	7,5	İLT 651	Visual Research Methodologies	3+0	7,5
İLT 631	Personality Theories and Communication	3+0	7,5	İLT 653	Social Network Analysis	2+2	7,5
İLT 634	Prejudice and Discrimination	3+0	7,5				
İLT 642	Human-Computer Communication	3+0	7,5				

## MASTER OF ARTS (MA) DEGREE

### PROGRAM

I. SEMESTER				II. SEMESTER			
ETK 503	Ethics of Science	3+0	6,0	İLT 536	Corporate Communication Management	3+0	6,0
İLT 521	Communication in Virtual Environment	3+0	6,0	İST 504	Research Statistics	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0	<i>Elective Courses (3)</i>		-	18,0
	<i>Elective Courses (2)</i>	-	12,0				30,0
			30,0				
III. SEMESTER				IV. SEMESTER			
İLT 790	Thesis	0+1	30,0	İLT 790	Thesis	0+1	30,0
			30,0				30,0
<b>INSTITUTE EXPERTISE FIELD COURSE</b>				İLT 537	New Technology Literacies	3+0	6,0
UİL 701	Research in Area of Specialization	3+0	4,5	İLT 538	Communication Ergonomics	3+0	6,0
UİL 702	Research in Area of Specialization	3+0	4,5	İLT 539	Communication with Emotions	3+0	6,0
<b>ELECTIVE COURSES</b>				İLT 540	Intercultural Communication Studies	3+0	6,0
İLT 503	Persuasion in Organizations	3+0	6,0	İLT 541	Hate Discourse in New Media	3+0	6,0
İLT 520	Cognitive Psychology and Communication	3+0	6,0	İLT 542	Theories of Information Age	3+0	6,0
İLT 523	Postmodern Approaches in Management	3+0	6,0	İLT 544	Interactive Communication Design	3+0	6,0
İLT 526	Psychological Processes in Groups	3+0	6,0	İLT 546	Health Communication	3+0	6,0
İLT 534	Social Media	3+0	6,0	İLT 548	Visual Design and Perception	3+0	6,0
İLT 535	Cyberculture	3+0	6,0				

## DEPARTMENT OF DISTANCE EDUCATION

Distance Education Department is established in 1993 during the restructuring of the Open Education Faculty. The department maintains the necessary knowledge and expertise in the field of distance education and conducts educational, research and publishing, activities in this field. As to August 2004 the department has 5 professors, 3 associate professors, 11 assistant professors, 3 research assistants, 34 instructors, 1 expert.

## (NON-THESIS) MASTER OF SCIENCE (MS) DEGREE

### PROGRAM IN DISTANCE EDUCATION

### PROGRAM

I. SEMESTER				II. SEMESTER			
UZÖ 501	Foundations of Open and Distance Learning	3+0	6,0	UZÖ 502	Management of Open and Distance Learning	3+0	6,0
	<i>Elective Courses (3)</i>	-	22,5		<i>Elective Courses (3)</i>	-	22,5
			28,5				28,5

### III. SEMESTER

UZÖ 503	Semester Project	3+0	30,0
UZÖ 505	Distance Education Technologies	3+0	6,0
	<i>Elective Courses (1)</i>	-	7,5
			<hr/> 43,5

### ELECTIVE COURSES

UZÖ 507	Development of e-Learning Materials	3+0	6,0
UZÖ 508	Curriculum Development in Distance Education	3+0	6,0
UZÖ 509	Mobile Application Design for Learning	3+0	6,0
UZÖ 511	Class Management of Virtual Classes	3+0	6,0
UZÖ 512	Research and Development in Distance Education	3+0	6,0
UZÖ 513	Designing Open and Distance Learning	3+0	6,0
UZÖ 514	Distance Education, Globalization and Development	3+0	6,0
UZÖ 516	Quality Assurance and Accreditation in Open and Distance Learning	3+0	6,0
UZÖ 517	Communications in Open and Distance Learning	3+0	6,0

UZÖ 518	Data Analysis in Open and Distance Learning	3+0	6,0
UZÖ 519	Measurement and Evaluation In Distance Education	3+0	6,0
UZÖ 520	Educational Television and Video	3+0	7,5
UZÖ 521	Support Services in Open and Distance Learning	3+0	6,0
UZÖ 522	Mass Communication Processes and Theories	3+0	6,0
UZÖ 523	Technology Management	3+0	6,0
UZÖ 527	Learning Management Systems	3+0	6,0
UZÖ 529	Web Programming in Distance Education	3+0	6,0

### DOCTORATE DEGREE (PH.D)

#### PROGRAM

#### I. SEMESTER

ARY 614	Qualitative Research Methods	3+0	7,5
SBF 601	Philosophy of Social Sciences	3+0	7,5
UZE 617	Advanced Topics in Open and Distance Learning	3+0	7,5
	<i>Elective Courses (1)</i>	-	7,5
			<hr/> 30,0

#### II. SEMESTER

ARY 615	Qualitative Research Methods	3+0	7,5
UZE 618	Trends in Open and Distance Learning	3+0	7,5
UZE 620	Design Processes in Open and Distance Systems	3+0	7,5
	<i>Elective Courses (1)</i>	-	7,5
			<hr/> 30,0

#### III. SEMESTER

UZE 890	Thesis	0+1	30,0
			<hr/> 30,0

#### IV. SEMESTER

UZE 890	Thesis	0+1	30,0
			<hr/> 30,0

### INSTITUTE EXPERTISE FIELD COURSE

UZE 901	Research in Area of Specialization	5+0	7,5
UZE 902	Research in Area of Specialization	5+0	7,5

### ELECTIVE COURSES

ARY 617	Action Research	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5
UZE 603	Social Transformation and Technology	3+0	7,5
UZE 605	Learning With Technology	3+0	7,5
UZE 606	Individual Differences in Open and Distance Learning	3+0	7,5

UZE 611	Teaching and Learning in Distance Education	3+0	7,5
UZE 613	New Technologies in Distance Education	3+0	7,5
UZE 615	Communications in Online Learning	3+0	7,5
UZE 622	Visual Technologies in Open and Distance Learning	3+0	7,5
UZE 624	Development of Open and Distance Education Learning Materials	3+0	7,5
UZE 626	Measurement and Evolution in Distance Education	3+0	7,5

## MASTER OF ARTS (MA) DEGREE

<b>PROGRAM</b>							
<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
ETK 503	Ethics of Science	3+0	6,0	UZE 536	Researches in Open and Distance Learning	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0	UZE 538	Adult as Learners and Lifelong Learning	3+0	6,0
UZE 537	Foundations of Open and Distance Learning	3+0	6,0	UZE 548	e-Learning Materials Development	3+0	6,0
UZE 539	Distance Education Technologies	3+0	6,0	UZE 550	Management of Distance Education	3+0	6,0
	<i>Elective Courses (1)</i>	-	6,0		<i>Elective Courses (1)</i>	-	6,0
			<u>30,0</u>				<u>30,0</u>
<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
UZE 790	Thesis	0+1	30,0	UZE 790	Thesis	0+1	30,0
			<u>30,0</u>				<u>30,0</u>
<b>INSTITUTE EXPERTISE FIELD COURSE</b>				UZE 543 Designing Open and Distance Learning			
UZE 701	Research in Area of Specialization	3+0	4,5	UZE 545	Support Services in Open and Distance Learning	3+0	6,0
UZE 702	Research in Area of Specialization	3+0	4,5	UZE 549	Mass Communication Theories and Applications	3+0	6,0
<b>ELECTIVE COURSES</b>				UZE 551 Program Developments in Open and Distance Learning			
UZE 513	Learning-Teaching Approach	3+0	6,0	UZE 552	Offline Learning	3+0	6,0
UZE 540	Evolution of Distance and Open Education	3+0	6,0	UZE 554	Television in Open and Distance Learning	3+0	6,0
UZE 541	Globalization and International Distance Education	3+0	6,0				
UZE 542	Development of Human Resources in Distance Education	3+0	6,0				

## DEPARTMENT OF ECONOMICS

Department of Economics was established at the same time as the Faculty of Economics and Administrative Sciences in 1958 and has been offering Bachelors Degree in Economics since. The Department offers courses on a wide range of subjects such as Economic Theory, Economic Policy, Economic History, Economic Development and International Economics. The students are prepared for careers in such sectors as banking, insurance, management and consulting; as well as for various departments and offices in the national government. Students may also attend Graduate School for higher degrees in economics and business.

Head : Prof. Dr. İlyas ŞIKLAR

## (NON-THESIS) MASTER OF ARTS (MA) DEGREE

<b>PROGRAM IN ECONOMIC (ENGLISH)</b>							
<b>PROGRAM</b>							
<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
İKT 545	(Eng) Microeconomic Theory	3+0	6,0	İKT 536	(Eng) Macroeconomic Theory	3+0	6,0
İKT 547	(Eng) Mathematical Economics	3+0	6,0	İKT 538	(Eng) Applied Econometrics	3+0	6,0
İKT 551	(Eng) Monetary Economics I	3+0	6,0	İKT 542	(Eng) Monetary Economics II	3+0	6,0
İKT 553	(Eng) International Trade: Theory and Policy	3+0	6,0	İKT 544	(Eng) Open Economy Macroeconomics	3+0	6,0
	<i>Elective Courses (1)</i>	-	6,0		<i>Elective Courses (1)</i>	-	6,0
			<u>30,0</u>				<u>30,0</u>

### III. SEMESTER

İKT 565 (Eng) Term Project	3+0	6,0	
<i>Elective Courses (4)</i>	-	24,0	
			30,0

### ELECTIVE COURSES

İKT 540 (Eng) Applied Microeconomics	3+0	6,0	İKT 559 (Eng) Turkish Economy and Contemporary Issues	3+0	6,0
İKT 555 (Eng) Economic Growth	3+0	6,0	İKT 561 (Eng) Development Economics	3+0	6,0
İKT 557 (Eng) Evolution of Macroeconomic Thought	3+0	6,0	İKT 563 (Eng) Behavioral Economics	3+0	6,0

### PROGRAM IN MONEY AND BANKING (EVENING)

#### PROGRAM

#### I. SEMESTER

İKT 564 History of Economic Thought	3+0	6,0
İKT 566 Turkish Economy	3+0	6,0
İKT 571 Fundamentals of Microeconomics	3+0	6,0
İKT 573 Fundamentals of Macroeconomics	3+0	6,0
İKT 577 Monetary Theory and Policy	3+0	6,0
		30,0

#### II. SEMESTER

İKT 546 International Money and Finance	3+0	6,0
İKT 552 Financial Economic Analysis	3+0	6,0
İKT 554 Capital Market and Asset Valuation	3+0	6,0
İKT 576 Banking Crises	3+0	6,0
İKT 578 Foreign Trade and Foreign Exchange	3+0	6,0
		30,0

### III. SEMESTER

İKT 570 Term Project	3+0	30,0
<i>Elective Courses (4)</i>	-	24,0
		54,0

### ELECTIVE COURSES

İKT 517 European Union-Turkey Relations	3+0	6,0	İKT 585 Economic Risk Management and Measurement	3+0	6,0
İKT 560 Market Structure, Competition and Concentration	3+0	6,0	İKT 587 Financial Intermediaries Institutions	3+0	6,0
İKT 583 Current Issues in World Economy	3+0	6,0	İKT 589 Banking Applications	3+0	6,0

### DOCTORATE DEGREE (PH. D)

#### PROGRAM

#### I. SEMESTER

İKT 602 Advanced Microeconomic Theory	3+0	7,5
İKT 633 Advanced Econometric Techniques	3+0	7,5
SBF 601 Philosophy of Social Sciences	3+0	7,5
<i>Elective Courses (1)</i>	-	7,5
		30,0

#### II. SEMESTER

İKT 603 Advanced Macroeconomic Theory	3+0	7,5
İKT 632 Applied Panel Data Econometrics	3+0	7,5
<i>Elective Courses (2)</i>	-	15,0
		30,0

### III. SEMESTER

İKT 890 Thesis	0+1	30,0
		30,0

### IV. SEMESTER

İKT 890 Thesis	0+1	30,0
		30,0

**INSTITUTE EXPERTISE FIELD COURSE**

UİK 901	Research in Area of Specialization	5+0	7,5
UİK 902	Research in Area of Specialization	5+0	7,5

**ELECTIVE COURSES**

ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
İKT 604	International Economic Problems	3+0	7,5
İKT 607	Game Theory	3+0	7,5
İKT 614	Public Economic Analysis	3+0	7,5

İKT 625	Analysis of Contemporary Issues in Turkish Economy	3+0	7,5
İKT 626	Central Banking and Implementation of Monetary Policy	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5
İKT 631	Analysis of Foreign Exchange and Money Markets	3+0	7,5
İKT 634	Financing for Development	3+0	7,5
İKT 636	Analysis of Macroeconomic Thought	3+0	7,5
İKT 638	Development Strategies in Knowledge-Based Economies	3+0	7,5
İKT 640	Scientific Computation for Economics	3+0	7,5

**MASTER OF ARTS (MA) DEGREE****PROGRAM****I. SEMESTER**

ETK 503	Ethics of Science	3+0	6,0
İKT 502	Microeconomic Analysis	3+0	6,0
İKT 567	Econometric Techniques	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0
			<u>30,0</u>

**II. SEMESTER**

İKT 501	Macro Economic Analysis	3+0	6,0
İKT 525	Quantitative Methods in Economics	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0
			<u>30,0</u>

**III. SEMESTER**

İKT 790	Thesis	0+1	30,0
			<u>30,0</u>

**IV. SEMESTER**

İKT 790	Thesis	0+1	30,0
			<u>30,0</u>

**INSTITUTE EXPERTISE FIELD COURSE**

UİK 701	Research in Area of Specialization	3+0	4,5
UİK 702	Research in Area of Specialization	3+0	4,5

**ELECTIVE COURSES**

İKT 504	Structural Analysis of Turkish Economy	3+0	6,0
İKT 508	Modern Theories of Money	3+0	6,0
İKT 512	Globalization and Economic Development	3+0	6,0
İKT 513	Growth Theory	3+0	6,0

İKT 515	Current Theories of Monetary Policy	3+0	6,0
İKT 517	European Union-Turkey Relations	3+0	6,0
İKT 522	Financial Economic Analysis	3+0	6,0
İKT 526	Modern Economic History of Economic Thought	3+0	6,0
İKT 530	Applied Model Building Techniques in Economics	3+0	6,0
İKT 539	Behavioral Economics	3+0	6,0
İKT 574	Economic Forecasting	3+0	6,0
İKT 581	International Trade Theory and Policy	3+0	6,0

**PROGRAM IN ECONOMIC (ENGLISH)****PROGRAM****I. SEMESTER**

ETK 503 (Eng)	Ethics of Science	3+0	6,0
İKT 545 (Eng)	Microeconomic Theory	3+0	6,0
İKT 547 (Eng)	Mathematical Economics	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0
			<u>30,0</u>

**II. SEMESTER**

İKT 536 (Eng)	Macroeconomic Theory	3+0	6,0
İKT 538 (Eng)	Applied Econometrics	3+0	6,0
SOB 501 (Eng)	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0
			<u>30,0</u>

<b>III. SEMESTER</b>			<b>IV. SEMESTER</b>		
İKT 790 (Eng) Thesis	0+1	30,0	İKT 790 (Eng) Thesis	0+1	30,0
		30,0			30,0
<b>INSTITUTE EXPERTISE FIELD COURSE</b>			<b>INSTITUTE EXPERTISE FIELD COURSE</b>		
UİK 701 (Eng) Research in Area of Specialization	3+0	4,5	İKT 553 (Eng) International Trade: Theory and Policy	3+0	6,0
UİK 702 (Eng) Research in Area of Specialization	3+0	4,5	İKT 555 (Eng) Economic Growth	3+0	6,0
<b>ELECTIVE COURSES</b>			<b>ELECTIVE COURSES</b>		
İKT 540 (Eng) Applied Microeconomics	3+0	6,0	İKT 557 (Eng) Evolution of Macroeconomic Thought	3+0	6,0
İKT 542 (Eng) Monetary Economics II	3+0	6,0	İKT 559 (Eng) Turkish Economy and Contemporary Issues	3+0	6,0
İKT 544 (Eng) Open Economy Macroeconomics	3+0	6,0	İKT 561 (Eng) Development Economics	3+0	6,0
İKT 551 (Eng) Monetary Economics I	3+0	6,0	İKT 563 (Eng) Behavioral Economics	3+0	6,0

## DEPARTMENT OF HISTORY

The Department of History was established in 1993. Department consists of the following major branches: New Age, Near Age and Turkish History. History is a scientific discipline which investigates how societies change and develop in political, social, economic, and cultural contexts through time and their contributions to the civilization in the world. The philosophy of the Department is to enrich the cultural and intellectual point of view of students by challenging dogmatism to understand the "other" in an objective perspective.

Head : Prof. Dr. Muzaffer DOĞAN

## DOCTORATE DEGREE (PH.D)

### PROGRAM

<b>I. SEMESTER</b>			<b>II. SEMESTER</b>		
SBF 601 Philosophy of Social Sciences	3+0	7,5	TAR 646 Source Languages IV	3+0	7,5
TAR 647 Source Languages III	3+0	7,5	<i>Elective Courses (3)</i>	-	22,5
<i>Elective Courses (2)</i>	-	15,0			30,0
		30,0			
<b>III. SEMESTER</b>			<b>IV. SEMESTER</b>		
TAR 890 Thesis	0+1	30,0	TAR 890 Thesis	0+1	30,0
		30,0			30,0
<b>INSTITUTE EXPERTISE FIELD COURSE</b>			<b>INSTITUTE EXPERTISE FIELD COURSE</b>		
UTR 901 Research in Area of Specialization	5+0	7,5	TAR 621 Ottoman Law System	3+0	7,5
UTR 902 Research in Area of Specialization	5+0	7,5	TAR 622 Cultural Institutions in Republican Era	3+0	7,5
<b>ELECTIVE COURSES</b>			<b>ELECTIVE COURSES</b>		
ARY 614 Qualitative Research Methods	3+0	7,5	TAR 628 Reactions Against Modernization in Turkey	3+0	7,5
ARY 615 Qualitative Research Methods	3+0	7,5	TAR 641 Rulers and the Ruled in the Ottoman Empire	3+0	7,5
ARY 617 Action Research	3+0	7,5	TAR 643 Ottoman Social Life	3+0	7,5
İKT 630 Applied Advanced Econometrics	3+0	7,5	TAR 645 Foundations of Modern Europe	3+0	7,5
TAR 521 Settlement Policy of Ottoman Empire	3+0	7,5	TAR 650 Press in Turkey	3+0	7,5
TAR 609 From an Empire to a National State	3+0	7,5	TAR 652 Nation, Nationalism, Nation State	3+0	7,5

## MASTER OF ARTS (MA) DEGREE

### PROGRAM

I. SEMESTER				II. SEMESTER			
ETK 503	Ethics of Science	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
TAR 559	Source Languages I	3+0	6,0	TAR 558	Source Languages II	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0		<i>Elective Courses (3)</i>	-	18,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
TAR 790	Thesis	0+1	30,0	TAR 790	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				TAR 551	Roman Civilization in the Early Empire	3+0	6,0
UTR 701	Research in Area of Specialization	3+0	4,5	TAR 552	Political Thoughts and Systems in the Ancient World	3+0	6,0
UTR 702	Research in Area of Specialization	3+0	4,5	TAR 553	Administration of the Ottoman Provinces	3+0	6,0
ELECTIVE COURSES				TAR 554	Urbanization in Ancient Times	3+0	6,0
TAR 513	Relations of Turkey with Its Neighbors	3+0	6,0	TAR 555	Written Sources of Ancient Times	3+0	6,0
TAR 514	Turkish Historiography	3+0	6,0	TAR 556	War and Peace	3+0	6,0
TAR 522	Sources of History of Turkish Republic	3+0	6,0	TAR 557	Supply Service Institutions in Ottomans	3+0	6,0
TAR 535	History of Turkish Democracy XIX. yy.	3+0	6,0	TAR 560	Modernisation Movements in Turkey	3+0	6,0
TAR 536	History of Turkish Democracy XX. yy.	3+0	6,0	TAR 561	National Chief Period in Turkey	3+0	6,0

## DEPARTMENT OF HOSPITALITY MANAGEMENT

### (NON-THESIS) MASTER OF SCIENCE (MS) DEGREE

#### PROGRAM IN HOSPITALITY MANAGEMENT (ONLINE)

This programme starts in 2004-05 semester . The programme is one of the first applying systems about tourism in Turkey. The programme offers interactive lessons and the students who succeed will get the non thesis master of science in hospitality management at the end of one and a half-year education.

### PROGRAM

I. SEMESTER				II. SEMESTER			
KOİ 523	New Approaches in Human Resource Management in Hospitality Industry	3+0	6,0	KOİ 512	Cost Control in Hospitality Industry	3+0	6,0
KOİ 541	Productivity Analysis for Hospitality Enterprises	3+0	6,0	KOİ 516	Business Process in Hospitality Industry	3+0	6,0
KOİ 543	Quality Management in the Hospitality Industry	3+0	6,0	KOİ 538	Customer Value in Hospitality Industry	3+0	6,0
	<i>Elective Courses (1)</i>	-	7,5		<i>Elective Courses (1)</i>	-	7,5
			25,5				25,5



### III. SEMESTER

KOİ 513	Term Project	3+0	30,0
	<i>Elective Courses (2)</i>	-	15,0
			<hr/> 45,0

### ELECTIVE COURSES

İŞL 589	Strategic Management	3+0	6,0	KOİ 540	Report and Analysis in Hospitality Accounting	3+0	6,0
KİL 502	Corporate Brand Management	3+0	6,0	KOİ 542	Tourism: New Approaches and Practices	3+0	6,0
KOİ 518	Competitive Strategies for Hospitality Industry	3+0	6,0	KOİ 545	Hotel Management Services in the Health Organizations	3+0	7,5
KOİ 521	Market Research in Hospitality Industry	3+0	6,0	KOİ 561	Catering Business	3+0	6,0
KOİ 539	Contemporary Tourism	3+0	6,0	PZL 522	Customer Relationship Management	3+0	6,0

## DEPARTMENT OF INTERNATIONAL RELATIONS

Head : Prof. Dr. Nejat DOĞAN

### MASTER OF ARTS (MA) DEGREE

#### PROGRAM

#### I. SEMESTER

ETK 503	Ethics of Science	3+0	6,0
ULİ 501	International-Relations Theories	3+0	6,0
ULİ 503	International Organization and Organizations	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0
			<hr/> 30,0

#### II. SEMESTER

SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
ULİ 502	Turkey in Global Politics	3+0	6,0
ULİ 504	International Law and Politics	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0
			<hr/> 30,0

#### III. SEMESTER

ULİ 790	Thesis	0+1	30,0
			<hr/> 30,0

#### IV. SEMESTER

ULİ 790	Thesis	0+1	30,0
			<hr/> 30,0

### INSTITUTE EXPERTISE FIELD COURSE

UUL 701	Research in Area of Specialization	3+0	4,5
UUL 702	Research in Area of Specialization	3+0	4,5

ULİ 509	International Political Economy	3+0	6,0
ULİ 510	Science, Technology and International Relations	3+0	6,0
ULİ 511	Human Rights and Ethics	3+0	6,0
ULİ 513	Selected Topics in International Relations: International Criminal Law and Tribunals	3+0	6,0

### ELECTIVE COURSES

ULİ 505	The Middle East	3+0	6,0
ULİ 506	Russia, Central Asia and The Caucasus	3+0	6,0
ULİ 507	American Foreign Policy	3+0	6,0
ULİ 508	The European Union	3+0	6,0

## DEPARTMENT OF JOURNALISM

Head : Prof. Dr. Erkan YÜKSEL

### DOCTORATE DEGREE (PH.D)

Anadolu University's Faculty of Communication Sciences was established in 1972. It was first named the Institute of Education with Closed Circuit Academic Television in that year and the very first students were admitted in the 1977-1978 Academic Year. At the beginning, the education was in the field of cinema and television, so the name of the school was first changed to the School of Cinema and Television and then, in 1979, to the School of Education and Instruction with Television. One year later, in 1980, it became the Faculty of Communication Sciences. In 1982, it was expanded to include departments Advertising and Public Relations, Journalism, Communication. In this new restructuring, it became a part of the Open Education Faculty. In 1991, a new identity took form as the Institute of Communication Sciences as a part of Anadolu University, and it gained a new status as the Faculty of Communication Sciences in 1992.

### PROGRAM

I. SEMESTER			II. SEMESTER		
BYN 621	Research on Press in Turkey and in the World	3+0 7,5	BYN 622	Project Management	3+0 7,5
	<i>Elective Courses (3)</i>	- 22,5	SBF 601	Philosophy of Social Sciences	3+0 7,5
		-		<i>Elective Courses (2)</i>	- 15,0
		30,0			30,0
III. SEMESTER			IV. SEMESTER		
BYN 890	Thesis	0+1 30,0	BYN 890	Thesis	0+1 30,0
		30,0			30,0
INSTITUTE EXPERTISE FIELD COURSE			BYN 624	Internet Strategies and Research	3+0 7,5
UBY 901	Research in Area of Specialization	5+0 7,5	BYN 625	Media Studies and Ethnography	3+0 7,5
UBY 902	Research in Area of Specialization	5+0 7,5	BYN 626	Questionnaire Design and Analysis	3+0 7,5
			BYN 627	Semiological Analysis	3+0 7,5
			BYN 628	New Global Communication Policies	3+0 7,5
ELECTIVE COURSES			BYN 629	New Social Movements in Media	3+0 7,5
ARY 614	Qualitative Research Methods	3+0 7,5	BYN 630	Newspaper Design Research	3+0 7,5
ARY 615	Qualitative Research Methods	3+0 7,5	BYN 631	Studies on Violence in Media	3+0 7,5
ARY 617	Action Research	3+0 7,5	İKT 630	Applied Advanced Econometrics	3+0 7,5
BYN 612	Meta Communication	3+0 7,5			
BYN 623	Agenda-Setting Studies	3+0 7,5			

### MASTER OF ARTS (MA) DEGREE

Anadolu University's Faculty of Communication Sciences was established in 1972. It was first named the Institute of Education with Closed Circuit Academic Television in that year and the very first students were admitted in the 1977-1978 Academic Year. At the beginning, the education was in the field of cinema and television, so the name of the school was first changed to the School of Cinema and Television and then, in 1979, to the School of Education and Instruction with Television. One year later, in 1980, it became the Faculty of Communication Sciences. In 1982, it was expanded to include departments Advertising and Public Relations, Journalism, Communication. In this new restructuring, it became a part of the Open Education Faculty. In 1991, a new identity took form as the Institute of Communication Sciences as a part of Anadolu University, and it gained a new status as the Faculty of Communication Sciences in 1992.

### PROGRAM

I. SEMESTER			II. SEMESTER		
BYN 561	Course Information	3+0 6,0	ETK 503	Ethics of Science	3+0 6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0 6,0	İST 534	Statistical Analysis and Evaluation	3+0 6,0
	<i>Elective Courses (3)</i>	- 18,0		<i>Elective Courses (3)</i>	- 18,0
		30,0			30,0

<b>III. SEMESTER</b>			<b>IV. SEMESTER</b>		
BYN 790	Thesis	0+1 30,0	BYN 790	Thesis	0+1 30,0
			<hr/>		
			30,0		
<b>INSTITUTE EXPERTISE FIELD COURSE</b>			BYN 554	Web Analysis Practices	3+0 6,0
UBY 701	Research in Area of Specialization	3+0 4,5	BYN 555	Visual Design Analysis	3+0 6,0
UBY 702	Research in Area of Specialization	3+0 4,5	BYN 556	Radio Studies	3+0 6,0
<b>ELECTIVE COURSES</b>			BYN 557	Strategic Management for Media Business	3+0 6,0
BYN 546	Content Analysis	3+0 6,0	BYN 558	Narrative Analysis of TV News	3+0 6,0
BYN 548	Political Journalism Research	3+0 6,0	BYN 559	Social Media Research	3+0 6,0
BYN 549	Critical Discourse Analysis	3+0 6,0	BYN 560	Analysis of Business Ethics on the Media	3+0 6,0
BYN 550	Gender Studies	3+0 6,0			
BYN 551	Political Economy of Media	3+0 6,0			
BYN 552	Popular Culture Analyses	3+0 6,0			
BYN 553	Sociological Analysis	3+0 6,0			

## **DEPARTMENT OF LABOUR ECONOMICS AND INDUSTRIAL RELATIONS**

Head : Prof. Dr. Ayşe Çiğdem KIREL

### **(NON-THESIS) MASTER OF ARTS (MA) DEGREE**

#### **PROG. IN INDUSTRIAL RELATIONS AND HUMAN RESOURCES (EVENING)**

#### **PROGRAM**

<b>I. SEMESTER</b>			<b>II. SEMESTER</b>		
EİK 531	Strategic Human Resources Management	3+0 6,0	EİK 516	Performance and Career Management	3+0 6,0
EİK 533	Occupational Health and Safety	3+0 6,0	EİK 518	Job Evaluation and Compensation Management	3+0 6,0
EİK 535	Analysis of Human Behaviors in Global Organizations	3+0 6,0	EİK 520	Legal Framework of Human Resources	3+0 6,0
	<i>Elective Courses (1)</i>	- 7,5		<i>Elective Courses (1)</i>	- 7,5
			<hr/>		
			25,5		
<b>III. SEMESTER</b>					
EİK 505	Term Project	3+0 30,0			
SOS 549	New Approaches in Organizational Behavior and Case Studies	3+0 6,0			
	<i>Elective Courses (1)</i>	- 7,5			
			<hr/>		
			43,5		
<b>ELECTIVE COURSES</b>					
EİK 514	Current Problems in Industrial Relations	3+0 6,0	EİK 529	Risk and Crisis Management in Organizations	3+0 6,0
EİK 522	Turkish Social Security System	3+0 6,0	EİK 537	Social Policy in Turkey	3+0 6,0
EİK 525	Human Resource Management in Multinational Companies	3+0 6,0	EİK 539	Collective Labour Relations	3+0 6,0
EİK 527	Labor Market Analysis	3+0 6,0	SOS 548	Sociology of Social Problems	3+0 6,0

## DOCTORATE DEGREE (PH.D)

Labour Economics and Industrial Relations is an interdisciplinary field of social sciences that studies social policy, sociology, psychology, economics and labour law.

### PROGRAM

I. SEMESTER				II. SEMESTER			
ÇEK 617	The History of Social Policy in Turkey	3+0	7,5	ÇEK 611	New Trends in Industrial Relations	3+0	7,5
ÇEK 623	Comparative Analysis of Labour Markets in the EU and Turkey	3+0	7,5	ÇEK 628	Applied Organizational Behaviour	3+0	7,5
SBF 601	Philosophy of Social Sciences	3+0	7,5	<i>Elective Courses (2)</i>		-	15,0
	<i>Elective Courses (1)</i>	-	7,5				30,0
			30,0				

III. SEMESTER				IV. SEMESTER			
ÇEK 890	Thesis	0+1	30,0	ÇEK 890	Thesis	0+1	30,0
			30,0				30,0

#### INSTITUTE EXPERTISE FIELD COURSE

UÇE 901	Research in Area of Specialization	5+0	7,5
UÇE 902	Research in Area of Specialization	5+0	7,5

ÇEK 622	Comparative Social Policy	3+0	7,5
ÇEK 624	Court Decisions in Social Security Law	3+0	7,5
ÇEK 625	Court Decisions in Labour Law	3+0	7,5
ÇEK 626	Labor Law and Social Security Law in the European Union	3+0	7,5
HUK 655	Comparative Labour Law	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5
PSİ 608	Current Issues and Applications in Social Psychology	3+0	7,5

#### ELECTIVE COURSES

ARY 613	Advanced Research Methods in Social Sciences	3+0	7,5
ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
ÇEK 620	Globalization and Income Distribution	3+0	7,5
ÇEK 621	Democracy, Trade Unionism and Politics	3+0	7,5

## MASTER OF ARTS (MA) DEGREE

Labour Economics and Industrial Relations is an interdisciplinary field of social sciences that studies social policy, sociology, psychology, economics and labour law.

### PROGRAM

I. SEMESTER				II. SEMESTER			
ÇEK 502	Legal Basis of Labour Relations	3+0	6,0	ÇEK 501	Contemporary Subjects of Social Policy in the World	3+0	6,0
ÇEK 525	Comparative Industrial Relations	3+0	6,0	ÇEK 505	Unemployment and Employment Policies	3+0	6,0
ETK 503	Ethics of Science	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (2)</i>	-	12,0	<i>Elective Courses (2)</i>		-	12,0
			30,0				30,0

<b>III. SEMESTER</b>			<b>IV. SEMESTER</b>		
ÇEK 790	Thesis	0+1 30,0	ÇEK 790	Thesis	0+1 30,0
<hr style="width: 100px; margin-left: auto;"/>			<hr style="width: 100px; margin-left: auto;"/>		
30,0			30,0		
<b>INSTITUTE EXPERTISE FIELD COURSE</b>			<b>INSTITUTE EXPERTISE FIELD COURSE</b>		
UÇE 701	Research in Area of Specialization	3+0 4,5	ÇEK 521	Non Governmental Organization and Social Policy	3+0 6,0
UÇE 702	Research in Area of Specialization	3+0 4,5	ÇEK 523	EU and Industrial Relations System	3+0 6,0
<b>ELECTIVE COURSES</b>			<b>ELECTIVE COURSES</b>		
ÇEK 507	Economic Analysis of Collective Bargaining	3+0 6,0	EİK 511	Occupational Health and Safety Legislation	3+0 6,0
ÇEK 510	Turkish Social Security System	3+0 6,0	HUK 503	Comparative Labour Law	3+0 6,0
ÇEK 511	International Social Policy	3+0 6,0	PSİ 501	Psychology of Industrial Relations	3+0 6,0
ÇEK 514	The Termination of Labor Contract and Legal Consequences of Termination of Labor Contract	3+0 6,0	PSİ 510	Advanced Studies in Social Psychology	3+0 6,0
ÇEK 517	Trade Union Freedom and Rights in Turkey	3+0 6,0	SOS 503	New Perspectives on Organizational Behavior	3+0 6,0
ÇEK 518	Topics in Labor Economics	3+0 6,0	SOS 504	Sociology of Social Problems	3+0 6,0
ÇEK 519	Globalization and Working Life	3+0 6,0			

## DEPARTMENT OF PRIVATE LAW

The department of Private Law has been providing masters and doctoral programmes since 1995. The courses offered here comprises both a theoretical and practical approach, hence it addresses both the growing teaching staff and professional lawyers and judges. These programs focus on company law within the framework of commercial law, but it is also possible to focus on other areas of private law.

Head : Prof. Dr. Hasan Nüvit GEREK

### DOCTORATE DEGREE (PH.D)

#### PROGRAM

<b>I. SEMESTER</b>			<b>II. SEMESTER</b>		
HUK 646	Comparative Social Security Law	3+0 7,5	HUK 656	The Principle of Freedom of Contract and its Borders	3+0 7,5
SBF 601	Philosophy of Social Sciences	3+0 7,5	<i>Elective Courses (3)</i>		
	<i>Elective Courses (2)</i>	- 15,0			- 22,5
<hr style="width: 100px; margin-left: auto;"/>			<hr style="width: 100px; margin-left: auto;"/>		
30,0			30,0		
<b>III. SEMESTER</b>			<b>IV. SEMESTER</b>		
HUK 890	Thesis	0+1 30,0	HUK 890	Thesis	0+1 30,0
<hr style="width: 100px; margin-left: auto;"/>			<hr style="width: 100px; margin-left: auto;"/>		
30,0			30,0		
<b>INSTITUTE EXPERTISE FIELD COURSE</b>			<b>INSTITUTE EXPERTISE FIELD COURSE</b>		
UÖH 901	Research in Area of Specialization	5+0 7,5	ARY 617	Action Research	3+0 7,5
UÖH 902	Research in Area of Specialization	5+0 7,5	HUK 528	Merger on Commercial Enterprise	3+0 7,5
<b>ELECTIVE COURSES</b>			<b>ELECTIVE COURSES</b>		
ARY 614	Qualitative Research Methods	3+0 7,5	HUK 581	Appeal In Civil Procedure Law	3+0 7,5
ARY 615	Qualitative Research Methods	3+0 7,5	HUK 590	The Trial System in Roman Law and Its Effects on Contemporary Law	3+0 7,5
			HUK 598	Regulation Theory	3+0 7,5
			HUK 648	Methodology of Law	3+0 7,5

HUK 650	The Impact of International Treaties on Private Law	3+0	7,5	HUK 654	Practices in Collective Labour Law	3+0	7,5
HUK 651	Competition Law Applications	3+0	7,5	HUK 657	Actual Consumer Problems	3+0	7,5
HUK 652	Action for Nullity in Execution and Bankruptcy Law	3+0	7,5	HUK 658	Roman Law of Contracts	3+0	7,5
HUK 653	Personality Right and Protection of Personality	3+0	7,5	HUK 659	Indemnities in Labor and Social Security Law	3+0	7,5

## MASTER OF ARTS (MA) DEGREE

### PROGRAM

#### I. SEMESTER

ETK 503	Ethics of Science	3+0	6,0
HUK 713	Judicial Expertise in Civil Procedure Law	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0
			30,0

#### II. SEMESTER

HUK 710	The Decision in Law of Civil Procedure	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0
			30,0

#### III. SEMESTER

HUK 790	Thesis	0+1	30,0
			30,0

#### IV. SEMESTER

HUK 790	Thesis	0+1	30,0
			30,0

#### INSTITUTE EXPERTISE FIELD COURSE

UÖH 701	Research in Area of Specialization	3+0	4,5
UÖH 702	Research in Area of Specialization	3+0	4,5

#### ELECTIVE COURSES

HUK 583	The Problematic of Conflict of Laws in the Commercial Papers	3+0	6,0
HUK 587	Protection Against Annulment	3+0	6,0
HUK 588	Social Security Matters	3+0	6,0
HUK 589	Consumer Contracts	3+0	6,0
HUK 596	Form in Roman Law	3+0	6,0
HUK 704	Unfair Competition Law	3+0	6,0
HUK 711	Current Issues in Occupational Health and Safety	3+0	6,0
HUK 715	The Ownership in Roman Law	3+0	6,0

HUK 717	The Invalidity of Board of Directors Decision's in Joint-Stock Company	3+0	6,0
HUK 718	Termination of Debt	3+0	6,0
HUK 719	Conflicts and Litigation in Labour Law	3+0	6,0
HUK 720	Law of Divorce	3+0	6,0
HUK 722	Insurance Contract	3+0	6,0
HUK 724	Action for Nullity in Execution and Bankruptcy Law	3+0	6,0
HUK 726	Limited Real Rights Related Issues in Roman Law and Civil Law	3+0	6,0
HUK 728	Press Labour Law	3+0	6,0
HUK 730	Legal Remedies in Labour Law	3+0	6,0
HUK 732	Duties in Insurance Law	3+0	6,0

## DEPARTMENT OF PUBLIC FINANCE

Head : Prof. Dr. Recai DÖNMEZ

### DOCTORATE DEGREE (PH.D)

Public Finance is related to government services and their financing methods.

Public Finance Department has four fields of specialization; Public Finance Theory, Budgeting and Fiscal Planning, Public Economics, Fiscal Laws.

Economy is broadly separated into two sectors; private and public sectors. Private sector produces goods and services for private needs. On the other hand public sector operates for social needs. Public finance examines what kind of goods and services should be produced by public sector, how public sector decisions made by the authorities, how government spending for public goods and services should be and are financed. Public Finance Department aims to train students to be employed by the public sector including central government, local administrations, state owned enterprises.

### PROGRAM

I. SEMESTER			II. SEMESTER		
MLY 633	Taxation Issues in Constitutional Court Decisions	3+0 7,5	MLY 626	Analysis of Public Revenue <i>Elective Courses (3)</i>	3+0 7,5 - 22,5
SBF 601	Philosophy of Social Sciences <i>Elective Courses (2)</i>	3+0 7,5 - 15,0			30,0
		30,0			
III. SEMESTER			IV. SEMESTER		
MLY 890	Thesis	0+1 30,0	MLY 890	Thesis	0+1 30,0
		30,0			30,0
INSTITUTE EXPERTISE FIELD COURSE					
UML 901	Research in Area of Specialization	5+0 7,5	MLY 620	Budget Systems and Policies	3+0 7,5
UML 902	Research in Area of Specialization	5+0 7,5	MLY 621	Debt Management and Analysis	3+0 7,5
			MLY 622	Tax Transactions in the Theory of Administrative Acts	3+0 7,5
ELECTIVE COURSES			MLY 623	New Developments in Public Finance	3+0 7,5
ARY 614	Qualitative Research Methods	3+0 7,5	MLY 624	Tax Law and Globalization	3+0 7,5
ARY 615	Qualitative Research Methods	3+0 7,5	MLY 627	European Union Tax Law	3+0 7,5
ARY 617	Action Research	3+0 7,5	MLY 628	Fiscal Policies in European Union	3+0 7,5
İKT 630	Applied Advanced Econometrics	3+0 7,5	MLY 629	Public Expenditure Analysis	3+0 7,5
MLY 601	Welfare Economics and Public Sector	3+0 7,5	MLY 631	Contemporary Keynesian Approach	3+0 7,5
MLY 617	Corruption in Public Sector and its Economic Effects	3+0 7,5			
MLY 618	Tax Compliance	3+0 7,5			

## MASTER OF ARTS (MA) DEGREE

<b>PROGRAM</b>							
<b>I. SEMESTER</b>				<b>II. SEMESTER</b>			
ETK 503	Ethics of Science	3+0	6,0	MLY 528	Taxation Policy	3+0	6,0
MLY 502	The Constitutional Principles of Tax Law	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
MLY 529	Theory of Taxation	3+0	6,0		<i>Elective Courses (3)</i>	-	18,0
	<i>Elective Courses (2)</i>	-	12,0				30,0
			30,0				
<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
MLY 790	Thesis	0+1	30,0	MLY 790	Thesis	0+1	30,0
			30,0				30,0
<b>INSTITUTE EXPERTISE FIELD COURSE</b>							
UML 701	Research in Area of Specialization	3+0	4,5	MLY 523	Transparency in Public Fiscal Administration	3+0	6,0
UML 702	Research in Area of Specialization	3+0	4,5	MLY 530	Theory of Tax Crime and Penalty	3+0	6,0
<b>ELECTIVE COURSES</b>							
MLY 504	Budgeting Theories and Analysis	3+0	6,0	MLY 531	Tax Procedure Law	3+0	6,0
MLY 505	Discussion on Efficiency of Fiscal Policy	3+0	6,0	MLY 532	Public Regulation Policy	3+0	6,0
MLY 506	Economics of Local Governments	3+0	6,0	MLY 533	Special Tax Law I	3+0	6,0
MLY 510	Tax Jurisdiction Law	3+0	6,0	MLY 534	Special Tax Law II	3+0	6,0
MLY 518	Public Goods Analysis	3+0	6,0	MLY 535	Public Choice Theory	3+0	6,0
MLY 519	Global Public Economics	3+0	6,0	MLY 536	Financial Crises and Public Sector	3+0	6,0
				MLY 537	Evolution of Economic and Fiscal Thought	3+0	6,0
				MLY 538	Tax Planning	3+0	6,0
				MLY 540	Treasury and Transactions	3+0	6,0

## DEPARTMENT OF PUBLIC LAW

The department of Public Law has been providing masters and doctoral programmes since 1995. The courses offered here comprises both a theoretical and practical approach, hence it addresses both the growing teaching staff and professional lawyers and judges. These programs offer courses for specialising in subjects such as Constitutional and Criminal Law and additionally in these programs it is possible to specialise in fields, such as European Community Law and Environmental Law which are becoming important both domestically and internationally in recent years. The lawyers who are interested in politics will also find a chance to study the emerging governmental systems and the recent democratisation process in the world.

Head : Assoc. Prof. Dr. Hakan KARAKEHYA

## DOCTORATE DEGREE (PH.D)

<b>PROGRAM</b>							
<b>III. SEMESTER</b>				<b>IV. SEMESTER</b>			
HUK 890	Thesis	0+1	30,0	HUK 890	Thesis	0+1	30,0
			30,0				30,0
<b>INSTITUTE EXPERTISE FIELD COURSE</b>							
UKA 901	Research in Area of Specialization	5+0	7,5				
UKA 902	Research in Area of Specialization	5+0	7,5				



## MASTER OF ARTS (MA) DEGREE

### PROGRAM

I. SEMESTER				II. SEMESTER			
HUK 549	Methodological Problems in Law	3+0	6,0	ETK 503	Ethics of Science	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0	HUK 567	The State Theory	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0		<i>Elective Courses (3)</i>	-	18,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
HUK 790	Thesis	0+1	30,0	HUK 790	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE							
UKA 701	Research in Area of Specialization	3+0	4,5	HUK 575	Ottoman Penal Code of the Classical Period	3+0	6,0
UKA 702	Research in Area of Specialization	3+0	4,5	HUK 577	The Legal Regime of Administrative Activities	3+0	6,0
ELECTIVE COURSES							
HUK 550	Research on Legal Facts	3+0	6,0	HUK 578	Ottoman Penal Code of the Tanzimat Period	3+0	6,0
HUK 551	Economic Efficiency of Turkish Legal System	3+0	6,0	HUK 599	The Constitution: The Sine Qua Non of Modern State	3+0	6,0
HUK 553	Elements of Crime	3+0	6,0	HUK 703	Specific Human Rights Conventions: Women's Rights and Children's Rights	3+0	6,0
HUK 554	Taxpayers Rights	3+0	6,0	HUK 705	The Types and General Principles of Criminal Law	3+0	6,0
HUK 555	Constitutional Fundamentals of Tax Law	3+0	6,0	HUK 706	The Use of Force in International Law	3+0	6,0
HUK 562	The Current Problems of Constitutional Review in Turkey	3+0	6,0	HUK 707	Evidences in Criminal Procedure Law	3+0	6,0
HUK 563	The Theory of Justice	3+0	6,0	HUK 708	Crimes Against the Public Administration	3+0	6,0
HUK 565	The Regime of Civil Servant	3+0	6,0	HUK 716	Social Capital	3+0	6,0
HUK 568	The Law of the European Convention on Human Rights	3+0	6,0				
HUK 573	Application of Treaties in Municipal Law	3+0	6,0				

## DEPARTMENT OF PUBLIC RELATIONS AND ADVERTISING

### PROGRAM IN CORPORATE COMMUNICATION (ONLINE)

Online Master of Arts (MA) Degree Program in Corporate Communication focuses on strategic communication management in private companies, public companies and nonprofit organizations. The program based on gaining and practising theoretical and practical information about forming public opinion for supporting corporate politics, corporate branding and brand perception, corporate philanthropy, global communication, management consulting, generating corporate politics, generating and developing corporate image, reputation management, managing employee relations. The program is oriented to professionals who work on the fields of public relations, human resources, marketing, media relations, investor relations and the potential work force who interested in corporate and organizational communication.

## PROGRAM

I. SEMESTER				II. SEMESTER			
İŞL 589	Strategic Management	3+0	6,0	KİL 502	Corporate Brand Management	3+0	6,0
KİL 501	Introduction to Communication Studies	3+0	6,0	KİL 512	Research in Corporate Communication	3+0	6,0
PZL 523	Marketing Management	3+0	6,0	PZL 520	Integrated Marketing Communications	3+0	6,0
	<i>Elective Courses (1)</i>	-	7,5		<i>Elective Courses (1)</i>	-	7,5
			25,5				25,5
III. SEMESTER							
KİL 503	Term Project	6+0	30,0				
	<i>Elective Courses (2)</i>	-	15,0				
			45,0				
ELECTIVE COURSES							
İŞL 590	Corporate Governance	3+0	6,0	KİL 509	Corporate Social Responsibility and Ethics	3+0	6,0
KİL 504	Industrial Management and Culture	3+0	6,0	KİL 510	Designing Corporate Communications Tools	3+0	6,0
KİL 505	Agenda Setting Management and Crisis Communication	3+0	6,0	KİL 511	Corporate Communications Writing	3+0	6,0
KİL 506	Reputation Management: Sustainability and Communication	3+0	6,0	KİL 513	Complex Systems and Comprehension of the Earth	3+0	6,0
KİL 507	Global Communication	3+0	6,0	PZL 522	Customer Relationship Management	3+0	6,0
KİL 508	Media Relations	3+0	6,0				

## DOCTORATE DEGREE (PH.D)

Advertising and Public Relations is a communication discipline. This discipline contains communications about products, services and brands. While in advertising, mass communication vehicles are used with a clear source and paid price, the public relations are also using additional tools such as face to face communication, publicity and events to create a change in the perception. In this field, the players are the producer companies which need advertising and public relations, the agencies which produce the messages and activities towards advertising and public relations, media where those messages and activities are placed and consumer who are the receivers of those messages and activities. In the Department, theoretical and practical courses aimed at research, planning, practice and evaluation to reveal the message or event for any product, service or brand. The Department of Advertising and Public Relations, established in 1982 as Communication Arts, is the most respected advertising departments in Turkey. In 2001, the name of Communication Arts was changed to Advertising and Public Relations. The Department of Advertising and Public Relations is accredited and certified by the International Advertising Association (IAA). The department is located at Yunusemre Campus and 2 professors, 2 associate professors, 8 assistant professors and 12 research assistants are currently working in the department. In the department there are also some guest lecturers giving specific courses from advertising and PR sector. The decisions related to the Department are made by the Department Council which is composed of all faculty members of the Department. The Department is governed by one chairman. According to the academic studies of faculty members, they are divided into two groups as advertising and public relations.

## PROGRAM

I. SEMESTER				II. SEMESTER			
RHİ 604	Advertising Theories	3+0	7,5	RHİ 624	Understanding Individual of Digital Age	3+0	7,5
RHİ 621	Public Relations and Advertising Research Design	3+0	7,5		<i>Elective Courses (3)</i>	-	22,5
SBF 601	Philosophy of Social Sciences	3+0	7,5				30,0
	<i>Elective Courses (1)</i>	-	7,5				
			30,0				



RHİ 521	Global Marketing Communication	3+0	6,0	RHİ 527	Social Media and Corporate Communication	3+0	6,0
RHİ 522	Brand Management	3+0	6,0				
RHİ 525	Evaluation and Measurement in Public Relations	3+0	6,0	RHİ 529	Neuroscience and Communication	3+0	6,0

## DEPARTMENT OF SOCIOLOGY

Head : Assoc. Prof. Dr. Emre GÖKALP

### DOCTORATE DEGREE (PH.D)

Sociology is a field of social science. It studies social changes, social causes and consequences of human behaviours, the structure of the groups, organizations and institutions. It provides different perspectives to understand the social world.

#### PROGRAM

I. SEMESTER				II. SEMESTER			
SBF 601	Philosophy of Social Sciences	3+0	7,5	SOS 605	Social Problems of Turkey	3+0	7,5
SOS 601	Applied and Theoretical Problems of Sociology	3+0	7,5		<i>Elective Courses (3)</i>	-	22,5
	<i>Elective Courses (2)</i>	-	15,0				30,0
			30,0				
III. SEMESTER				IV. SEMESTER			
SOS 890	Thesis	0+1	30,0	SOS 890	Thesis	0+1	30,0
			30,0				30,0

#### INSTITUTE EXPERTISE FIELD COURSE

USO 901	Research in Area of Specialization	5+0	7,5
USO 902	Research in Area of Specialization	5+0	7,5

#### ELECTIVE COURSES

ARY 614	Qualitative Research Methods	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5
ARY 617	Action Research	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5
SOS 602	Research and Project Development	3+0	7,5
SOS 603	Capitalism and Postmodernity	3+0	7,5
SOS 604	Art and Sociology	3+0	7,5
SOS 607	Theories of Everyday Life	3+0	7,5

SOS 610	Quantitative Data Analysis Methods	3+0	7,5
SOS 611	Sociology and Women Studies	3+0	7,5
SOS 612	Middle East Woman Studies	3+0	7,5
SOS 618	Debates on Patriarchy and Class	3+0	7,5
SOS 619	Class, Ethnicity, Religion, Gender and Politics	3+0	7,5
SOS 621	Culture and Globalization	3+0	7,5
SOS 622	Sociology of Poverty and Social Inequality	3+0	7,5
SOS 623	Political Ideologies in Turkey	3+0	7,5
SOS 624	Media, Culture and Politics	3+0	7,5
SOS 626	Body, Power and Biopolitics	3+0	7,5

### MASTER OF ARTS (MA) DEGREE

Sociology is a field of social science. It studies social changes, social causes and consequences of human behaviours, the structure of the groups, organizations and institutions. It provides different perspectives to understand the social world.

## PROGRAM

I. SEMESTER				II. SEMESTER			
ETK 503	Ethics of Science	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
SOS 507	Contemporary Theoretical Developments in Sociology I	3+0	6,0	SOS 508	Contemporary Theoretical Developments in Sociology II	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0		<i>Elective Courses (3)</i>	-	18,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
SOS 790	Thesis	0+1	30,0	SOS 790	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				SOS 541	Nation-State, Nationalism and Globalization	3+0	6,0
USO 701	Research in Area of Specialization	3+0	4,5	SOS 542	Welfare State and Sociology of Social Politics	3+0	6,0
USO 702	Research in Area of Specialization	3+0	4,5	SOS 543	Theories of Violence and Sociology of Violence in Turkey	3+0	6,0
ELECTIVE COURSES				SOS 544	International Migration in Globalised World	3+0	6,0
ARY 518	Sociological Methods II	3+0	6,0	SOS 546	Interdisciplinary Gender Debates	3+0	6,0
SOS 523	Sociology Of Identit(ies)	3+0	6,0	SOS 547	History, Space and Memory	3+0	6,0
SOS 524	Gender Studies and Cinema	3+0	6,0	SOS 550	Methodological Problems in Sociological Research	3+0	6,0
SOS 529	Art Sociology	3+0	6,0	SOS 552	Multicultural Society Debates	3+0	6,0
SOS 530	Consumption, Culture and Surveillance in the Post-Industrial Society	3+0	6,0				
SOS 538	Postmodernism and Space	3+0	6,0				
SOS 540	Media and Social Theory	3+0	6,0				

## DEPARTMENT OF SPORTS MANAGEMENT

### PROGRAM IN SPORTS MANAGEMENT AND RECREATION

#### PROGRAM

I. SEMESTER				II. SEMESTER			
SBF 601	Philosophy of Social Sciences	3+0	7,5	ARY 614	Qualitative Research Methods	3+0	7,5
	<i>Elective Courses (3)</i>	-	22,5		<i>Elective Courses (3)</i>	-	22,5
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
SYR 890	Thesis	0+1	30,0	SYR 890	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				REK 601	New Trends in Recreation	3+0	7,5
USY 901	Research in Area of Specialization	5+0	7,5	SYR 610	Event Planning and Project Management	3+0	7,5
USY 902	Research in Area of Specialization	5+0	7,5	SYR 611	Contemporary Approaches in Sport Management	3+0	7,5
ELECTIVE COURSES				SYR 612	Modern Sport Marketing Applications	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5				

SYR 613	Fiscal Management in Sport	3+0	7,5	TRZ 606	Leisure Management	3+0	7,5
SYR 614	Risk Management in Sport Organizations	3+0	7,5	TRZ 618	Recreational Leadership	3+0	7,5
SYR 615	Stratagic Sport Communication	3+0	7,5				

## PROGRAM IN SPORTS MANAGEMENT AND RECREATION

### PROGRAM

I. SEMESTER				II. SEMESTER			
ETK 503	Ethics of Science	3+0	6,0	PZL 532	Sport Marketing Management	3+0	6,0
SPY 501	Sport Management Approaches	3+0	6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0
	<i>Elective Courses (3)</i>	-	18,0		<i>Elective Courses (3)</i>	-	18,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
SYR 790	Thesis	0+1	30,0	SYR 790	Thesis	0+1	30,0
			30,0				30,0

### INSTITUTE EXPERTISE FIELD COURSE

USY 701	Research in Area of Specialization	3+0	4,5
USY 702	Research in Area of Specialization	3+0	4,5

SPY 506	Event Management and Sport Applications	3+0	6,0
SYR 510	Recreation Management and Techniques	3+0	6,0
SYR 511	Sport Media Applications and Analysis	3+0	6,0
SYR 512	Customer Relationship in Sport	3+0	6,0
SYR 513	Leisure and Recreation Analysis	3+0	6,0
SYR 514	Brand Management and Sports	3+0	6,0
SYR 515	Recreation Project Management	3+0	6,0

### ELECTIVE COURSES

FIN 528	Sport Finance	3+0	6,0
İŞL 508	Human Resources Strategies and Applications	3+0	6,0
İŞL 578	Sport and Facility Business	3+0	6,0
PZL 533	Integrated Marketing Communications in Sport	3+0	6,0
SPY 502	Sports Economy and Analysis	3+0	6,0

## DEPARTMENT OF TOURISM MANAGEMENT

Anadolu University, School of Tourism and Hotel Management was established in 1993. There are 4 lecture rooms, 7 classrooms, and computer, bar, kitchen and housekeeping laboratories for training. Moreover, the third floor of the building has been designed as a hotel with 2 suites, 6 twin rooms. After a one-year preparatory school, Anadolu University, School of Tourism and Hotel Management offers a bachelors degree at the end of an 8 semester study. Students have the opportunity of studying in the laboratories and various facilities of operations via highly widespread package program; Fidelio. A compulsory industrial training period of minimum 90 workdays is also a part of the study. As a principle, it is a great concern for the school that students should undergo the training period in 4/5 star hotels, first class holiday villages or A-group travel agencies. While preparing the program, industrial needs are taken into consideration. Since our students are future managers, they both take the occupational courses of the school as well as courses similar in content to the ones in Faculty of Business Administration.

Head : Prof. Dr. Semra GÜNAY AKTAŞ

## DOCTORATE DEGREE (PH.D)

### PROGRAM

I. SEMESTER				II. SEMESTER			
SBF 601	Philosophy of Social Sciences	3+0	7,5	<i>Elective Courses (4)</i>		-	30,0
	<i>Elective Courses (3)</i>	-	22,5				30,0
			30,0				
III. SEMESTER				IV. SEMESTER			
TRZ 890	Thesis	0+1	30,0	TRZ 890	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				TRZ 618	Recreational Leadership	3+0	7,5
UTZ 901	Research in Area of Specialization	5+0	7,5	TRZ 620	Leisure Time Management	3+0	7,5
UTZ 902	Research in Area of Specialization	5+0	7,5	TRZ 621	Tourism, Environment and Sustainable Development	3+0	7,5
ELECTIVE COURSES				TRZ 622	History of Tourism	3+0	7,5
ARY 614	Qualitative Research Methods	3+0	7,5	TRZ 623	Economic Development and Tourism	3+0	7,5
ARY 615	Qualitative Research Methods	3+0	7,5	TRZ 624	Strategic Marketing and Brand Management for Tourism	3+0	7,5
ARY 617	Action Research	3+0	7,5	TRZ 625	Tourism Transportation and Services Management	3+0	7,5
İKT 630	Applied Advanced Econometrics	3+0	7,5	TRZ 626	Gastronomy in Culture and Arts	3+0	7,5
TRZ 601	Change Management in Tourism Companies	3+0	7,5	TRZ 627	Turkish Cuisine Culture	3+0	7,5
TRZ 615	Measurement and Scaling in Tourism Research	3+0	7,5				
TRZ 616	Destination Development	3+0	7,5				

## MASTER OF ARTS (MA) DEGREE

### PROGRAM

I. SEMESTER				II. SEMESTER			
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0	ETK 503	Ethics of Science	3+0	6,0
	<i>Elective Courses (4)</i>	-	24,0		<i>Elective Courses (4)</i>	-	24,0
			30,0				30,0
III. SEMESTER				IV. SEMESTER			
TRZ 790	Thesis	0+1	30,0	TRZ 790	Thesis	0+1	30,0
			30,0				30,0
INSTITUTE EXPERTISE FIELD COURSE				TRZ 537	Current Issues in Tour Guiding	3+0	6,0
UTZ 701	Research in Area of Specialization	3+0	4,5	TRZ 539	Critical Tourism Studies	3+0	6,0
UTZ 702	Research in Area of Specialization	3+0	4,5	TRZ 541	Research Writing in Gastronomy	3+0	6,0
ELECTIVE COURSES				TRZ 543	New Policies and Strategies in Tourism	3+0	6,0
TRZ 501	Common Problems in Tourism Sector	3+0	6,0	TRZ 545	Travellers and Travel Books	3+0	6,0
TRZ 510	Structure of Tourism Industry	3+0	6,0	TRZ 546	Tourism and Media	3+0	6,0
TRZ 514	Sustainable Tourism	3+0	6,0				

TRZ 548	Supply and Demand Analysis in Tourism	3+0	6,0	TRZ 556	City and Tourism	3+0	6,0
TRZ 550	Social Network Analysis in Tourism	3+0	6,0	TRZ 558	Gastronomy Tourism Development Projects	3+0	6,0
TRZ 552	Rural Tourism	3+0	6,0	TRZ 560	Product Policy in Tourism	3+0	6,0
TRZ 554	Tourism in Postmodern Period	3+0	6,0				

## DEPARTMENT OF TRANSLATION AND INTERPRETATION

Translation is one of the fundamental components of intercultural and international communication. Thus, today, the importance of translation research and translation education has been growing in the world. In order to contribute to these fields, our university established the Department of Translation and Interpreting in the School of Foreign Languages in the academic year 2000-2001. The department comprises the Program in German Translation and Interpreting and the Program in English Translation and Interpreting. The department currently admits students to the Masters Program in German Translation and Interpreting.

Head : Assoc. Prof. Dr. Zehra GÜLMÜŞ

### MASTER OF ARTS (MA) DEGREE

#### PROGRAM

I. SEMESTER				II. SEMESTER			
MÜT 501	(Ger) Translation Theory	3+0	6,0	ETK 503	Ethics of Science	3+0	6,0
MÜT 503	(Ger) Translation Criticism I (German to Turkish)	3+0	6,0	MÜT 502	(Ger) Linguistics and Translation	3+0	6,0
MÜT 523	Turkish Writing Skills for Translators	3+0	6,0	MÜT 504	(Ger) Translation Criticism II (Turkish to German)	3+0	6,0
SOB 501	Research Methods in Social Sciences Seminar	3+0	6,0	MÜT 518	(Ger) German Writing Skills for Translators	3+0	6,0
	<i>Elective Courses (1)</i>	-	6,0		<i>Elective Courses (1)</i>	-	6,0
			<u>30,0</u>				<u>30,0</u>
III. SEMESTER				IV. SEMESTER			
MÜT 790	Thesis	0+1	30,0	MÜT 790	Thesis	0+1	30,0
			<u>30,0</u>				<u>30,0</u>
SCIENTIFIC PREPARATION 1				SCIENTIFIC PREPARATION 2			
MÜT 515	(Ger) Introduction to Translation Studies	3+0	6,0	MÜT 520	(Ger) Literary Translation Applications II (Turkish to German)	3+0	6,0
MÜT 517	(Ger) Types of Translation	3+0	6,0	MÜT 522	(Ger) Specialized Translation Applications II (Turkish to German)	3+0	6,0
MÜT 519	(Ger) Literary Translation Applications I (German to Turkish)	3+0	6,0	MÜT 524	(Ger) Translation Theories and Methods	3+0	6,0
MÜT 521	(Ger) Specialized Translation Applications I (German to Turkish)	3+0	6,0	MÜT 526	(Ger) Basic Concepts of Linguistics	3+0	6,0
			<u>24,0</u>				<u>24,0</u>
INSTITUTE EXPERTISE FIELD COURSE				ELECTIVE COURSES			
UMÜ 701	Research in Area of Specialization	3+0	4,5	MÜT 507	(Ger) Language and Cultural Studies	3+0	6,0
UMÜ 702	Research in Area of Specialization	3+0	4,5	MÜT 509	(Ger) Literary Translation I (German to Turkish)	3+0	6,0



MÜT 510 (Ger) Literary Translation II (Turkish to German)	3+0 6,0	MÜT 516 (Ger) Translation of Children's and Youth Literature (German to Turkish/Turkish to German)	3+0 6,0
MÜT 511 (Ger) Specialized Translation I (German to Turkish)	3+0 6,0	MÜT 525 (Eng) English Writing Skills for Translators	3+0 6,0
MÜT 512 (Ger) Specialized Translation II (Turkish to German)	3+0 6,0		
MÜT 514 (Ger) Translation Exercises (English to Turkish/Turkish to English)	3+0 6,0		

## DEPARTMENT OF TURKISH LANGUAGE AND LITERATURE

Department of Turkish Language and Literature began its undergraduate program in 1999. In this department, after a compulsory intensive English course in the first year, a four-year undergraduate program is given. The department consists of four programs that are Modern Turkish Language, Modern Turkish Literature, Old Turkish Literature, and Folklore. Turkish Language and Literature is the field that analyzes Turkish Language and Literature. It examines the historical development of Turkish, protection of Turkish Language, relation of language with intellect, and the relation of language with culture. In this program the historical development of Turkish Language, Modern Turkish Literature and its position in the literature abroad is examined. Also the program includes the analysis of important works in the world and Turkish Literature.

Head : Assoc. Prof. Dr. Çiğdem KARA

### MASTER OF SCIENCE (MS) DEGREE

#### PROGRAM

I. SEMESTER			II. SEMESTER		
ETK 503	Ethics of Science	3+0 6,0	SOB 501	Research Methods in Social Sciences Seminar	3+0 6,0
TDE 527	Chagatay Turkish	3+0 6,0	TDE 520	Ottoman Turkish Texts	3+0 6,0
	<i>Elective Courses (3)</i>	- 18,0		<i>Elective Courses (3)</i>	- 18,0
		30,0			30,0
III. SEMESTER			IV. SEMESTER		
TDE 790	Thesis	0+1 30,0	TDE 790	Thesis	0+1 30,0
		30,0			30,0

#### INSTITUTE EXPERTISE FIELD COURSE

UTD 701	Research in Area of Specialization	3+0 4,5
UTD 702	Research in Area of Specialization	3+0 4,5

#### ELECTIVE COURSES

TDE 501	Poetry in Republican Period I	3+0 6,0
TDE 502	Poetry in Republican Period II	3+0 6,0
TDE 503	Works on History of Literature in Turkey	3+0 6,0
TDE 507	Theoretical Linguistics	3+0 6,0
TDE 519	Poetic Language	3+0 6,0
TDE 521	Şerh (i.e Literary Commentary)	3+0 6,0
TDE 522	Readings in Folk Literature	3+0 6,0
TDE 523	Folk Literature and Culture	3+0 6,0
TDE 524	Mesnevi	3+0 6,0
TDE 525	Syntax	3+0 6,0

TDE 526	Modern Turkish Syntax	3+0 6,0
TDE 528	Historical Dictionaries	3+0 6,0
TDE 529	Style in Ottoman Divan Literature	3+0 6,0
TDE 530	Sufism and Ottoman Literature	3+0 6,0
TDE 531	Legend Studies	3+0 6,0
TDE 532	Semantics	3+0 6,0
TDE 533	Prose in Turkish Literature	3+0 6,0
TDE 534	Research in Linguistics and Literature	3+0 6,0
TDE 535	Literary Theories I	3+0 6,0
TDE 536	Literary Theories II	3+0 6,0
TDE 538	Criticism in Ottoman Literature	3+0 6,0
TDE 539	Poetry in Servet-i Fünun Period	3+0 6,0
TDE 540	Comparative Karluk Group of Turkish Polish Textual Analysis	3+0 6,0
TDE 541	Methods of Criticism	3+0 6,0
TDE 542	Literary Theories	3+0 6,0

TDE 543	Dialects of Turkish Language Outside The Political Borders of Turkey	3+0 6,0
TDE 544	Modern Turkish Short Story	3+0 6,0

TDE 545 The Second New Poem 3+0 6,0

## COURSE CONTENTS

### **ARK 504 Roman Art in Augustus Period 2+2 6,0**

Architecture of Augustus Period: Meeting of Roman Civilization with Hellenistic World, New construction works in Roman City, Renovation of city plan, The propaganda buildings that build with government politic understanding of Augustus, Architectural development in provinces, Architecture of Augustus Period: New formations in Roman sculpture, its development in Eastern and Western provinces, Metal and minor arts production.

### **ARK 514 The Cult of Earth Goddess in Antique Ages 2+2 6,0**

Investigation Background: Cult of Earth Goddess in Anatolia: Cult of Earth Goddess in Prehistoric, Bronze and Early Iron Age Periods in the light of Archaeological sources; Cult of Earth Goddess in Greece: Cult of Earth Goddess and cult shrines in Bronze Iron Ages and Hellenistic Period in Greece; Cult of Earth Goddess in Rome: Magna Mater in the city of Rome; Cult of Earth Goddess and cult texts (documents) in Republic and Empire Period of Rome ; Cult of Earth Goddess in Asia Minor in Roman Period.

### **ARK 534 Numismatic Studies 3+0 6,0**

Methods of Numismatic investigation and terminology; Definition of money; Money and economy; Weight models of cities and their coin denominations; Techniques of striking coinage; Evaluation of Numismatic finds; Computers and Numismatics; Preparing coin find graphics; Graphical Evaluation; Die studies; Epigraphic aspects of coins; Numismatic examples under the light of ancient literary sources and archaeological finds; How to photograph the numismatic finds and to document them; Numismatic investigations in world and in Turkey and the history of numismatics.

### **ARK 541 Money in the Ancient World 3+0 6,0**

Development of Coinage; Money and Economy Relations; Coinage in the Greek World; Monetary politics of Macedonian and Persian Empires; Political symbols on coins; Mints in the Hellenistic Period and their Economy; Economical history and Monetary Politics in the Roman Empire; Inflation and Devaluation in ancient world; Economic crisis in 3rd century; Late Roman Coinage; Economy of mines and the Reflection of precious metals.

### **ARK 543 Health, Disease and Nutrition in Ancient Populations 3+0 6,0**

What is Health? What is Disease?; Bioarchaeology and the Study of Human Skeletal Remains; Paleodemography; Paleopathology; Dental Anthropology; Nutrition and Health; Living Conditions and Health; Infectious Diseases; Trauma; Physical Stress; Joint Diseases; Congenital

Diseases; Growth and Health; Metabolic Diseases; Cancer; Treatment and Healing; Death.

### **ARK 554 Metallurgy in Antiquity 3+0 6,0**

Terminology of Metallurgy; Beginning of Metallurgy, Early Mining Activities; First Veins of Metal; Early Furnaces and Equipment Finds in Anatolia; Bronze Age and Iron Age; Evolution of Mining; Deep-Vein Mining, Anatolian Mining Activities in Greek and Roman Periods, Ancient Sources and Excavation Finds; Production Techniques of Metal Finds: Plating, Casting and Hammering, Soldering and Riveting; Bronze casting and Lost-Wax Process.

### **ARK 556 Architects in Ancient Period 3+0 6,0**

Origins of Ancient Greek Architecture; Ancient Sources; Plans of Urbanization in the Ancient Cities; Architectural Elements of City; Contributions of Architects; Important Architects and Their Important Works of Art; Social Status of Architects; Formation of Architects; Examples of ?Urbanization? from Different Cities in Ancient Geographical Locations; Examples of Architectural Structures from Cities; Using Techniques of Construction in Architecture; Materials; Tools; Financing; Contract; Foremen and workmen; Wages; Drawings and Calculations; Workshops; Decorations; Colors; Aesthetic and Constructive Problems in Architectural Systems; Solutions of Aesthetic and Constructive Problems; Functional and Visual Compositions; Vitruvius.

### **ARK 559 Construction Elements in Archaic Age 3+0 6,0**

Construction Elements in Archaic Architecture: Architectural Materials in Archaic Age; Construction Techniques from Foundation to Roof in Archaic Age; Masonry Systems in Archaic Age; Functions of Construction Elements in Archaic Age; Architectural Styles: Doric, Ionic, Corinth styles; Basic Characteristics and the Comparison of Greek and Roman Architecture; Analysis and Dating of Construction Elements.

### **ARK 561 Architecture and Urbanization in Archaic Age 3+0 6,0**

Architecture and Urbanization in Archaic Age: Greek and Roman Cities; Urbanization Approaches; Intra-muros in cities, Extramural Elements; Defense Systems in Cities, Sacred Places, Temples, Altars, Propylons, Stoa, Bouleuterions, Agoras, Gymnasions, Theatres, Stadiums, Houses, Water Systems, Nymphaions; Baths, Latrines, City Monuments; Necropolises.

### **ARK 563 The Pottery Studies in Archaeology 3+0 6,0**

The definition of Ceramic, Production methods, Clay and Slip; The Documentation Methods of Ceramic: Drawing Methods, Photographing Methods. The definition Methods

for clay Color; The Cataloging Methods; Classification to context, Classification to functions, Classifications to form and decoration, Classification to Production centers and period: Central Production, Local Production, The connections of Producing and Distributing Pottery.

**ARK 565 Roman Sculpture in Anatolia** 3+0 6,0  
Sculpture Production in Anatolia in pre-Roman Period; Anatolia in Roman Period; Important Marble Quarries in Anatolia; Roman provincial Art; Roman Sculpture Schools and Workshops; Important Sculpture Centers in Anatolia (Tralleis, Stratonikeia, Ephesos and Aphrodisias). Roman Portraits and Sculptures in Anatolia.

**ARK 601 The Roman Army in Asia Minor** 2+2 7,5  
Army in the Roman Empire, Military System and Equipment in the Roman Army, Military Activities of the Roman Empire in Eastern Mediterranean, Hellenistic Military Systems in Asia Minor; Diffusion of Roman Army in Asia Minor: Civil war, Principatus, Military revolution of Augustus; Colonies and Defense System of the Roman Army in Anatolia: Imperial provinces, Senatorial province, Defense Centers in Eastern Asia Minor: Satala, Melitene, Samosata, Zeugma; Position of Southern Asia Minor during the Persian Campaigns; Lycia, Pamphylia, Cilicia.

**ARK 603 Architecture of Peloponnesus in the 4th and 5th Centuries B.C.** 2+2 7,5  
Olympia Zeus "Altis"; Olympia Zeus Temple and Triglyph and Metope Frieze; Hera Temple; Pelopion; Metroon; Philippeion; Phigaleia-Bassae Apollo Epicures Temple; Ictinus; Interior Frieze; Interior Design; Corinth Columns Headings; Attic-Ion Plinths; Tegea Athena Alea Temple; Skopas; Nemea Zeus Temple; Epidaurus Asclepius Sacred Area; Epidaurus Asclepius Temple; Young Polycleitus; Epidaurus Tholos; Archaic Effects; Classic Applications; Change.

**ARK 604 Baths in Ancient Times** 2+2 7,5  
Origins and Early Examples of Roman Baths; Main Parts of Baths: Caldarium, Tepidarium, Frigidarium, Laconicum, Destictarium, Natatio; Water Supply and Heating System; Hypocaust and basement heating system, Wall heating system with tubulis and tegulae mammatae, Vault heating, Praefurnium, Water heating and caldrons, Testudines alveolorum; Thermal Baths, Military Baths; Private Baths, Imperial Baths; Baths and Gymnasiums in Asia Minor; Baths in the Late Antique and the Byzantine Ages.

**ARK 605 The Cults of Pamphylia** 2+2 7,5  
Pamphylian Cities and Poliadic Cults; Supra-regional Cult Centers: Artemis Pergaia, Apollo Sidetes, Aphroditai Kastniedites; Local Cults; Natural Cult Places and River Deities; Katarrhaktes, Kestros, Eurymedon and Melas; Foreign Deities; Isis, Serapis, Men and Mithras; Imperial Cults; Festivals and Agons: Epibateiron, Agon, Mystikos, Pythia, Pergaia.

**ARK 606 Glass in Roman Times** 2+2 7,5  
Developments in Glass Production in Roman Times; Roman Period Glass Kilns and Production Centres; Discovery of Free-Blown Glass in Roman Period and Vessels Produced by This Technique; Roman Mould-Blown Glassware and Glasses Signed by Artists; Cut Decoration on Roman Glass; Cameo and Diatret Glass; Roman Glass Jewellery and Other Glass Objects; Start of Window Glass Production and Its Effects on Architecture; Glass Trade in Roman Times; Late Roman Glassware; Glass in Roman Art and Culture.

**ARK 608 Roman Theaters** 2+2 7,5  
Origin of the Theater; Greek Theater; Beginning of the Roman Theater; Theater Plays; Theater Architecture; Sculpture Programs of Roman Theaters; Sculpture Programs in Anatolian Roman Theaters; Theater in Rome and Italy; Theater in Western Provinces; Theater in Eastern Provinces; Roman Theaters in Anatolia; Use of Theaters, Stadiums, Arenas, and Roman Theaters to Modern Times.

**ARK 609 Health Problems and Therapeutics in Roman Period** 2+2 7,5  
The Concept of Health and Disease in Roman Period; Physicians and Therapeutics in Roman Period; Surgery in Roman Period; Medical Literature in Roman Period; Nutrition and Health in Roman Period; Health, Disease and Demography in Roman Period; Trauma and Disability in Roman Period; Infections in Roman Period; Daily Life, Occupation and Joint Diseases in Roman Period; Oral and Dental Health in Roman Period; Death in Roman Period.

**ARK 610 Ionian Architecture from Theodore to Hermogenes** 2+2 7,5  
Early Works; Orders and Problems of Origin; Ionia; Cities of Ionia and Union of Ionia; Dipteros; Samos Heraion and Phases; Ephesus; Ephesian Artemisia; Didyma; Didyma Apollo; Theodore; Rhoikos; Khersiphron; Panionios; Demetrius; Deinokrates; Daphnis; Ancient Writers and Their Accounts; Detections, Problems and Suggestions; Priene and Athena Temple; Pytheos and His Works; Miletus; Hippodamos and City Planning; Columns and Bases; Friezes; Decorations and Profiles; Other Public Buildings and Houses; Magnesia and Artemis Temple; Teos Dionysus Temple; Hermogenes and His Works; Architecture of Altar in Hellenistic Period and Architectural Plastic; Relations, Interactions and Transfer.

**ARK 611 Roman Imperial Gem and Cameo Art** 2+2 7,5  
Gems and Cameos Used in Roman Era; Materials Used in Roman Gems and Cameos; Imperial Portraits on Gems and Cameos Used in Roman Empire Era; Personal Portraits on Gems and Cameos Used in Roman Empire Era; Divinity Representations on Gems and Cameos Used in Roman Empire Era; Cult Representations on Gems and Cameos; Other Subjects on Gems and Cameos.

**ARK 613 Relief Ware in the Roman Empire** 2+2 7,5  
Production Techniques of Relief Ware; First Examples of Relief Ware in Eastern Mediterranean; Hellenistic Pottery;

Relief ware, Decoration Repertoire and Production Techniques; Roman Pottery: Relief ware, Decoration Repertoire and Production Techniques, Lead glazed wares; Production Centers and the Distribution Area; Terra Sigillata; Production Centers and Distribution Area: Connection Between Relief Ware and Metal Items Produced.

**ARK 615 Roman Imperial Cult and Neocorate** 2+2 7,5  
Deification of Rulers in Anatolia; Portrayal of Roman Emperors as Gods; Imperial Cult as a Religion; The Concept of Neocorate; Neocorate Temples; Approach of Roman Emperors to This Tradition in Anatolia; Imperial Cults in Anatolian Provinces; Archaeological Evidence: Epigraphic evidence, Literary evidence.

**ARK 790 Thesis** 0+1 30,0

**ARK 890 Thesis** 0+1 30,0

**ARY 515 Interview Techniques and Analysis Methods** 3+0 7,5

Data Collection Techniques in Qualitative Analysis; Interview Techniques: Structured interviews, Semi-structured interviews, Unstructured interviews; Data Collection with Interview Techniques; Analyzing the Data Collected via Interviews: Inductive Analysis, Concept Analysis, Triangulation; Reliability.

**ARY 518 Sociological Methods II** 3+0 6,0

Multi-method Approach, Interpretative Sociology, Phenomenology, Ethnomethodology, Objectivity, Subjectivity, Concept and Theory Formation; Sampling; Biographic Research: Life History, Oral History, Narrative Analysis of Lives; Focus Group; Case Study; Dialogue Analysis; Ethnographic Method and Grounded Theory; Biographic-Narrative Interview: Structured, Semi-structured; Free Association; In-depth Interviewing; Feminist Method; Interview Design: BNIM, SQUIN-BNIM; Analysis of Data and Integration to Theory, Typification, General Models, Binding Quantitative and Qualitative Data Analysis; Social Policy Research; QDA Software: CAQDA, SPSS qualitative, GRAPH.

**ARY 613 Advanced Research Methods in Social Sciences** 3+0 7,5

Basic Concepts in Social Science Research, Sequences and Research Techniques; Introduction to Statistical Analyses; Descriptive Statistics; Probability; Sampling and Sampling Distribution; Testing hypothesis; ANOVA; Chi Square; Correlation; Regression; Multiple Correlation and Regression; Logit Regression; Factor Analysis and Data Analyses by SPSS.

**ARY 614 Qualitative Research Methods** 3+0 7,5

Research Paradigms and Comparison: Quantitative; Qualitative; Data Collection Techniques in Qualitative

Research: Detailed observation, Documents and artifacts, Researcher journal, Videotaped data, Interview; Ethical Rules in Qualitative Research; Qualitative Research Designs: Case study, Ethnography, Phenomenology, Grounded theory, Action research; Planning Qualitative Research Process; Mixed Methods Research: Mixed methods; Analysis in Qualitative Research: Descriptive analysis, Inductive analysis, Other analysis techniques; Trustworthiness in Qualitative Research; Preventions for Trustworthiness; The researcher's role; Analysis of Published Qualitative Research Reports; Reporting and Presenting Qualitative Research Projects.

**ARY 615 Qualitative Research Methods** 3+0 7,5

Basic Concepts: Types of variables, Levels of measurement, Population and sample, Parameter and statistics; Quantitative Research Design: Selection of appropriate research models and designs, Internal and external validity; Validity and Reliability: Types of reliability, Reliability testing, Types of validity, Validity check; Central Tendency Measures; Variability; Standard Scores: z-score, T- score; Hypothesis Testing: t Test, Analysis of variance, ANOVA/MANOVA, ANCOVA/MANCOVA; Correlation; Simple and Multiple Regression; Exploratory and Confirmatory Factor Analysis; Non-Parametric Tests; New Trends in Quantitative Research.

**ARY 617 Action Research** 3+0 7,5

Research Methods: General characteristics of qualitative research, General characteristics of quantitative research, General features of action research, General characteristics of mixed methods; Ethical Principles in Research; Action Research: Types of action research, Participants and their roles in action research; Ethical Principles Specific to Action Research; Data Collection and Data Analysis in Action Research; Research Proposal, Research Report; Analysis of Action Research Reports and Articles.

**BYN 546 Content Analysis** 3+0 6,0

Content Analysis: Definition, Content and Borders; Outcomes Related with the Source; Outcomes Related with Receivers; Use of Content Analysis in Impact Research; Research Related to Agenda Setting Model; Content Analysis as a Research Model (Research Questions, Constructing Hypotheses, Limitations, Categories, Constructing Research Constituents, Techniques of Sampling, Techniques of Measurement, Problem of Reliability and Validity, Pre-tests, Data Analysis and Evaluation of the Results).

**BYN 548 Political Journalism Research** 3+0 6,0

Dimensions of Political Journalism: Functions of political journalism, Political journalism during the crises periods, Control of public communication, Role of political journalism in democratic regimes; Politics on the Media and Political Journalism: Media and politics, Media and democracy, New communication technologies and democracy, Media democracy and political journalism; Elections and Political Journalism: Elections and media,

Public opinion polls and media, Elections and political campaigns, Political journalism during election campaigns.

**BYN 549 Critical Discourse Analysis 3+0 6,0**

Discourse as a Concept; Emergence of Critical Discourse Analysis; Critical Linguistic Studies and How They are Related to Critical Discourse Analysis; Analysis of Newspaper Articles; Analysis of Television News; Cultural Studies and Critical Discourse Analysis; Ideology ? Discourse Relationship; Discourse and State Apparatuses; Hegemony; Connotative Meaning and Denotative Meaning; Common Points between Cultural Studies and Critical Discourse Analysis; van Dijk's Approach and Model; New Approaches in Critical Discourse Analysis.

**BYN 550 Gender Studies 3+0 6,0**

Gender in Social Sciences and Media Studies; Discussing Theories on Gender; Power of Gender and Media Studies; Feminist Theories: Liberal feminism, Socialist feminism and Radical feminism; Queer Theory; Gender Representation on the Media from the Feminist Point of View; Media Discourse from the Feminist Point of View; Data Gathering Process and Reporting the Results.

**BYN 551 Political Economy of Media 3+0 6,0**

Approaches to Political Economy: The comparison of liberal and critical political economy approaches; Political Economy Approaches on Media: Media analyses of liberal and critical political economy approach; Monopolizations, Variations, Internationalization and Deregulation Policies in Media; Effects of Ownership Structure on Media Content: Uniformity, Cross promotion, Advertisement, Advertorial news; Evaluation of Political Economy Analyses through Case Studies from World and Turkish Media; Evaluation of the Articles Prepared by Students.

**BYN 552 Popular Culture Analyses 3+0 6,0**

Basic Concepts: Popular culture, Mass culture, Folk culture, Culture industry, Consumer culture; Popular Culture as a Cultural Industry; Policies of Pleasure and Resistance in Popular Culture; Popular Culture after Tanzimat; Popular Culture of the Republican Period I: Magazines of One-Party Era, Magazines of 1950-70, Magazines after 1970; Analysis of Popular Music; Analysis of Arabesque Music; Analysis of Football as a Component of Popular Culture; Analysis of Television Shows as a Component of Popular Culture; Analysis of Popular Press; Analysis of Consumer Culture; Student Practices.

**BYN 553 Sociological Analysis 3+0 6,0**

Alienation; Anomie; Bureaucracy; Deviance; Class; Class Struggle; Elites; Minorities; Functionalism; Life Style; Role and Role Conflicts; Gender; Socialization; Status; Stereotypes; Values; Entertainment; Sublimated and Degraded Authority Figures; Identification with Divine Powers; Abstraction; Emotional Participation; Curiosity and Satisfying Curiosity; Taboos; Distinguishing the Bad in Action; Sociological Concepts such as Approval of Moral and Cultural Values.

**BYN 554 Web Analysis Practices 3+0 6,0**

Web Survey Systems; Online Quantitative Research; Designing Online Surveys; Working with Databases; Online Qualitative Research; Online Focus Groups Research; Bulletin Board Groups Research; Participatory Blogs as Research Tools; Special Research Areas; Website Research; Web Marketing Research; Trends and Innovations in Research; Approaches to Web Analysis: Authority, Objectivity, Validity, Content, Update, Interactivity.

**BYN 555 Visual Design Analysis 3+0 6,0**

Visual Expression Skills; Use of Semiotic Methods in Visual Design Practices and Analyses; Creating Products with Powerful Communication Value; Functioning of Semiotic Systems; Semantic Structure of Layers and Structure Analyses; Semiotic Systems That Constitute Meaning Production or Meaning; Imagination, Myth and Metaphor.

**BYN 556 Radio Studies 3+0 6,0**

Mass Communication Systems; Public Broadcasting, Commercial Broadcasting; History of Radio; Radio broadcasting in the world and Radio broadcasting in Turkey; Radio Broadcasting Formats; Music radios, Community radios, Talk radios, College radios; Radio Staff: Director of public release, Director of music, Program host, Producer; Radio Programs; Stages of Program Production; Internet and Radio Broadcasting; Interactivity and Audience; Radio Research: Quantitative research approaches, Qualitative research approaches; Audience Research; Research Methods: Interview techniques, In-depth interviews, Focus group interviews, Ethnographic methods; Internet ve Audience Research; Interactivity; Examples of Audience Research.

**BYN 557 Strategic Management for Media Business 3+0 6,0**

Introduction to Strategic Media Management; Main Issues in Strategic Management for Media Companies; Corporate and International Strategies for Media Companies; Brand Management for Media Companies; Competition and Strategy in New Broadcast Industries; Competition and Strategy in the Multichannel Media Industry; Competition and Strategy in the Broadband Communications Market; Competition and Strategy in Global Media Conglomerates.

**BYN 558 Narrative Analysis of TV News 3+0 6,0**

TV as a Mass-Media; News Concept; News Making Function of Television; News and Reality; News and Ideology; Visual Narrative of News; Textual Narrative of News; News Values and Visual and Textual Structuring of News Story; Analysis of News Narrative; News Narratives According to Critical Approach; News Narratives According to Liberal Approach; News Analysis Practices.

**BYN 559 Social Media Research 3+0 6,0**

Action Theory and Communication Research; Conceptual Problems and Methods of Media Use Research; The "Media Use As a Social Action" Approach; Media Communication

and Social Interaction; Reconceptualizing Media Literacy; Using Protocol Analysis in Social Media; Stereotypical Portrayal of Social Media Users; Public Opinion Analysis on Social Media; Analysis of Politically Oriented Content in Social Media; Analysis of Word Usage in Social Media.

**BYN 560 Analysis of Business Ethics on the Media** 3+0 6,0

Ethics, Morality and Business Ethics; Mass Media: Written, visual and audio visual; Concept of Business Ethics and Development Process of Business Ethics; Business Ethics Codes in Media and Ethical Systems; Basic Topics and Regulations of Business Ethics in the Media and Widely Accepted Principles: National and international professional organizations, National and international principles of professional business ethics; Parties of Business Ethics in Media: Media owners and professionals? perceptions of business ethics, Media professionals? reasoning, problem solving and crisis management skills in professional practice, Media consumers' perceptions of business ethics and media ethics; Self-control Regulations; Case Studies and Analysis on Business Ethics in Media.

**BYN 561 Course Information** 3+0 6,0

Obligatory reading list of the er?? of Press and Publication department; Introduction to communication; Communication Theories; Liberal Pluralist Theories; Critical Theories; Journalism Theories; History of the Press; Media Systems; Research Methods; Research Methods in Communication Studies; Contemporary Media Discussions; Information of Qualification Exam.

**BYN 612 Meta Communication** 3+0 7,5

General Communication Concept And Processes; General Frame For Meta Communication; The relation Of Background And Information Aggregation That Is Necessary For Meta Communication And Social & Cultural Values; Different Communication Styles Which Based On Meta Language and Sub Language; Different Examples of Meta Communication in Different Cultures.

**BYN 621 Research on Press in Turkey and in the World** 3+0 7,5

Methodology in Research on Press in Turkey and in the World: Quantitative studies, Qualitative studies; Researches on Kinds of Journalism: Magazine, Sport, Economy, Health; Studies on the History of Media: Studies dealing with certain periods of the history of press; Studies on Journalism Education in Turkey and in the World; Studies on the Problems of Turkish and the World Press: Monopolization of the press, Ethics and self inspection in Journalism; Studies on Press Employees: Problems of press employees in Turkey and in the world, Female journalists.

**BYN 622 Project Management** 3+0 7,5

Project management: basic project information, advantages and disadvantages, administration and management, project management objectives, phases; Starting, Planning, Implementation, Control, Closure; Project Life Cycle and the Critical Path Method; Budgeting: Budget plan and

expenditure principles; Risk Management: Risk assessment, planning against the risk; BAP, and TUBITAK Projects: Application requirements, Evaluation, Implementation and Reporting; Difficulties Encountered in Project Management; Project Manager: Qualifications of a good manager, Team and motivation; Application: Project preparation for doctoral thesis.

**BYN 623 Agenda-Setting Studies** 3+0 7,5

The Concept of Agenda-Setting: Chapel Hill study, Media agenda, Public agenda and political agenda, Process of agenda-setting; History of Agenda Setting Studies; Three Research Traditions; Media Agenda Setting Studies: Real world indicators and the media agenda, Factors influencing the media agenda, Measuring the media agenda; Public Agenda Studies: Hierarchy approach, Longitudinal approach, Measuring the public agenda; Political Agenda Studies: Media-politics relationship, Measuring the policy agenda; Research on Agenda-Setting Process: Comparisons, Generalizations, Research questions, Multi-dimensional research designs; Agenda-Setting Studies in Turkey.

**BYN 624 Internet Strategies and Research** 3+0 7,5

Response Rates of Internet Surveys; Comparison of a Web Survey with Other Modes; Choosing Among Various Types of Internet Surveys: Convenience sampling approaches, Probability sampling approaches, A hybrid sampling approach; Guidelines for Designing and Implementing Internet Surveys: Questionnaire design, Automation, Fielding; Cultural Factors in Using Traditional and New Media; Internet Publishing; Internet Survey Case Studies.

**BYN 625 Media Studies and Ethnography** 3+0 7,5

Cultural Turn in Social Theory and Media Studies; Communications and Media Ethnography: ?Ethnographic View? in Media Studies; Ethnographic Data Collection: Participant Observation and Interviewing Techniques; Critical Ethnography; Contemporary Discussions in Media Ethnography: Symbols, myth and cultural analysis of the daily life; Feminist Media Ethnography; Ethnographic Methods in New Media Studies; Ethnographic Methods in Media Organizations: Ethnographic methods in news making process; Analysis of Ethnographic Data and Reporting the Field Research.

**BYN 626 Questionnaire Design and Analysis** 3+0 7,5

Characteristics of Quantitative Studies; Positivism and Quantitative Method; Questionnaire Design as a Quantitative Method I; Questionnaire Design II; Questionnaire Design III; Questionnaire Administration I; Questionnaire Administration II; Questionnaire Administration III; SPSS Applications; Preparation of Database; Questionnaire Data Entry; Data Analysis; Evaluation; Examples of Studies Using Questionnaires and Critical Analysis of These Studies; Use of Questionnaires in Various Fields; Use of Questionnaires in Field Studies.

**BYN 627 Semiological Analysis 3+0 7,5**

Basic Concepts: Sign, signifier, signified, referent, metaphor, metonymy, myth, intertextuality; Semiology of Saussure; Myth Analysis of Levi-Strauss; Semiology of Barthes; Semiology of Peirce; Semiology of Jakobson; Social Semiology; Poststructuralism and Analysis of Media Texts; Semiology of Baudrillard; Semiological Analysis of News Texts; Semiological Analysis of Television News; Student Practices.

**BYN 628 New Global Communication Policies 3+0 7,5**

Global Capital and Media: Basic trends in media sector, Ownership and control in media sector, Convergence in communication sector; Communication Policies in the European Union: Competition policies on broadcasting, Pluralism and diversity on broadcasting; Media Industry in Turkey: The development of media sector and the reconstruction process in the press, New employment policies and control in the media, Privatization in the radio and television sector and broadcasting policies; Evaluation of Communication Policies in the European Union and Turkey: Regulation of the market, Access, Diversity.

**BYN 629 New Social Movements in Media 3+0 7,5**

Democracy, Civil Society, Media and New Social Movements; Approaches of the 18th-20th Century Philosophers to the Concept Civil Society; Modern Civil Society Approaches; Scope and Development of Social Movements; Social Dimension of Media and Its Importance in Citizenship Rights; Presentation of New Social Movements in Media: Feminist movement and media, Environmental movement and media, Peace movement and media, Human rights movement and media; Homosexual movement and media, Communication movement and media, Consumer movement and media, Anti-globalization movement and media; New Social Movements and Global Communication Networks; Evaluation of the Articles Prepared by Students.

**BYN 630 Newspaper Design Research 3+0 7,5**

General Information About the Course; The Role of Mass Media in the Process of Social Change: In the world, In Turkey; Social Changes and Page Design: In the world, In Turkey; General Situation of the Social Change Process In Turkey; Newspaper Layout and Its Function in Journalism; Questioning the Relationship Between Layout and Content in Journalism; War Era Newspapers: World War I, World War II; Transformation in Page Layout of Newspapers: Period of 1960-70 and newspapers; Transformation in Page Layout of Newspapers: Period of 1970-80 and Newspapers.

**BYN 631 Studies on Violence in Media 3+0 7,5**

Violence Culture in Media; Violence Economy in Media: Marketing; Theater and Violence: Violence in early theater plays; Representation of Violence and Violence of Representation in Novels; Presentation of Violence on Newspapers; Presentation of Violence on Television; Cultivation Theory: Production, content and consumption of violence; Psychological Theories Explaining the Violence Presented in Media; New Media and Violence;

Ideological Violence of Media; Medical Science and Violence; Violence against Women; Sociological Theories; Presentation of Blood Feud on Television as a Form of Violence; Media, Law and Violence; Violence, Children and Media.

**BYN 790 Thesis 0+1 30,0****BYN 890 Thesis 0+1 30,0****ÇEK 501 Contemporary Subjects of Social Policy in the World 3+0 6,0**

Meaning and Managing of Social Policy; Understanding the Modern Social Policy: The Welfare State; The Role of Non-profit Sector Policies in Social Policy; The Placement of the Local Policies in Social Policy; Unemployment and Employment Policies; Critiques of the Direct and Indirect Discrimination; Effermative Actions; Special Programmes for Disabled Persons and Ex-offenders Informal Sector Policies and Child Labour; Elderly Care; Labour Mobility and Migrant Workers; Consumer Movement and Rights; Environment and Settlement Problems; Poverty; Globalization and the Future of the Social Policies.

**ÇEK 502 Legal Basis of Labour Relations 3+0 6,0**

Legal Frame and Actors of Labour Relations; Hierarchy of Law; Rules of the Constitution on Labour Relations; Effects of International Law on Turkish Law; International Laws of Labour Relations; Turkish Law of Labour Relations; Labour Acts; Collective Labour Laws; Social Security Laws; Regulations and Statutes on Labour Relations; Turkish Labour Laws and the ILO; Turkish Labour Laws and the European Union.

**ÇEK 505 Unemployment and Employment Policies 3+0 6,0**

Basic Concept of Employment and Unemployment; Theoretical Basis of Unemployment Problem; Employment and Unemployment in the Process of Globalization; Active Labor Market Programmes in the EU Countries; Employment and Unemployment in Turkey; Major Employment Problems in Turkey; Employment Policies in Turkey after 1980's.

**ÇEK 507 Economic Analysis of Collective Bargaining 3+0 6,0**

Supply and Demand of Union Services, Union Activities, Collective Bargaining and Strikes; Bargaining Power; Bargaining Models: Hick's Bargaining Model, Asimetric Information Model of Mauro, Kaufman's Bargaining Model, Political Model Of A&J, Bargaining Models of Nash and Farber; Economic Effects of Trade Unions: Unions and Relative Wages, Fringe Benefits, Income Distribution, Unions and Economic Performance; Unions and Seniority, Evaluation of The Literature on Unions? Economic Effects; Economic Analysis of Turkish Trade Unionism.

**ÇEK 510 Turkish Social Security System 3+0 6,0**

Developing of Social Security Law; Methods of Social Security; Financing of Social Security; Social Aid and Social Services in Turkey; Social Security of Workers in Turkey and SSK; Social Security of Public Officers in Turkey and TCES; Social Security of Self Employed and Bağ-Kur; Unified that Different Social Security Organization's Insurance Periods.

**ÇEK 511 International Social Policy 3+0 6,0**

Definition; History And Goals of International Social Policies; Organizations Influencing The Formation of Social Policies, International Organizations, The United States, European Union, European Council, Other Organizations; International Principles And Rules For Determining And Protecting Pay, International Principles And Rules For Work Time And Its Protection, International Principles And Rules For The Disabled And Ex-Convicts And Their Protection, International Principles And Rules For Labor Power of Women And Children And Their Protection.

**ÇEK 514 The Termination of Labor Contract and Legal Consequences of Termination of Labor Contract 3+0 6,0**

Termination of Labor Contracts by Mutual Agreement; Termination of Fixed Term Contracts; Termination of Labor Contracts due to Dead; Provisions and Consequences of Notice of Termination; Notice Pay; Compensation for Bad Faith Damages; Union Pay; Notion of Labor Security; Conditions of Labor Security; Valid Reasons of Termination; Procedures of Termination; Consequences of

**ÇEK 517 Trade Union Freedom and Rights in Turkey 3+0 6,0**

The Concept of Trade Union Freedom and Rights: The right to organize, The right to bargain collectively and right to strike/lock-out; The Historical Evolution and The Legal Framework of Trade Union Freedom and Rights in Turkey; The Basic Characteristics and Problems of Trade Unionism in Turkey; The international Framework of Trade Union Freedom and Rights: ILO conventions, EU acquis communautaire and UN documents; The Reports of ILO Supervisory Organs On Trade Union Freedom and Rights in Turkey: The Reports Related to ILO Conventions Nos: 87, 98 and 151; Social and Trade Union Rights in The EU Progress Reports.

**ÇEK 518 Topics in Labor Economics 3+0 6,0**

Labor and the microeconomic approaches to the study of labor markets; empirical analysis of labor markets; Wage Theory: Skill Biased Wage Differences and Wage Inequality; Immigration: Labor Mobility; Human Capital Models: Economics of Family and Economics of Education; Self-Selection Models; Discrimination in Labor Markets: Discrimination by Race and Gender; International Comparisons; Econometric Data Analysis: Use of Statistical Software: Introduction to Stata and Basic Stata Implementations.

**ÇEK 519 Globalization and Working Life 3+0 6,0**

Concept of Globalization; Development of Globalization; Approaches to Globalization; Factors That Affect Globalization; Globalization and Flexibility; Effect of Globalization on Employment; Effect of Globalization on Working Conditions; Effect of Globalization on Trade Unionism; Globalization and International Working Standards.

**ÇEK 521 Non Governmental Organization and Social Policy 3+0 6,0**

Social Policy; Non-Governmental Organizations (NGOs); Non-Profit Organizations (NPOs); Voluntary Organizations; Third Sector; Charitable Foundations and Associations; Evaluation of National and International Literature on NGOs; Qualifications of NGOs; Reasons of the Emergence and Benefits of NGOs; Historical Development of NGOs in the World and in Turkey; NGOs Struggling Against Poverty and for Social Welfare and Social Work in Turkey; Importance and Functions of NGOs in Social Policy: Social Functions; Economic Functions; Other Functions; Problems of NGOs.

**ÇEK 523 EU and Industrial Relations System 3+0 6,0**

Industrial Relations System in the EU Countries; Social Partners at the EU Level; Collective Bargaining at the EU Level; European Work Councils; Employee Participation at the EU Level and in the EU Countries; Welfare Systems in the EU Countries; Legal Framework of EU Industrial Relations System; Social Dialogue at the EU Level and in the EU Countries; Framework Agreements; Social Aspects of European Integration; European Integration and National Industrial Relations System; EU Industrial Relations and Turkey.

**ÇEK 525 Comparative Industrial Relations 3+0 6,0**

Globalization and its effect on industrial relations; Comparative industrial relations theory: Cross-national comparisons in industrial relations, The role of multinational organizations in comparative industrial relations; Industrial relations in the EU countries: Industrial relations in England, Industrial relations in Germany, Industrial relations in Slovenia; Industrial relations in the USA; Industrial relations in Japan; Industrial relations in China; Industrial relations in Brazil; Industrial relations in South Korea; The future of industrial relations.

**ÇEK 611 New Trends in Industrial Relations 3+0 7,5**

The changing structure and context of industrial relations system; the changing roles of industrial relations actor; declining roles of trade unions and appearance of new actors like non governmental organizations; the changing mechanisms of industrial relations; increasing effects of framework agreements and workplace level collective bargainings; development of international dimension of industrial relations; trade union organizations and activities in international level; social responsibility and the effects of industrial relations system; the roles of trade unions in developing and implementing of social responsibility; the future of industrial relations.



**ÇEK 617 The History of Social Policy in Turkey 3+0 7,5**

Historical Development of Social Policy in the Ottoman Empire; Historical Development of Social Policy in Turkey; Themes in the Comparative Analysis of Social Policies between Ottoman Empire and Turkey; Basic Characteristics of Social Policies in Turkey; Social Security and Industrial Relations System in Turkey; Selected Specific Areas of Social Policies in Turkey: Development of wage-earners, Working and living conditions, Practices in collective and individual labor relations and social security.

**ÇEK 620 Globalization and Income Distribution 3+0 7,5**

Globalization; Globalization and Inequalities; Globalization and Poverty; Globalization and Development; Income Distribution Theories; Measurement of Income Inequality; World Income Distribution; Impact of Globalization on Income Distribution; Theories on the Relationship between Globalization and Income Distribution; Globalization and Income Distribution and Poverty in Turkey.

**ÇEK 621 Democracy, Trade Unionism and Politics 3+0 7,5**

Government types and democracy; Democracy and Non-Governmental Organizations; Relationship between Trade Unionism and Democracy; Concept and Basic Principles of Union Democracy; The theoretical framework of relationship between trade unionism, Politics and State: Class/Marxist approach, Pressure group/interest group approach, Hybrid Approach; Models of Relationship between Trade Unionism and Politics: Independent model, Dependent Model and Semi-Dependent Model; Causes of Trade Union? Involvement in Politics; Types of Political Activities in Trade Unions; Relationship between democracy, Trade Unionism and Politics in Developed and Developing Countries; Historical evolution of the relationship between democracy, Trade Unionism and Politics in Turkey: 1923-1946 era, 1946-1960 era, 1960-1980 era, 1980-1983 era, Post 1983 era.

**ÇEK 622 Comparative Social Policy 3+0 7,5**

The Origins and Development of the Social Policy in the European Union; The EU as a Standard-Setting Organization: Structure, The Principles and Standards of Social Policies in the EU; Propose and Contents of Standards of the EU; Basic Subjects and Characteristics of Social Policy in the EU; Effectiveness of Standards of the EU; The Comparative Analysis of Social Policies Between the EU, UN and ILO; Effect of the EU Standards to Member Countries; The Historical Development of the Relations Between Turkey and the EU; The Relations Between Turkey and the EU: Present and Future.

**ÇEK 623 Comparative Analysis of Labour Markets in the EU and Turkey 3+0 7,5**

Employment Situation in the European Union; Employment Strategy of the EU; Employment Performances of the Member States; National Action Plans of the Member States; Employment Policies and Practices of the Member States; Employment Trends of the EU in Globalization

Process; Structure of Turkish Labor Markets and Adaptation Problems in the EU Membership Process.

**ÇEK 624 Court Decisions in Social Security Law 3+0 7,5**

Social Security System; Basic Principals of Social Security Systems; Instruments of Social Security Systems; Legal Framework of Turkish Social Security System; the Institutions of Social Security; Labour Law Judgement and Social Security; Examination of Supreme Court Decisions on Social Insurances; Examination of Supreme Court Decisions on Public Health Insurance; Examination of Constitutional Court Decisions concerning Social Security; General Consequence.

**ÇEK 625 Court Decisions in Labour Law 3+0 7,5**

Turkish Jurisdiction System; Basic Principles of Labour Jurisdiction; Turkish Supreme Court and Related Departments; Act on Labour Courts; Problems of Labour Jurisdiction; Labour Jurisdiction and the Administration; Labour Jurisdiction and the Institutions of Social Security; Labour Jurisdiction and Labour Offices; Examination of Supreme Court Decisions on Labour Law; Examination of General Committee Decisions of the Supreme Court on Labour Law; Examination of Constitutional Court Decisions Concerning Labour Law; Effects of Court Decisions on the Development of Labour Law; General Consequence.

**ÇEK 626 Labor Law and Social Security Law in the European Union 3+0 7,5**

An Overview of the European Union; Sources of the European Union Law; An Overview of Some European Union Measures in the Field of Labor Law and Social Security Law; Free Movement of Workers; Examination of EU Labor Law Regulations; Examination of EU Social Security Law Regulations; Evaluation of the Turkish Labor Law and Social Security Law Harmonization.

**ÇEK 628 Applied Organizational Behaviour 3+0 7,5**

The effects of organizational behaviour on organizational cynicism; Organizational behaviour in the virtual organizations; Relationship between organizational communication and organizational culture; The effects of performance on productivity; The effects of organizational trust on organizational commitment; Relationship between organizational justice and organizational identification; Relationship between mobbing and commitment; The effects of stress on performance; Relationship between organizational change and organizational learning; Relationship between organizational alienation, stress and productivity; Relationship between emotion management and organizational success; Discussions about importance, progress and future of organizational behaviour in organizations.

**ÇEK 790 Thesis 0+1 30,0**

**ÇEK 890 Thesis 0+1 30,0**

**EİK 501 Strategic Human Resources Management 3+0 6,0**

The Role Of HRM in Strategic Management Process; Development of the thoughts of HRM; Technological Development in HRM; Strategic HRM Activities: Strategic human resources planning in organizations, Personnel need estimation and its strategic importance, Recruiting employees, Selecting employee; employee selection methods, Personnel training, and development; Career Management in Strategic HRM Process; Job Analysis and Job Design In Strategic HRM; Job Evaluation And Involved Concepts in Strategic HRM; Job Evaluation Methods; Performance Appraisal And Performance Appraisal Systems; Wage Management; Wage and Salary Systems; HR's Role in Gaining Competitive Advantage

**EİK 505 Term Project 3+0 30,0**

**EİK 511 Occupational Health and Safety Legislation 3+0 6,0**

Employer's legal responsibility; basis and types of employer's legal responsibility; prerequisites of employers' legal responsibility; types of workers' compensations relating to work accident and occupational disease; responsible organizations for occupational health and safety in Turkey; occupational health and safety auditing in Turkey; problems in occupational health and safety applications in Turkey.

**EİK 514 Current Problems in Industrial Relations 3+0 6,0**

Job security in Turkey; flexible working and the case of Turkey; flexicurity; employment services and private employment agencies; social dialogue; multinational companies and industrial relations; globalization and industrial relations; human resources management and industrial relations; the structure and problems of Turkish trade unionism; the relationship between politics and trade unions in Turkey; employers' associations in Turkey; corporate social responsibility and industrial relations; production systems and industrial relations; discrimination in work life.

**EİK 516 Performance and Career Management 3+0 6,0**

The role of performance management in human resource management: Main factors of performance management, Aims of performance management, Benefits of performance management; Establishing performance management system; Implementing performance management system; Developing performance management system; The role of career management in human resource management: Aims of career management, Benefits of career management; Career Planning; Career development.

**EİK 518 Job Evaluation and Compensation Management 3+0 6,0**

Wage and Concepts related to wage; importance and the main objectives of the compensation management; the main factors affecting the compensation management;

compensation systems based on time spent at work, the amount of work produced and performance; compensation systems based on knowledge-skill and competency; global pay systems; the definition and general principles, historical development, benefits and criticized aspects of job evaluation; the phases of job evaluation processes; nonnumeric and numeric job evaluation methods; pricing of jobs; market wage and salary survey; establishment and implementation of the compensation system; establishment and implementation of the rewarding system.

**EİK 520 Legal Framework of Human Resources 3+0 6,0**

Determination of the outline of human resources law; Contract of service, its types and preparation; Debts arising from the contract of service; Ending the contract of service; Results of ending the contract of service; Sub employers; Working arrangement: Working times, holidays and leave of absence; Working arrangements: Disciplinary actions and their results; Working arrangement: Social insurances; Social insurance procedures and documents; Coverage of social insurances; Short term insurance branches; Long term insurance branches; General health insurance; Making and implementing a collective bargaining agreement; Regulations on strikes and lockouts.

**EİK 522 Turkish Social Security System 3+0 6,0**

Basic principles of Social Security; History and organizational aspects of Social Security; History of Turkish Social Security System; Structure of Turkish Social Security System; the Social Security Institution, Interaction between the Social Security System and Social Security Law; Social Insurances and Application of the General Health Insurance Act; Mandatory insurance holders, Optional insurance Holders, Workplace; Premiums in Social Insurances; Short Term Social Insurance Branches: Work Accident, Occupational Disease, Sickness and Maternity; Long Term Social Insurance Branches: Old age, Invalidity and Survivors'; Unemployment Insurance; General Health Insurance I; Basic principles Scope of General Health Insurance; Commencement and termination of the insurance; General Health Insurance II; Rights Provided; Private Pension System.

**EİK 525 Human Resource Management in Multinational Companies 3+0 6,0**

Globalization and the emergence of multinational companies: Historical development of globalization, Definition of multinational companies, Features of multinational companies; Political and social environment of multinational companies: cultural structure of multinational companies, Political risks of multinational companies; Global organization strategies in multinational companies; Organization phases of multinational companies; Training and career development in multinational companies; Wage management in multinational companies; Performance management in multinational companies; International industrial relations.

**EİK 527 Labor Market Analysis 3+0 6,0**

Conceptual and theoretical framework of Labor Markets; the Concepts of Production, employment and labor, the labor market's basic characteristics, Labor Participation Rate (LFPR), theoretical foundations of unemployment, Active and Passive Labour Market Policies, the main features of the Labor Market, Basic features of Regional Labor Markets; the Impact of Globalization on Labor Markets, the changing structure of Unemployment and Employment in the World, Developments on Women, Child and Youth Labor Markets, the Impact of globalization on developed and developing labor markets.

**EİK 529 Risk and Crisis Management in Organizations 3+0 6,0**

The concept of risk; Types of risks; Theories explaining risk; Risk perception; Risk culture; Risk management; The definition of crisis; Causes of crisis; Types of crisis; Pre-crisis management; Crisis management; Post-crisis management; Inquiry of case studies related to risk and crisis management in the world; Inquiry of case studies related to risk and crisis management in Turkey; Inquiry of case studies related to risk and crisis management in selected sectors..

**EİK 531 Strategic Human Resources Management 3+0 6,0**

From personnel management to human resources management; from human resources management to strategic human resources management, theoretical foundations of strategic human resources management, strategic human resource management as a competitive advantage tool, human resource management strategies, strategic human resource management planning, education and development in strategic human resource management, strategic human resource management and performance assessment, strategic human resources management information systems, strategic human resources management practices in the world, strategic human resources management practices in Turkey, critical approach to the strategic human resources management.

**EİK 533 Occupational Health and Safety 3+0 6,0**

An Overview of Occupational Health and Safety; Concepts of Occupational Health and Safety; Evaluation of Work Accidents and Occupational Diseases; Precautions Against Work Accidents and Occupational Diseases; Occupational Health and Safety in Turkey; Employer's Responsibility in the Work Accidents and Occupational Diseases; Compensations for Work Accidents and Occupational Diseases; Public Law Implementations for Employers Who Fail to Comply with the Occupational Health and Safety Measures; Occupational Health and Safety Organization in the Workplace; Supervision of Occupational Health and Safety; International Occupational Health and Safety Law.

**EİK 535 Analysis of Human Behaviors in Global Organizations 3+0 6,0**

The globalization of organizational behavior management and future trends; Culture and organizational behavior,

national and global culture; Individual in organization, attitudes and job satisfaction; Negotiation and conflict resolution in different cultures; Power and politics in different cultures; Leadership theories and practices in organizations; Cultural communication in global organizations; Organizational change and development; Ethics and social responsibility in organizations; Managing Occupational stress and mobbing; Motivation, job design and satisfaction; Group and team management; Organizational commitment and justice.

**EİK 537 Social Policy in Turkey 3+0 6,0**

Relations Between Socio-Economic Structures and Characteristics of Social Problems; Development Dynamics of the Social Problems and their Consequences; Preventive and Protective Measures to Solve Social Problems; the Role of Social Policy in Fighting against Unemployment in Turkey; Improvement of Work Conditions in Turkey; Social Policies on Protecting the Disabled; Child Labor and Policies to Protect Children; Informal Sector and Policies; Social Security System; Policies on Protecting Consumers in Turkey; Environmental Policies; Discrimination, Areas of Discrimination and Methods to Fight against Discrimination; Migration and Migration Policies.

**EİK 539 Collective Labour Relations 3+0 6,0**

Historical development of trade unions in the World; Historical development of trade unions in Turkey; Unions in General; organization of trade unions; Activities of trade unions; Trade union membership; Guarantees of union membership; Financial structure and auditing of union; Termination of trade unions; Basic principles of collective labour law; General Principles of Collective agreements; Formation of Collective agreements; Application of collective agreements; Collective labour disputes; Strikes and lockouts; Mediations and arbitration.

**ETK 503 Ethics of Science 3+0 6,0**

Basic Concepts: Morality, Ethics, Science Ethics; Ethical Issues Before the Research Commences: Identifying potential respondents, Receiving the permissions required; Ethical Issues During the Research: Ethical recording of data, Participants' rights; Ethical Issues After Data Collection: Reporting research results to respondents, Disposal of raw data; Privacy of Respondents, and Restrictions on the Use of Data: Confidentiality; Handling Differences During the Research: Data collection from different cultural contexts; Publication and Dissemination: Editorial processes, Plagiarism, Acting as a Reviewer; Funding and Sponsorship: Funding arrangements; Role of the Researcher.

**ETK 503 Ethics of Science 3+0 6,0**

Basic Concepts: Morality, Ethics, Science Ethics; Ethical Issues Before the Research Commences: Identifying potential respondents, Receiving the permissions required; Ethical Issues During the Research: Ethical recording of data, Participants' rights; Ethical Issues After Data Collection: Reporting research results to respondents, Disposal of raw data; Privacy of Respondents, and

Restrictions on the Use of Data: Confidentiality; Handling Differences During the Research: Data collection from different cultural contexts; Publication and Dissemination: Editorial processes, Plagiarism, Acting as a Reviewer; Funding and Sponsorship: Funding arrangements; Role of the Researcher.

**FİN 502 Financial Analysis 3+0 6,0**

Financial Statements: Balance sheet, Income statement, Statement of funds flow, Statement of cash flow, Statement of Working capital, Owners' equity statement, Retained earning statement; Techniques for Financial Analysis; Solvency Analysis; Working Capital Analysis; Analysis of Financial Strength; Analysis of Profitability: Return on sales, Returns on assets, Returns on equities.

**FİN 503 Financial Markets 3+0 6,0**

Financial Markets in Turkey, Role of Financial Markets in Turkish Economy, Money Markets Capital Markets and its Functions, Offering Company Shares to Public, Instruments in Capital Markets, Stock Exchanges, Istanbul Stock Exchange (İMKB), Markets in Istanbul Stock Exchange, Trading in Stock Exchanges, Indexes in Istanbul Stock Exchange, Clearing Bank in Turkey, Investment Companies, Mutual Funds, Social Security Institutions, Influences of Social Security Institutions on Capital Markets.

**FİN 505 Financial Analysis and Planning 3+0 6,0**

Financial Statements; Methods Used in Financial Analysis; Rearrangement Financial Statements in inflation terms; The Necessity and Importance of Planning in Corporations; Preparation and Functions of Budgets; Budget Kinds; Preparation of Pro-forma Financial Statements; Financial Planning in Inflation Terms; Excel Applications in Analysis and Planning; Presentation of Analysis and Plans as report.

**FİN 507 Securities Analysis 3+0 6,0**

Investing in Securities, Meaning of Value in Securities, Risk and Return in Securities, Stock Analysis Models, Analysis of Growth Potential Economy, Analysis of Growth Potential: Industry, Analysis of Growth Potential: Company, Technical Market Analysis, Point and Figure Charts, Trends, Price Formations, Technical Analysis Instruments, Random Walk Hypothesis, Bond Selection.

**FİN 511 Financial Foreign Trade 3+0 6,0**

Foreign Trade Concept and Turkey's Foreign Trade, European Community and the Trade Structure of our Country (Possible developments), Free Zones and Border-Coastal Trade, Export Concept and Study of the Export of Our Country within the Process, Export Legislation and Terms of Sales Used in Exports, Terms of Payment Used in Exports, Incentives Applications in Export Operations, National and International Organizations Financing Exports, Resources of Export Financing Provided by the Eximbank, Export Financing by Commercial Banks, Other Methods Used in Financing Exports, Risk in Foreign Trade Operations, Sources of Risk and How to Minimize It, Imports Regime and Methods of Payment Used in Imports,

Foreign Currency Applications (Concepts of foreign exchange, foreign currency, effective foreign exchange rate), Export Operations, Import Operations, Research and Seminar Presentations.

**FİN 515 Financial Theories and Economic Application 3+0 6,0**

Static finance theories; Dynamic finance theories; Efficient markets hypothesis; Asymmetric information; Ethics and investors; Risk and arbitrage; Asset pricing models; Economic system and financial markets; Monetary policies and markets; Theories of money and interest rate; Competition and regulation actions; Price booms, Financial Crises and Market impacts; Globalization crises and domestic market.

**FİN 518 International Financial Markets 3+0 6,0**

International Financial System; The Operation of International Financial Markets; Money Markets, Foreign Exchange Markets, Capital Markets, Functions of Markets, The Tools Used in Markets; International Parity Relationships: Interest Rate Parity, Purchasing Power Parity, International Banking; Syndicated Loans, International Banking Services, The Risks in International Financial Markets; Exchange Risk, Interest Rate Risk, Credit Risk, International Financial Centers And Their Functions.

**FİN 528 Sport Finance 3+0 6,0**

Financial issues in sport; basic financial concepts; financial systems and how they operate; business structure; financial statements; approaches to financial planning; obtaining funding; capital stocks-bonds; capital budgeting; short-term financial management; inventory and production management; taxation and legal issues; spending earnings.

**FİN 534 The Cases in Finance 3+0 6,0**

Ethics in Finance; Financial Analysis and Forecasting; Estimating; Capital Cost; Capital Budgeting; Valuating; Behavioral Finance; Risk Management; Regulatory and Ethical Issues in Capital Markets.

**FİN 535 Investment Decisions and Cost of Capital 3+0 6,0**

Fundamentals of Capital Cost; Components of Capital Structure: Cost of Debts, Cost of Equity; Cost of Preferred Stocks; Cost of Capital Application; Relationship Between Risk and Capital Cost; Weighted Average Capital Cost; Estimating Capital Cost: Build up models, Capital asset pricing models; Investment Decisions and Capital Cost.

**FİN 536 Real Estate Finance and Valuation 3+0 6,0**

Importance of Real Estate Sector; Real Estate Finance Systems in Advanced Countries; Mortgage; Applications for the Real Estate Finance Securities; Real Estate Investment Trusts; Expert Real Estate Finance Institutions; Value of Real Estate and Valuation Concepts; Factors Affecting Real Estate Values; Cost Method; Comparison of Sales Methods; Income Capitalization Method; Case Studies in Real Estate Valuation.

**FİN 538 Financial Management 3+0 6,0**

Introduction to Financial Management; Principles of Financial Management; Financial Markets and Interest Rates; Financial Statements and Cash Flows; Financial Performance Evaluation; Time Value of Money; Risk and Return; Bond Valuation; Stock Valuation; PC Applications in Finance.

**FİN 540 Financial Statements Analysis 3+0 6,0**

Introduction to Framework for FSA and Fundamental Financial Statements; How to Evaluate the Impact of Information Contained in the Notes to the General Purpose Financial Reports (GPFR); Comparative Financial Statements and Analysis and Interpretation of Comparative Financial Statements; Common Size Financial Statements and Analysis and Interpretation of Common Size Financial Statements; Analysis and Interpretation Basics for Trend Analysis; Ratio Analysis: Liquidity Ratios, Solvency Ratios, Profitability Ratios, Comprehensive Case Studies.

**FİN 541 Financial Analysis 3+0 6,0**

Financial Statements: Balance sheet, Income statement, Statement of owners equity, Cash flow statement; Analysis of Financial Statements: Purpose of financial analysis, Users of analysis, Types of financial analysis; Comparative Financial Statements; Ratio Analysis: Meaning of financial ratio, Relevance of ratio analysis for predicting future, Types of ratios.

**FİN 542 Financial Markets and Institutions 3+0 6,0**

Types of Financial Markets; Money Markets in Turkey; Capital Markets in Turkey; Public Offerings and Methods of Public Offering; Means of Capital Market; Security and Stock Exchanges; Insider Trading; Derivatives Markets; Other Securities; Indexes of ISE; ISE Settlement and Custody Bank, Inc.; Banks and Functions of Banks; Mutual Funds; Effects of Social Security Institutions and Private Pension Funds on Development of Capital; Public Disclosure; International Financial Markets.

**FİN 543 Managerial Finance 3+0 6,0**

Financial Criteria for Firms Capital Budgeting Decisions: Risk assessment and evaluation; Capital Asset Pricing Model: Applications of this model to firms risky investment decisions, Capital structure; Contemporary Techniques: Venture capital, Private equity funds, Hedging, Derivative instruments.

**FİN 544 Special Subjects in Financial Management 3+0 6,0**

Reasons of November 2000 and February 2001 Economics Crises in Turkey, and Effects of the Crises on Financial Management of Companies; Insurance Business in Turkey; Competition in Insurance Field; Insurance Business and Its Effects on the Capital Market; Private Pension Funds in Turkey; Expected Influences of Pension Funds on the Capital Market; Influences of Tax Applications on Financial Policies of Firms; Investment Companies in the Financial System of Turkey; Legal Capital Market Instruments That are not Applied Effectively in Turkey.

**FİN 545 Computer Applications in Financial Decisions 3+0 6,0**

Using EXCEL in Financial Calculations; Interest Rate Calculations, Capital Budgeting Procedures and Investment Decisions; Risk Calculations (Variance, Covariance and Covariance Matrix); Using SPSS in Financial Estimations: Determination of Probability Distributions, Regression and Logit Analysis, Correlation Analysis; Using EViews in Financial Analysis: Stationery in Time Series (DickeyFuller, Durbin-Watson), Volatility Calculations, Using Arch, GARCH and TARCH Methods; Using WINQSB Programme: Probability Analysis, Simulation Formation, Markov Chain (Performance Analysis and Cost-Return Analysis); Using THINK PRO Finance and Investment Programme: Black-Scholes and Using Exotic Option Pricing Programme: CAPM TUTOR Calculations and Using Programme.

**FİN 548 Investor Relations Management and Applications in Global Financial System 3+0 6,0**

Building Trust in Financial System; Effect of Asymmetric Information on Pricing Financial Assets; Knowledge Based Crimes in Financial System; Investor Relations Management and Interaction Area; Importance of Financial Management System for Investor Relations; Transformation in Financial Information Resources; Information Presentation Techniques in Investor Relations; New Trends in Financial Reporting; International Examples of Investor Relations Management Applications; International Examples of Investor Relations Management Applications in States; Effects of Investor Relations Management on Capital Cost; Comparison and Discussion of World Companies, and Examples of Companies in Istanbul Stock Exchange.

**FİN 549 Finance with Excel 3+0 6,0**

Introduction to Financial Management; Time Value of Money: Simple interest, Compound interest, Annuities; Financial Analysis: Comparative statement analysis, Vertical analysis, Horizontal analysis, Financial ratios; Breakeven and Leverage Analysis, Financial Planning, Cash Budget, Capital Structure, Capital Cost, Capital Budgeting, Portfolio Analysis, The Capital Asset Pricing Model, Valuing Securities, Options and Option Valuation.

**FİN 551 Behavioral Finance 3+0 6,0**

Introduction to Behavioral Finance; Decision-Making in Economics and Psychology (The Expected Utility Theory; Uncertainty/Expectancy Theory of Decision-Making in Gambling Situations; The Differences Between Expected Utility Theory and Theory of Expectations); Judgment Under Uncertainty: Psychological biases (Prejudices based on cognitive deficiencies and their effects on investment behaviors; Emotional factors and their effects on investment behaviors); Anomalies in the Stock Market (Seasonal Anomalies; Pricing Anomalies) Behavioral Finance Models (Representative Agent Model; Daniel, Hirshleifer and Subrahmanyam Model; Hong and Stein Model).

**FİN 602 International Financial Management 3+0 7,5**

International Exchange Rate Systems; Balance of Payments, International Capital Markets; International Money Markets; Direct Foreign Investments; Motives of Firms to Invest Abroad Multinational Corporations and Country Risk, Prevention Ways of Country Risk; International Working Capital Management; International Capital Budgeting; International Financial Institutions; International Portfolio Investment and Their Impacts on Economies of Countries; Direct Investments and Their Impacts on Economies of Countries; Failure in Direct Investments.

**FİN 603 Financial Applications 3+0 7,5**

Portfolio Diversification and Its Applications in ISE; Applications of Mergers and Acquisitions; Determination Problem in Evaluation of International Investments; Approaches for Constitution of Benchmark Portfolio; Positioning against Changes in Foreign Exchange Rates; Term Structure of Interest Rates and Fischer Effect; Exotic Derivatives (Floors, Caps, Collars?); Synthetic Options and Their Applications; Banking and Credit Risk; Determination of Market Risk, Credit Risk and Operational Risk and Risk Metrics; Importance of Time Series in Finance and GARCH; Transformation Process towards Futures in Financial Markets and Problems to be Faced, Prevention Ways; Applications of Price Determination in Privatization Process and Problems to be Faced, Suggestions.

**FİN 604 Forecasting Techniques 3+0 7,5**

Definition of forecast; The need for forecast; Conceptual framework of a forecasting process; Basic statistical techniques; Methods for forecasting: Linear stationary ARIMA(p, q) models, Seasonal ARIMA (p, d, q) (P, D, Q)s models, Multivariate time series regression, VAR models, ARCH, GARCH and EGARCH models.

**FİN 605 Portfolio Management 3+0 7,5**

Meaning of a portfolio, Managing a Portfolio, The Number of securities in a Portfolio, Approaches in Portfolio Management, Strategies of Portfolio Management, Holding Period Return of a Portfolio, Risk of a Portfolio, Measuring Performance of a Portfolio, Capital Assets Pricing Model, Arbitrage Pricing Model, Geometrical Approach in Portfolio Management, Index Models, Portfolio Insurance, Capital Sufficiency and VAR Analysis.

**FİN 607 Financial Management in Banks 3+0 7,5**

Financial Institutions in Turkey and Their Historical Progress; Regulatory Acts and Codes for Banking Operations in Turkey; Financial Statements for Banks; Analysis of Financial Statements in Banks; Types of Credits, Appreciation for Loan Demands of Companies; Consumer Loans and Appreciation for Consumer Loans Demands; Determination of Capital Sufficiency in Banks; Banking Exposures and Risk Measurement Techniques; VAR Analysis; CAMEL Analysis; Internal Auditing Systems in Banks and International Regulation in Banking.

**FİN 609 Financial Risk Management 3+0 7,5**

Types of Risks and Risk Calculations; Foreign Exchange Approaches, Calculation and International Relationships; Interest Rates, Duration and Convexity; Risk Management and Insurance; Risk Management and Derivatives; Spot Markets and OTC Market Trades; Forward Trades and Pricing; Future Trades and Pricing; Options: BlackScholes and Binomial Pricing Approaches; Swap Trades; Hedging; Portfolio Risk Management; In-House Risk Management Techniques (Offsetting, Leading, Lagging); Hedging against International Trading Exposure and Ratings.

**FİN 611 Contemporary Techniques in Finance 3+0 7,5**

Factoring as a Finance Technique and Its Types; Application of Factoring Possibilities in Turkey; Leasing as a Finance Technique and Its Types; Forfeiting as a Finance Technique; Comparison of Forfeiting with Other Financing Techniques; Risk Venture Companies, Functioning of Financing in Venture Capital Investment Companies, Application of Venture Capital Investment in Turkey; Swap as a Finance Technique; Future Contracts, Types of Future Contracts, Spot and Future Prices.

**FİN 613 Project Finance 3+0 7,5**

The Concept of Project Finance; Structure of Project Finance; Its Difference from Traditional Asset Based Finance; Components of Project Finance; Parties of project finance: Host country, Financial supporters, Lender institutions, Project company; Agreements in Project Finance: Construction agreements, Equipping procurement agreements, Buyer supplier agreements, Risk avoided agreements; Risks in Project Finance; Private Sector Involvement in Project Finance: Public- private sector partnership, Shared initiatives, Key delivery agreements, The build operate transfer model; International Institutions Providing Funds in Project Finance.

**FİN 790 Thesis 0+1 30,0****FİN 890 Thesis 0+1 30,0****HUK 503 Comparative Labour Law 3+0 6,0**

Legal frame of Turkish Labour Law; Jurisdiction in Labour Law; Development of EU Law; Institutions of EU Labour Law; Individual Labour Law in the EU; Collective Labour Law in the EU; Social Security Law in the EU; Basic Institutions and Development of Labour Law in the USA; Institutions of Labour Law in Selected Countries; Institutions of Collective Labour Law in Selected Countries; Social Security Law in Selected Countries; Comparison of EU and Turkish Labour Laws.

**HUK 528 Merger on Commercial Enterprise 3+0 7,5**

The Concept of Merger: the definition of merger, the components of merger; the Extent of Merger: General principles, the types of the partnership covered by merger, the merger of property and commercial enterprise, Merger

of partners; Effects of Merger: General principles, Dissolution without liquidation of at least one partnership, Dissolution caused by merger, the principle of dissolution without liquidation, Total subrogation, the area of function of the principle of total subrogation, Operation of the principle of total subrogation.

**HUK 549 Methodological Problems in Law 3+0 6,0**

Problem of Knowledge: Nature of knowledge and method in acquiring knowledge, Problem of truth; Knowledge of Law: Problem of definition of legal knowledge, Legal dogmatics; Truth of legal knowledge: Interpretation and normative judgments, Truth of normative judgments; Law and Logic: Classical logic, Deontic logic; Discourse theory: Discourse theory of Habermas and Alexy; Law and Hermeneutics; Law and Rhetoric.

**HUK 550 Research on Legal Facts 3+0 6,0**

Social Sciences as a Positive Science; The Problem of Method in Social Sciences: Research, Research design, Assumption, Determination of variables; Types of Method: Quantitative/Qualitative research methods, Observation, Experiment, Questionnaire, Interview; Research on Legal Facts: The factuality of law; Use of Factual Research in Law: Sample studies, A factual legal research and analysis, Interpretation of Research Outputs: Interpretation as a method, Hermeneutics and positivism; Examples of Interpretation.

**HUK 551 Economic Efficiency of Turkish Legal System 3+0 6,0**

Law and Economic Theory: The basic concepts of Economics, Rationality and preferences, Competition; the Economic Approach to the Private Law Theory and the Public Law Theory; Turkish Legal System and its Perspective to Economic Theory, Turkish Legal System and Application Areas of Economic Theory: Regulatory authorities, the Regulation of supply and demand of public goods, Criminal law and economic theory.

**HUK 553 Elements of Crime 3+0 6,0**

Concept of Elements of Crime; Action: act, result, causal connection; Legal Type: objective legal type, subjektive legal type; Contradiction to Law: concept of contradiction to law, justification reasons; Culpability: concept of culpability, probable causes.

**HUK 554 Taxpayers Rights 3+0 6,0**

Concept of Rights and Classification, Taxpayers Rights and Protection of Taxpayer, Sources of Taxpayers Rights, Right of Access to Information, Privacy, confidentiality, Appeal Against Decision of Tax Authorities Before Tax Administration and Before Judicial Body, Rights Provided to Taxpayers by European Union Law, Rights Provided To Taxpayers by European Human Rights Convention, Taxpayers Rights in Turkish Tax Law.

**HUK 555 Constitutional Fundamentals of Tax Law 3+0 6,0**

Effects of Taxation on Constitutional Developments, Jurisdiction to Tax, Tax Obligations, Principle of Legality, Principle of ability to Pay, Generality and Equality Principles, Transferring of Tax Authority, Rule of Law and Social State Principles and Taxation, Fundamental Rights and Freedoms and Taxation, Tax Crime And Punishment and Constitutional Law.

**HUK 562 The Current Problems of Constitutional Review in Turkey 3+0 6,0**

The Historical Development of Constitutional Review; Political and Judicial Controls of Constitutionality, The Competent Organs, Procedures and Effects of Constitutional Review in Turkey; Stay of Effect of Laws; The Concept of Constitutional Complaint; The Relationship Between The Constitutional Review and Democracy; Judicial Activism of The Constitutional Court.

**HUK 563 The Theory of Justice 3+0 6,0**

The Existence and Knowledge of the Values; Ontological Basis of the Human Existence; The Mean and Objective Values; Formal Character of the Justice; Types of Justice; Justice and the Adjudication

**HUK 565 The Regime of Civil Servant 3+0 6,0**

The concept of civil servant in the Constitution; Laws on State Personnel and the Penal Code; Basic principles of civil service as a profession; Constitutional principles and other requirements to be employed in the civil service; Classification of in-service training; responsibilities and liabilities of civil servants; Bans imposed for civil servants; The principles of holding civil servants financially responsible for the administration and beneficiaries of administrative service; Concept of disciplinary action; Basic principles of disciplinary law; Natural and legal causes that require the termination of civil service.

**HUK 567 The State Theory 3+0 6,0**

State as a legal personality; State as a part of social formation; Emergence and distinctive features of the modern state ; Rise of the nation-state: Characteristics of the nation-state, Problems of the nation-state; Rise and fall of the welfare state; Theories explaining the nature of the state: Liberal-conservative tradition, Marxist tradition, Classical Marxist interpretation, Non-reductionist attempts in Marxist tradition; Current debates: Identity question, neoliberal restructuring of state, Third World state in the era of neoliberal hegemony.

**HUK 568 The Law of the European Convention on Human Rights 3+0 6,0**

General issues: Sources of human rights law; Universality v. cultural relativism, etc; Rights and freedoms to be considered: Right to life; Prohibition of torture; Right to freedom and security; Respect for private and family life; Freedom of religion; Freedom of speech, etc; Protection of rights through individual application.

**HUK 573 Application of Treaties in Municipal Law** 3+0 6,0

Sources of International Law: Treaties, International moral laws; General principles of law; Doctrine, Decisions of courts and arbitral tribunals; Emergence of individual rights and responsibilities arising from International Law; Making Treaties According to Turkish Constitution: Historical development, 1982 Constitution and related national legal system; International Law and National Laws; Enforcement of treaties in Turkish law; Direct application of international treaties on basic rights and liberties in Turkish law.

**HUK 575 Ottoman Penal Code of the Classical Period** 3+0 6,0

Islamic Penal Code: Retaliatory punishments; Ransom punishments; Limitation punishments; Reprimanding punishments; General Principles of the Ottoman Penal Code: Concept of crime; Classification of crimes; Crimes committed against people; Crimes consisting of trespassing limits; Organised crimes; Punishments, Death sentences, Chopping off hands, Beating, Financial punishments, Imprisonment, Exile, Punishment as a security precaution; Special Provisions of the Penal Code: Crimes with fixed punishment, Actions prohibited but without fixed punishment; Sentence enforcement code: Explanation of the concept, Carrying out death sentences, Enforcement of corporal punishments, Enforcement of financial punishments, Enforcement of prison sentences.

**HUK 577 The Legal Regime of Administrative Activities** 3+0 6,0

Definition of Administrative Activities; Types of Administrative Activities; Sphere of Public Service; Scope of Law-Enforcement Activities; The Current Crisis in Public Services; The Reflection of Public Service Crisis on Law-Enforcement Activities; Methods of Public Service Execution; Transformation in Principles of Public Service; Methods in Execution of Law-Enforcement; Comparison of The Legal Regimes of Administrative Activities in some European Countries

**HUK 578 Ottoman Penal Code of the Tanzimat Period** 3+0 6,0

An overview of the Tanzimat Period; Ottoman Penal Codes of the Tanzimat Period: The 1840 Penal Code, The 1851 Kanun-ı Cedid (New Law), The 1858 Penal Kanunnâme-i Hümayun (Imperial Code); Retributions introduced into the Ottoman Penal Codes through Secular Law; Retributions in the Ottoman Penal Codes derived from Canonical Law; Laws Concerning Trial Procedures; Penal Court Procedure Law: Contents, The institution of prosecution, The institution of defence; Prison and Sentence Enforcement Organisations; The judiciary.

**HUK 581 Appeal In Civil Procedure Law** 3+0 7,5

Term of Review Procedure and the Position of Appeal Among The Other Review Procedures: Fundamental characteristics of appeal procedure, The purpose and subject of appeal, Categorization of the appeal; Appeal Application: Judgment of first instance courts subject to the appeal

review, Rights of appeal, Withdrawal of appeals, Filing period, Jurisdiction of the appeal court, Filing an appeal with a responsive brief, Grounds of appeal; Appeal Review: Pre-review, Main-review: The scope of review, Collecting and evaluating the evidence, The transactions which are not allowed at appeal courts, Trial at the appeal court; Sentencing of the appeal courts.

**HUK 583 The Problematic of Conflict of Laws in the Commercial Papers** 3+0 6,0

General Problems of Conflict of Laws Relating to Commercial Papers; General Systems in Terms of Laws Applicable to Commercial Papers; Supranational and International Arrangements About Law Applicable to Commercial Papers; Laws Applicable to Commercial Papers in Turkish Legal System.

**HUK 587 Protection Against Annulment** 3+0 6,0

Job Security; Righteous Cause Annulment; Applicable Annulment; Scope of Job Security, Procedure of employment contract annulment; Results of invalid annulment; Unionist reasons annulment; Job security indemnity; Mass layoff; Changes in the employment contract; Unfair annulment; Burden of proof; Proceedings.

**HUK 588 Social Security Matters** 3+0 6,0

Social Security: Social Security Methods, Social state, Social risks; Social security Protection techniques; Social security reform; Unification of social security Institutions; Problems caused by the unification; Restructuring the social security System, Inadequacy of traditional protection techniques; Social security and Control, ;Preventive function of social security.

**HUK 589 Consumer Contracts** 3+0 6,0

Consumer Law within the Framework of Consumer Protection Act; Protection of Consumers: Exercise of Jurisdiction in Consumer Courts; Unfair Terms in Consumer Contracts; Consumer Protection Act: Sale Contracts, Time-share Vacations and Package Tours, Consumer Credits and Credit Cards, Periodicals and Subscription Agreements, Consumer Contracts in Practice; Penalty Provisions in Consumer Protection Act.

**HUK 590 The Trial System in Roman Law and Its Effects on Contemporary Law** 3+0 7,5

Procedures in Roman Civil Law: Private Trial System, Cognition System, Praetor, Judge; Liabilities of Praetor and Judges; Courts in Roman Law; Roman Criminal Law; Comparison between Roman and Turkish Trial Systems; Roman Law Practices Contributing to the Turkish Legal System; Appeal and Arbitration in Roman and Turkish Law.

**HUK 596 Form in Roman Law** 3+0 6,0

Evaluation of formal procedures which have been considered as vital in terms of juridical transactions since the epoch where the Roman Law the basis of our contemporary law system was preeminent and ruling; Definition of the term liability in Roman Law and



contemporary law; Alternation of liability concept; The form of ius civile transactions; The form of ius gentium transactions; The form of transactions of Roman Procedural Law; Principal Roman Private Law transactions needed to be carried out in conformity with specific formal procedures; "Mancipatio" and "in iure cessio", which were transactions related to transfer of possession in the Roman Law of Property; The verbal contract called "stipulatio" which was a formal transaction of primary importance of the Roman Law of Obligations; Roman Family Law related certain fundamental institutions such as relationship, family (familia), paternal power (patria potestas), marriage (matrimonium), engagement (sponsalia) and dowry (dos) which were"

**HUK 598 Regulation Theory 3+0 7,5**

Regulation Theory; The Intention of Regulation: Public interest, Private interest, Institutional viewpoint; Regulation of Market: Regulation of market price and quantity, Regulation of market supply and demand; Regulation of Market Failure: Regulation of public goods and externalities etc.; Techniques of Regulation: Competition, Code, Orientation of public opinion etc; Economic Consequences of Regulation: Welfare theory, The Theory of the second best and compensation principle; Consequences of Regulation on Democracy; Consequences of Regulation on Property Rights.

**HUK 599 The Constitution: The Sine Qua Non of Modern State 3+0 6,0**

Rising of Modern State; Dynamics of Constitutionalism; The Concept of Constitutional Order and Written Constitution; The Characterisation of Constitution; The Definition of Constitution; The Function of Constitution: The concept of political power; Relationship between Constitution and State: Theory of separation of powers, Judicial control of acts of the state, The constitutional state; Relationship between Constitution and Democracy; The Relationship between Constitution and Human Rights.

**HUK 646 Comparative Social Security Law 3+0 7,5**

The Concept of Social Security and Emergence of Social Security Organizations; Initial Social Insurance Examples in England, France and Germany; 1935 Social Security Act in the US; Social Security System in New Zealand; The Beveridge Report; The Atlantic Pact; The Philadelphia Proclamation; Universal Declaration of Human Rights; Minimum Norms of Social Security; ILO Convention No. 102; European Social Charter; European Social Security Code; European Convention on Social Security; Treaty of Rome European Community Codes; Basic International Principles of Social Security.

**HUK 648 Methodology of Law 3+0 7,5**

The Subject of Legal Methodology; Introduction to Methodological Problems in Law; Classical Logic; Subject of Classical Logic; Approaches in Logic; Reasoning Forms in Classical Logic; Criticism of Classical Logic; Logical Approach in Legal Methodology and Its Criticism; Logical Fallacies: Fallacies in Classical Logic; Fallacies in Informal

Logic; Knowledge and Truth: Epistemology, Problem of truth, Theories of truth; Rhetorical Approach in Legal Methodology and Its Criticism: Perelman's rhetorical approach; Hermeneutics, Semiotics and Law; Classical Approaches to Interpretation in Law and Their Criticism: Theories of Toulmin and Aarnio; Theory of Argumentation: R. Alexy, A. Peczenik; Review of the Decisions of Higher Courts in Turkish Legal System.

**HUK 650 The Impact of International Treaties on Private Law 3+0 7,5**

The Terms of International Treaty, Agreement and Convention; A General Overview of International Treaties; Relationship of International Treaties with National Law and Private Law; International Treaties According to Fields of Private Law; Hague Conference on Private International Law; Analysis and Use of International Treaties in Private Law.

**HUK 651 Competition Law Applications 3+0 7,5**

Introduction; General Information on Turkish Competition Law; Restrictive Agreement on Competition, Decision and Adaptable Behavior; Misuse of Dominant State; Mergers and Transfers; Approaches Inclusive of the Applications Restricting Competition; Departments That Enforce Law; Procedure of Examination and Investigation: Preliminary investigation, Inquiry, Gathering of evidences, Stage of decision, Decisions that commissions can take and judicial control of decision; Evaluation of Competition Law in Terms of Monopoly and Contracts of Joint Undertaking; Industrial Property and Competition Law; Provisions of the Customs Union Related to Competition.

**HUK 652 Action for Nullity in Execution and Bankruptcy Law 3+0 7,5**

Purpose and Judicial Character of Action for Nullity; Transactions Subject to Nullity: Gratuitous transactions, Transactions made in case of inability to pay, Transactions made with intention to damage, Problem of whether the fictitious transactions are subject to action for nullity; Proceedings in Action for Nullity: Jurisdiction of the court, Parties of the action, Period of filing for action, Subject of the action; Results of Action For Nullity.

**HUK 653 Personality Right and Protection of Personality 3+0 7,5**

Concepts of Personality and Personality Rights; Characteristics of Personality Rights; Scope of Right to Personality: Scope of personal rights, Life and health, Physical integrity, Privacy and confidentiality, Reputation and dignity, Image and voice, Other personality values; Protection of Personality: Protection of personality against attacks by legal procedures, Protection of personality against attacks by unlawful legal acts, Protective lawsuits, Actions for compensation.

**HUK 654 Practices in Collective Labour Law 3+0 7,5**

Evaluation of Trade Unions and Collective Labour Agreements Act No. 6356; Evaluation of Laws Related to Trade Unions; Evaluation of Laws Related to Collective

Labour Agreements, Strikes and Lock-Outs; Evaluation of Laws Related to Collective Labour Dispute Resolution; Labour Jurisdiction and the Act of Labour Courts; Evaluation of the Decisions of Court of Cassation Related to Collective Labour Law; Practices of Peaceful Ways of Collective Labour Dispute Resolution.

**HUK 655 Comparative Labour Law 3+0 7,5**

Overview of Comparative Labour Law; Evaluation of Labour Law; Legal Frame of Turkish Labour Law; Jurisdiction in Labour Law; Development of the EU Law; Institutions of the EU Labour Law; Individual Labour Law in the EU; Collective Labour Law in the EU; Social Security Law in the EU; Basic Institutions and Development of Labour Law in the USA; Institutions of Labour Law in Selected Countries; Institutions of Collective Labour Law in Selected Countries; Social Security Law in Selected Countries; Comparison of the EU and Turkish Labour Law.

**HUK 656 The Principle of Freedom of Contract and its Borders 3+0 7,5**

Philosophical and Intellectual Foundations of the Principle of Freedom of Contract: Doctrine of the natural law, Principle of Free discretion; Historical Developments in the Principle of Freedom of Contract; Definition and Scope of the Principle of Freedom of Contract: Freedom to form a contract, Freedom to determine the type and content of contract, Freedom to determine the form of contract; Limits of Freedom of Contract: Obligation to make a contract, Limitations to freedom of determining the content of contract, Limitations to freedom of determining the form of contract.

**HUK 657 Actual Consumer Problems 3+0 7,5**

Consumer rights and protection of consumers in general: Doorstep selling, Internet shopping, Misleading prices and Misleading advertisement, aggressive practices, Consumer loans, E-mail spam, Estate agents, Home maintenance and repairs, Buying second-hand goods, Buying a new car or used car, Car repairs, Guarantees and warranty documents; Environmental claims; Other consumer problems.

**HUK 658 Roman Law of Contracts 3+0 7,5**

Relating the term of obligation in Roman law with the term of obligation in contemporary law: The subject of obligation and the parties of obligation, The term of praestare, The primary types of praestare in Roman law; Liability of a debtor during different periods: Objective liability and subjective liability, The term of culpa, Comparing the measures of liability according to different periods; The system of Roman law of contracts: Resources of obligations, The term of contract, Categorizing the Roman law of contracts, Contract of loan for money (mutuum), Contract of loan for use (commodatum), Custodian contract (depositum), Contract of pledge (pignus), Verbal contract (stipulatio), Contract of sale (emptio venditio), Locatio conductio, Contract of partnership (societas), Contract of agency (mandatum).

**HUK 659 Indemnities in Labor and Social Security Law 3+0 7,5**

The definition of pay in lieu of notice: Legal nature: Entitlement conditions, Calculation ; The definition of severance pay: Legal nature, Entitlement conditions, Calculation ; The definition of trade union compensation: Legal nature, Entitlement conditions, Calculation ; The definition of bad faith compensation: Legal nature, Entitlement conditions, Calculation ; The definition of pecuniary and non-pecuniary damages, Legal nature, Entitlement conditions, Calculation ; The definition of recourse compensation, Legal nature, Entitlement conditions, Calculation.

**HUK 703 Specific Human Rights Conventions: Women's Rights and Children's Rights 3+0 6,0**

Introduction; Women s Rights and Children s Rights; Convention Eliminating All Forms of Discrimination Against Women; Convention on the Rights of the Child; Impacts of Specific Human Rights Conventions on Domestic Law; Case Studies.

**HUK 704 Unfair Competition Law 3+0 6,0**

Concept of Competition in General; Competition in Turkish Law: Protection of persons, Unfair competition; Competition Prohibition; Competition Protection; Unfair Competition: Aim and content of unfair competition rules, Narrow and wider meaning of unfair competition; Tort Liability, Methods of Unfair Competition; Industrial Property and Unfair Competition; Unfair Competition Cases: Authorized courts and parties, Requests of plaintiff, Limitation of action.

**HUK 705 The Types and General Principles of Criminal Law 3+0 6,0**

General Principles of Criminal Law; Principle of Humanity; Principle of Legality; Principle of Personality; Principle of Culpability; Principle of Proportionality; Principle of Equality; Concept of Crime; Concept of Punishment; The Connection Between Criminal Law and Ethics; Criminal Law and Justice; Development of Criminal Law; An Overview of Types of Criminal Law; Repressive Criminal Law; Liberal Criminal Law; Introduction to Libertarian Criminal Law; Libertarian Criminal Law; Libertarian Criminal Law in Comparative Law and Crime and Public Opinion; Freedom and Security; Modern State and Punishment; Libertarian Criminal Law and Turkish Criminal Code; Two Problems in the Context of Libertarian Criminal Law: Political Justice and Freedom of Expression; Examples of the Types of Criminal Law in the Application of Turkish Criminal Law.

**HUK 706 The Use of Force in International Law 3+0 6,0**

Introduction; Historical Survey; Development of International Law on the Use of Force; Ancient Eras; League of Nations; United Nations; Challenges to the UN Charter and Its Paradigm; Preventive Strike; Preemptive Strike; Anticipatory Self-Defence; Humanitarian Intervention; Global Terrorism and Law; Case Studies;

Panama; Iraq; Afghanistan; Relevant Jurisprudence of International Court of Justice.

**HUK 707 Evidences in Criminal Procedure Law 3+0 6,0**

Proof in Criminal Procedure and Conviction of Conscience; The Concept of Evidence; Evidences in the abstract, Characteristics of evidences; Evidences of Expression: Expression of the accused, Expression of the witness; Evidences of Document; Circumstantial Evidences; Examination of Experts; Investigation on Crime Scene and Evidences; Autopsy; Using Some Controversial Evidences in Criminal Procedure: Character evidence, Lie detector.

**HUK 708 Crimes Against the Public Administration 3+0 6,0**

The Concept of Public Administration; The Concept of Public Servant; Embezzlement: Material element, Spiritual element, Element of illegality, Forms of special appearance of the crime; Extortion: Material element, Spiritual element, Element of illegality, Forms of special appearance of the crime; Bribery: Material element, Spiritual element, Element of illegality, Forms of special appearance of the crime; Abuse of Duty: Material element, Spiritual element, Element of illegality, Forms of special appearance of the crime.

**HUK 710 The Decision in Law of Civil Procedure 3+0 6,0**

Concept of Decision and Formation of Decision: General information regarding decision, Decision as a judiciary activity, Relationship between decision and truth; Types and Characteristics of Decisions: Final decision, Interim decision, Decisions of temporary measures, Decisions of adjudication without conflict, Decisions of higher courts; Components of Decisions; Flawed Judicial Decisions.

**HUK 711 Current Issues in Occupational Health and Safety 3+0 6,0**

Concept of Occupational Health and Safety; Purpose of Occupational Health and Safety; Importance of Occupational Health; Importance of Work Safety; National Sources of Health and Safety at Work; International Sources of Occupational Health and Safety; Obligations of Employers; Workers' Rights; Obligations of Workers; European Union Directives on Health and Safety at Work; Sanction in Occupational Health and Safety; Administrative Fines; Administrative Penal Sanctions.

**HUK 713 Judicial Expertise in Civil Procedure Law 3+0 6,0**

System of Proof in Civil Procedure Law and Place of Judicial Expertise in This System; The General Theory of Judicial Expertise; Concepts of Expert and Expertise; Their Main Characteristics; Juridical Nature of Expert and Expertise; Subject of Judicial Expertise; Request for Expertise; Decision on the Need for Expertise; Selecting and Nominating an Expert; Execution of Expertise; Expert Report and Its Content; Debating the Expert Report; Place of Expert Report in Judgement.

**HUK 715 The Ownership in Roman Law 3+0 6,0**

Concept of Ownership in Roman Law; Concept of Ownership; Subject of Property Rights; Types of Properties; Types of Property Rights; Acquisition of Property Rights; Usucapio; Limits of Property Rights; History of the Roman Public Land; Roman Public Land; Agrarian Laws; General Revision.

**HUK 716 Social Capital 3+0 6,0**

Conceptual Framework of Social Capital: History of the concept of social capital, Description of social capital, Levels, types and components of social capital, Relations of social capital with other types of capital, Creation of social capital; Effects of Social Capital on Economic Development: Relationship between social capital and economic development, Examples on measurement of the relationship between social capital and economic development; Measurement of Social Capital: Measurement methods of social capital, International examples on measurement of social capital and examples of various variables used for social capital, Examples of social capital measurements in Turkey.

**HUK 717 The Invalidity of Board of Directors Decision's in Joint-Stock Company 3+0 6,0**

Compulsory organs of Joint-Stock companies; General assembly and board of directors; Board of directors of a Joint-Stock company and its properties; Meetings of the board of directors and decision making; Defects of the board of directors' decisions; nullity of board of director's decisions; invalidity, nullity und annulment; Regulated and non-regulated states of voidance in the Turkish commercial; Examining a declaratory action for voidance in terms of procedural law

**HUK 718 Termination of Debt 3+0 6,0**

Reasons of the Termination of Debt: Reasons terminating debts in general and in strict sense; Renewal of Debt: Term and Conditions; Combination of Titles "Debtor" and "Creditor": Term, Legal effect; Release: Term, Legal qualification, Conditions, Results; Clearing: Term, Legal qualification, Conditions, Results; Limitation: Term, Conditions, Interference and interception; Impossibility: Impossibility at the beginning, Results; Results of Debt Termination: Effects on subsidiary rights.

**HUK 719 Conflicts and Litigation in Labour Law 3+0 6,0**

The subject of labour dispute; Private arbitration application; The concept of official mediation; procedures of application to the official mediator; Disputes memorandum; Strike phase; Strike decision; Strike vote; Strike suspension; High arbitration decision; Lockout decision; High arbitration; The content of the collective bargaining agreement; Dispute of rights and interests; Comment cases: Disputes at the jobs where Strikes and lockouts are prohibited: Disputes of rights and interests.

**HUK 720 Law of Divorce 3+0 6,0**

Adultery; Attempt on Life, Maltreatment, Assaults and Insults; Crime; Dishonorable Life; Desertion; Mental Illness; General Grounds: Judicial Separation; Procedural Law Rules Valid in Divorce; Alimony; Pecuniary and Non-Pecuniary Damages; Granting The Custody; Child Custody; Relationship Between A Non-Residential Parent and Child; Marital Property; Regime of Participation in Acquired Property.

**HUK 722 Insurance Contract 3+0 6,0**

Definition of Insurance Contract; Elements of Insurance Contract: Parties of insurance contracts, Insurance interest, Risk, Insurance money, Insurance premium; Form of Insurance Contracts; Conclusion of Insurance Contracts; Obligations of Insurers in Insurance Contract: Obligation to undertake the risk, Duty to provide explanations, Obligation to give insurance policy, Obligation to pay the expenses, Obligation to pay insurance compensation; Obligations of Insurance Holders: Obligation to pay insurance premium, Duty of disclosure, Obligation to give information and to allow investigation, Obligation to take protective measures; Termination of Insurance Contract.

**HUK 724 Action for Nullity in Execution and Bankruptcy Law 3+0 6,0**

Historical development of the action for nullity; The theories related to the legal basis of the action for nullity; The purpose and judicial character of the action for nullity; The transactions which are subject to nullity: Gratuitous transactions, The transactions made due to the inability to pay, The transactions made with the intention to damage, The problem of whether the fictitious transactions are subject to the action for nullity, Piercing the corporate veil by action for nullity; Proceeding in action for nullity: Jurisdiction of the court, The parties of the action, The period of application for the action, The subject of the action; The results of the action for nullity.

**HUK 726 Limited Real Rights Related Issues in Roman Law and Civil Law 3+0 6,0**

The concept of rights: Definition of rights, Types, importance of rights; Limited real rights: General characteristics, Types according to the period, The disclosure of each limited real right: Limited real rights in civil law: General characteristics, Types, Comparison.

**HUK 728 Press Labour Law 3+0 6,0**

Subject of press labour law; Its Place in labour law; The concept of journalist; termination of labour law contract by the journalist; termination of labour contract by the employer; Severance pay; a journalist who works for another job out of office at the same time; Payment; Overwork; paid annual leave; Wages and other rights of journalists during the cease of publication.

**HUK 730 Legal Remedies in Labour Law 3+0 6,0**

The subject of labour law; Application for the first instance labour law court; Task of the labour court; Territorial jurisdiction; Appeal inspection; Degradation of decision;

Decision to resist against the decision; Procedure of labour judgement; Adjudicating types; Labour proceedings and other judicial procedures; Ordinary legal remedies; Extraordinary legal remedies; Retrial; Reversal for the sake of law; Appeal; Term of litigation.

**HUK 732 Duties in Insurance Law 3+0 6,0**

The term of duty: The definition of duty and the differences between duty and obligation; Duty of the insurer to carry out risk assessment; Duties of the insurance holder: Duty of disclosure, duty to avoid aggravation of risk and to disclose the aggravation of the risk, Duty to notify the occurrence of the insured event, Duty to provide information and to let investigation, Duty to prevent and minimise loss and to protect the insurer's right to recourse.

**HUK 790 Thesis 0+1 30,0****HUK 890 Thesis 0+1 30,0****İKT 501 Macro Economic Analysis 3+0 6,0**

Basic Assumptions According to Macroeconomic Thought; Basic Macroeconomic Models: IS-LM model, IS-LM-BP model in an open economy, Aggregate demand and aggregate supply AD-AS model; Fundamental Macroeconomic Problems: Unemployment, Inflation, Budget deficits, External deficits; Economic Growth: Sources of growth, Neoclassical growth model, Technological improvement and growth, Human capital and internal growth theory, Growth in an open economy, Problems which growth theories are looking for answers.

**İKT 502 Microeconomic Analysis 3+0 6,0**

Consumer Behavior Theory: Utility maximization, Consumer demand; Market Demand and Demand Elasticity; Theory of Production and Cost: Profit maximization, Supply of firm, Input demand; Perfect Competition Model for Firm; Monopoly and Equilibrium for Firm; Models of Oligopolistic Markets: Traditional models, Modern oligopoly theories; Game Theory and Its Applications in Oligopoly Models; Uncertainty and Applications of Uncertainty Models; General Equilibrium Analysis.

**İKT 504 Structural Analysis of Turkish Economy 3+0 6,0**

Distribution of Income in Turkey; Internal and External Debt and the Debt Problem of Turkish Economy, The Role, Importance and Problems of State Owned Enterprises in Turkish Economy; Privatization; Money Banking and Capital Markets in Turkish Economy and Last Crises of the Banking Sector; Inflation in Turkey: Reasons of inflation, Proposals for solution; Stabilization Policies in Turkish Economy and its Results; Foreign Capital Policy of Turkey, Its Application and the Problems We Met; Economic Integration of Turkish Economy to European Union; Customs Union, Resulting Problems and Suggestions for

Solution; Turkey's Adaptation Problem to Maastricht Economic Criteria and Copenhagen Criteria.

**İKT 508 Modern Theories of Money 3+0 6,0**

Definition of the Money; Different Approaches Explaining the Transmission Mechanism of Money; Money Demand and Money Supply; Microeconomic Foundations of the Monetary Theory; Theory of Money in Classical Macroeconomic System; Theory of Money in Keynesian Macroeconomic System; Interest Rate Theories: Real interest rate theory, Short-Run interest rate theory; Risk and term structure of interest rates; Introduction to International Theory of Money: Foreign exchange theories in very short-run, short-run and long-run.

**İKT 512 Globalization and Economic Development 3+0 6,0**

General Properties of Developing Countries; New Theories on Globalization; Inspection of Regional and Integral Movements in the View of Development Theories; Foundations of Global Macroeconomics: Fiscal and monetary policies in open macroeconomies and evaluation of it according to developing countries; The Stages of Globalization and Underdeveloped Countries; The Interaction of Economic Crises and Globalization in Underdeveloped Countries and New Approaches in Development Policies; The Institutions Financing Development and International Payments; Stabilization Policies in Developing Countries.

**İKT 513 Growth Theory 3+0 6,0**

The Sources of Economic Growth: Capital accumulation, Increase in the labor force, Technological improvement; Growth Accounting: Productivity function, One-three rule; Origins of Growth and its Steps: Classical growth theory, Critique of the classical growth theory; External Growth Theories: Principals of the neoclassical (Solow) growth theory, Golden rule, Technology and Solow model, Solow model including human capital, Differences in growth rates; Internal Growth Theories: Principals of internal growth theories, Importance of human capital in the growth process, Classification of the internal growth models; How can We Understand the Growth Miracles : Examples from some countries.

**İKT 515 Current Theories of Monetary Policy 3+0 6,0**

Money Supply Control Model: Free reserves and monetary control, Discount policy and monetary control, Required reserve policy and monetary control, Open market operations and monetary control, Solution of the monetary control model and empirical analysis; Choosing the Targets in Monetary Policy; Choosing the Suitable Tool in Monetary Policy; Defining the Monetary Policy: Single equation approach, Multiple equations approach; Long Term effectiveness of the Monetary Policy: Neutrality of money, Super neutrality of money, Lucas supply function, Tobin effect; Time Inconsistency Problem and Sustainability of the Central Bank Credibility.

**İKT 517 European Union-Turkey Relations 3+0 6,0**

Progress of the European Integration; Institutions of the European Union; Enlargement of the European Union; Budget of the European Union; Fundamental Policies of the European Union; European Union and Turkey: Ankara agreement and additional protocol, Stages of the association, Institutions of the association, Financial cooperation; European Union-Turkey Customs Union: Scope and operation, Effects on Turkish economy; Turkey's Full Membership to the European Union.

**İKT 522 Financial Economic Analysis 3+0 6,0**

The Relationship Between Financial Markets And Real Economy; The Reasons of The Financial System Inefficiency; Asymmetric Information; Volatility; Price Bubbles; Moral Hazards; Insider Trading; Regulation of The Financial Markets By Authorities; Efficiency In The Financial Markets; Efficient Market Hypothesis; Pricing Models of The Capital Assets; Option Pricing Models And Comparison of Turkish Example.

**İKT 525 Quantitative Methods in Economics 3+0 6,0**

The Definition of Mathematical Economics; Introduction to Functions and Types of Functions; Exponential and Logarithmic Functions and Economic Applications; Linear Equations System and Matrix Algebra; Comparative Stationary Systems and Derivative; Optimization; Constrained and Unconstrained Optimization; Differential Equations.

**İKT 526 Modern Economic History of Economic Thought 3+0 6,0**

The Terminology in History of Economic Thought; Economic Thought in the First Half of 20th Century; The Frieberg School; Institutional Economics School; Keynesian Economics; The Economic Thought in the Second half of 20th Century; Evolutionary Economics; Monetary Economics; Supply-Side Economics School; Rational Expectations School.

**İKT 530 Applied Model Building Techniques in Economics 3+0 6,0**

Basic Models in Economics; Software Applications (GAMS and MATLAB); Comparative Statics and Static Model Building; Calibration and Parameter Estimation in Static and Dynamic Models; Construction of Social Accounting Matrix, and SAM Modeling; Computable General Equilibrium Model (CGE) ; Overlapping Generation Models (OLG); Introduction to Stochastic Model Building; Application of Markov Chain and Stochastic Dynamic Model Algorithms.

**İKT 536 Macroeconomic Theory 3+0 6,0**

Macroeconomics: Definitions, Methodology and Macro problems; Economic Growth: Solow growth model, Augmented Solow growth model, Endogenous growth models, Do Implications of Models Match with Data?; Consumption, Saving and Investment; Open Economy Macroeconomics: BOP, Current account, Twin deficits; Asset Markets, Money and Inflation: QTM, Money, Money

Demand; Business Cycles: Definitions, BC facts; IS-LM/AD-AS Models: General equilibrium; Real and Nominal Shocks; Classical Approach: Misperceptions theory, RBC theory, Reverse Causation; Keynesian Approach: Menu costs, Wage and price rigidity, Imperfect competition, Effective demand, Efficiency wage model, Animal spirits and investment; Unemployment and Inflation: SR and LR Phillips Curves; CB and Monetary Policy: ?Cold Turkey? or Gradual Inflation Reduction?

**İKT 538 Applied Econometrics 3+0 6,0**

Statistical Background and Basic Data Handling; Fundamental concepts, Structure of economic data; Classical Linear Regression Model: Simple regression, Multiple regression; Topics in Econometrics: Dummy variables, Dynamic econometric models, Simultaneous equation models, Limited dependent variable regression models; Time Series Econometrics: Box Jenkins methodology, Modeling the variance, ARCH-GARCH models, Vector autoregressive models and causality tests, Stationarity and unit root tests, Cointegration and error-correction models, Identification in standard and cointegrated systems; Methods of Estimation: Instrumental variables estimation, Maximum likelihood estimation, Generalized method of moments estimation, Two-step estimation, Bayesian methods in econometrics; Panel Data Econometrics: Traditional panel data models, Dynamic heterogeneous panels, Non-stationary panels.

**İKT 539 Behavioral Economics 3+0 6,0**

The Nature of behavioral economics: Behavioral economics and standard economics models, History, method and objective of behavioral economics; Values, Behaviors, Preferences and Choices: Standard economic model, Rules, Assumptions, Definitions, Weaknesses of the model, Utility, Measurement of utility; Decision under Risks and Ambiguity: Expected utility theory, Conventional ways of changing utility theory, Reference points; Mental Accounting: Nature, content, and methodology of mental accounting; Intertemporal Choice Model: Time preferences, Changing utility functions; Behavioral Game Theory; Nature of game theory, Equilibrium, Mixed strategies, Bargaining.

**İKT 540 Applied Microeconomics 3+0 6,0**

Consumer Behavior Theory: Utility maximization, Consumer demand; Market Demand and Demand Elasticity; Theory of Production and Cost: Profit maximization, Supply of firm, Input demand; Perfect Competition Model for Firms; Monopoly and Equilibrium for Firms; Models of Oligopolistic Markets: Traditional models, Modern oligopoly theories; Game Theory and Its Applications in Oligopoly Models; Uncertainty and Applications of Uncertainty Models; General Equilibrium Analysis.

**İKT 542 Monetary Economics II 3+0 6,0**

Balance Sheet Analysis in Banking: Asset, liquidity, liability and capital management; Deposit Creation in Banking; Money Stock Determination: Monetary base,

Money multiplier, Changes in money stock; Central Banking and Analysis of Central Bank Balance Sheet; Tools of Monetary Policy; Conduct of Monetary Policy; Choice of targets, Choice of indicators; Monetary Policy Theory: Expectations and monetary policy, Activist and non-activist policy debate, Monetary policy rules and discretionary monetary policy; Monetary Policy Games.

**İKT 544 Open Economy Macroeconomics 3+0 6,0**

Basic Macroeconomic Concepts: Money supply, Central bank, Money multiplier, Classical money demand; Keynesian Demand for Money; Friedman's Theory of Money Demand; Equilibrium in the Money Market; Exchange Rate: Long-and short-term exchange rate theories, Fixed exchange rate, Flexible exchange rate; External Balance of Payments and Main Accounts; Current Account Deficit and External Surplus; Open-economy Macroeconomic Policies: Fixed exchange rate system and a flexible exchange rate system; Business Cycles; Keynesian Business Cycle Theory; New Classical Theory; Policy Shocks; Economic Growth and Economic Convergence in Open Economy.

**İKT 545 Microeconomic Theory 3+0 6,0**

Consumer Behavior and Consumption Analysis; Marginal Utility Analysis; Indifference Curve Analysis; Price; Income and Substitution Effects; Producer Behavior and Production Analysis: Introduction, Marshall Analysis, Hicks Analysis, Changes in producer equilibrium; Price Analysis: Supply, Demand, Market, Results of price determination, Supply and demand elasticity; Cost Theory; Firm Equilibrium in Competitive Markets; Firm Equilibrium in Imperfect Competition; Factor Markets; General Equilibrium and Welfare Economics.

**İKT 546 International Money and Finance 3+0 6,0**

International Payments and Exchange Rate: Trade and capital flows, Balance of payments;, Exchange rate market and exchange rate systems; International Financial Instruments; Markets and Institutions; Managing Exchange Rate Risk: Forward currency market and financial arbitrage; Managing Interest Rate Risk: Derivative securities market; Exchange Rate Determination and Balance of Payments: Elasticity approach and absorption approach; Modern Approaches to Exchange Rate Determination; Monetary Approach, Portfolio Approach.

**İKT 547 Mathematical Economics 3+0 6,0**

Mathematical Framework of Economic Analysis; Economic Models and Characteristics of Economic Models; Introduction to Functions and Types of Functions; Linear Functions and Their Use in Economics; Univariate Functions and Optimization; Multivariate Functions and Optimization; Constrained Optimization; Exponential and Logarithmic Functions and Their Use in Economics ; Calculation of Compound Interest Rate and Growth Rate; Integral Calculus and Its Use in Economics; Systems of Equations and Matrix Algebra; Input-Output Analysis; Difference Equations.

**İKT 551 Monetary Economics I 3+0 6,0**

Definition and Functions of Money; Interest Rates; Calculation of Interest Rates; Theories of Interest Rates; Loanable Funds Theory; Liquidity Preference Theory; Risk and Term Structure of Interest Rates: Yield curves and interpretation, Expectations hypothesis, Liquidity premium hypothesis, Segmented markets hypothesis; Theories of Demand for Money: Classical quantity theory, Developments in Keynesian theory, Post Keynes; Transmission of money; General Equilibrium and Effectiveness of Monetary Policy.

**İKT 552 Financial Economic Analysis 3+0 6,0**

Relationship Between Financial Markets and Real Economy; Reasons of the Financial System Inefficiency; Asymmetric Information; Volatility; Price Bubbles; Moral Hazards; Insider Trading; Regulation of Financial Markets by Authorities; Efficiency in Financial Markets; Efficient Market Hypothesis; Pricing Models of Capital Assets; Option Pricing Models and Comparative Analysis of the Turkish Case.

**İKT 553 International Trade: Theory and Policy 3+0 6,0**

Trade Theories: Ricardo odel; Trade Theories: Ricardo Model: Heckscher-Ohlin Model; External Economies of Scale; Internal Economies of Scale; Intra-Industry Trade; Foreign Trade Policy Tools: Tariffs; Foreign Trade Policy Tools: Quota, Subsidies, Dumping; Foreign Trade Policy and Industrialization; Theses for and against Free Trade; WTO; Trade in Goods; Trade in Agricultural Products; Trade in Services; Regional Trade Agreements.

**İKT 554 Capital Market and Asset Valuation 3+0 6,0**

Financial System; Financial Markets; Financial Institutions; Securities; Valuation of Stocks; Basic Analysis-Gordon Model, CAPM Model, Market Rates, Technical Analysis, Calculation of Return, Paid-Bonus Equity, Initial Public Opening; Risk and Return; Portfolio Theory, Portfolio Performance Measurement; Derivatives (forward, futures, option); Stock Exchanges and Their Functioning, Theory of Effective Market; Relationship between Risk and Return; Basic Concepts of Portfolio Optimization; Fixed Income Securities: Bonds and Bond valuation; Interest Theorems, Bond Duration and Immunity; Market Efficiency and Active Portfolio; Stocks and Shares ISE Markets for Strategic Portfolio Management.

**İKT 555 Economic Growth 3+0 6,0**

Basic Concepts of Growth: Production function, Properties of growth, Results of growth; Growth Models: Classical growth models: Smith, Ricardo, Marx, Schumpeter; Modern Growth Theories: Harrod- Domar; Post-Keynesian Growth Model; Income Distribution Theories: Kaldor Model, Pasinetti Model; Optimal Growth Models: Von Neumann Model; Endogenous Growth Models; Case Studies of Growth in Turkey and the World.

**İKT 557 Evolution of Macroeconomic Thought 3+0 6,0**

J. M. Keynes versus Old Classical Thought; Orthodox Keynesians and Interpretation of Keynes; Monetarist School and Milton Friedman; New Classical School; Real Business Cycle (RBC) School; New Keynesian (NKE) School; Neoclassical Economics and Socialism in Austrian School; Post- Keynesians; Karl Marx and His Macroeconomic Approaches.

**İKT 559 Turkish Economy and Contemporary Issues 3+0 6,0**

A Brief Overview of Turkish Economic History: Economic growth and development, Characteristics of business cycle, Transformations of political economy; Sources of Capital Accumulation in Turkish Economy: Domestic sources (private sector, public sector), Foreign sources; Sectoral Analysis of Turkish Economy: Agriculture, Industry, Services; Foreign Economic Relations of Turkey: Foreign trade, Capital movements, Position of Turkey in the world economy; Financial Structure of Turkish Economy: Monetary markets, Interest rates, Exchange rates, Banking, Stock markets; Social Appearance of Turkish Economy: Labor, Economic growth, Income distribution; Problems of Turkish Economy: Inflation, Unemployment, Debt, Economic stability and financial crises.

**İKT 560 Market Structure, Competition and Concentration 3+0 6,0**

Introduction; Competition; Monopolies; Monopsonies; and Dominant Firms; Noncooperative Oligopoly; Monopolistic Competition; Industry Structure and Performance; Pricing Strategies; Price Discrimination; Product Differentiation; Topics in Pricing; Strategic Behavior; Vertical Integration & Vertical Restrictions.

**İKT 561 Development Economics 3+0 6,0**

Development and Underdevelopment: Characteristics of underdeveloped nations; Theories of Underdevelopment: Economic approaches, Socio-cultural approaches; Capital Accumulation and Technology; Development and Capital; Development and Technology; Development Financing: Internal financing, External financing; Development and Human Factor in Development: Population, Investment on human, Employment; Development and Foreign Trade; Development and International Division of Labor; Protective Foreign Trade; Resource Allocation: Theoretical bases, Resource allocation in underdeveloped countries; Industrialization Strategies; Sustainable Growth: Natural resources, Environment.

**İKT 563 Behavioral Economics 3+0 6,0**

Overview of Behavioral Finance; Arbitrage Limit; Restrictions on Short-Selling Operations; Debates on Dotcom Bubble; Problems Related to Investment Brokerage: Performance of Hedge funds; Initial Public Offerings; Khaneman and Tversky; Investor Psychology; Overreaction and Momentum; Shleifer and Fama; Investor Behavior and Behavioral Business Finance; Short Sales and Returns; Relationship between Value and Return.

**İKT 564 History of Economic Thought 3+0 6,0**

Economic Thought in Ancient Times: Greek philosophers; Economic Thought in the Middle Ages: Islamic Classics and the Christian Scholastics; Development of Economic Thought in the Modern Ages; The Mercantilists; The Forerunners of Modern Economic Thought; The Physiocrats; Rise of Economics and the Classical School; Key Figures; Reactions to the Classical Thought: Socialism; Marginal Revolution and the Neoclassical Synthesis: Vienna, Lausanne and Cambridge Schools; Neo-classics: Marshall, Walras and the others; Deviation from and Contributions to the Neoclassical School: Chamberlain, Robinson and other developments; Keynes and the Keynesian Revolution; New Trends in Macroeconomics.

**İKT 565 Term Project 3+0 6,0****İKT 566 Turkish Economy 3+0 6,0**

Turkey: Geographic location, Population, Geopolitics; Turkish Economy and the World Economy; National Income and Income Distribution in Turkey; Public Finance; Public Debts in Turkey; Developments in Agriculture; Structure of Industry; Energy and Service Sectors; Public Enterprises in Turkey; Privatization of public enterprises; Inflation in Turkey: Economic stabilization programs; Evaluation of Turkish Foreign Trade Policy; European Union Relations; Foreign Capital Policy of Turkey.

**İKT 567 Econometric Techniques 3+0 6,0**

Methods in Estimating Simple and Multiple Classical Linear Regression Models; Assumptions of These Methods; Properties of the Estimators; Estimating Confidence Intervals; Hypothesis Tests; Theoretical Knowledge about Regressions with Dummy Variables and Its Applications; Consequences of the Violation of Assumptions of the Classical Linear-Regression Model (Multicollinearity, heteroscedasticity, autocorrelation); Solving Problems; Determining and Correcting Mistakes Made in Model Selection; Theoretical Knowledge about Regression With Lagged Variables and Its Applications.

**İKT 570 Term Project 3+0 30,0****İKT 571 Fundamentals of Microeconomics 3+0 6,0**

Consumer Behavior Theory: Utility maximization, Consumer demand; Market Demand and Demand Elasticity; Theory of Production and Cost: Profit maximization, Supply of firm, Input demand; Perfect Competition Model for Firms; Monopoly and Equilibrium for Firms; Models of Oligopolistic Markets: Traditional models, Modern oligopoly theories; Game Theory and Its Applications in Oligopoly Models; Uncertainty and Applications of Uncertainty Models; General Equilibrium Analysis.

**İKT 573 Fundamentals of Macroeconomics 3+0 6,0**

Basic Assumptions According to Macroeconomic Thought; Basic Macroeconomic Models: IS-LM model, IS-LM-BP model in an open economy, Aggregate demand and aggregate supply (AD-AS) model; Fundamental Macroeconomic Problems: Unemployment, Inflation, Budget deficits, External deficits; Economic Growth: Sources of growth, Neoclassical growth model, Technological improvement and growth, Human capital and internal growth theory, Growth in an open economy, Problems for which growth theories are seeking answers.

**İKT 574 Economic Forecasting 3+0 6,0**

Review of Basic Statistics and Software; Identifying the Forecasting Model; Point vs Interval Forecasts; Forecasting Using Regression Methods; Univariate Time Series Methods; Smoothing and Filtering; ARMA Models; Evaluating Forecast Performance; Multiple Equation Models; Vector Autoregressive (VAR) Models.

**İKT 576 Banking Crises 3+0 6,0**

Theories of Financial Crisis: New Keynesian approach, Post Keynesian approach, Monetarist approach; Causes of Banking Crises: Financial liberalization, Random withdrawal risk, Open positions and devaluation, Liquidity problem, Macroeconomic deterioration; Banking Crises-Prevention Measures: Lender of last resort, Deposit insurance, (Re)Regulation, Narrow banking & free banking; Currency Crises: First generation models of currency crisis, Second generation models of currency crisis, Third generation models of currency crisis; Relations Between Currency Crises and Banking Crises; Early Warning Systems for Financial Crises; Contagion; Financial Crises in Developing Economies; The US Subprime Meltdown and the Second Great Contraction: Structural origins of the recent crisis, Subprime lenders and borrowers, Securitization, Financial innovation, Credit default swaps and toxic assets, Shadow banking, Leverage and moral hazard; Monetary Policy Responses to Financial Crisis; Fiscal Policy Responses to Financial Crisis.

**İKT 577 Monetary Theory and Policy 3+0 6,0**

Definition of Money; Different Approaches Explaining the Transmission Mechanism of Money; Money Demand and Money Supply; Microeconomic Foundations of the Monetary Theory; Theory of Money in Classical Macroeconomic System; Theory of Money in Keynesian Macroeconomic System; Interest Rate Theories: Real interest rate theory, Short-Run interest rate theory; Risk and Term Structure of Interest Rates; Introduction to International Theory of Money: Foreign exchange theories in very short-run, short-run and long-run; Money Supply Control Model: Free reserves and monetary control, Discount policy and monetary control, Required reserve policy and monetary control.

**İKT 578 Foreign Trade and Foreign Exchange 3+0 6,0**

Foreign Trade: Risk in foreign trade and risk-reducing activities, Documents and certificates used in foreign trade, Payment methods in international regulations, Forms of



delivery, Freight insurance; Export: Export regulations and their implementation, Free trade zones, Flow chart in export, Export incentives; Import: Import regulations and their implementation, Custom regulations and laws, Regulations in foreign trade, Act no 1567 to preserve the value of Turkish Money, Decree number 32, Foreign exchange regulations in export, Foreign exchange regulations in import, New legal arrangements in foreign exchange regulations.

**İKT 581 International Trade Theory and Policy 3+0 6,0**

Classical Trade Theory: Theory of absolute advantages, Theory of comparative advantages; Neo-Classical Trade Theory: Theory of consumer behaviours, Theory of production, Equilibrium in a closed economy, Equilibrium in an open economy, Offer curves, Equilibrium terms of trade; Heckscher-Ohlin Theory: Contemporary Trade Theories: Technology and international trade, Economies of scale and international trade, Imperfect competition and international trade; Economic Growth and International Trade; Welfare Effects of Tariffs: Partial equilibrium analysis, General equilibrium analysis; Welfare Effects of Non-Tariff Measures: Partial equilibrium analysis, General equilibrium analysis.

**İKT 583 Current Issues in World Economy 3+0 6,0**

The Problem of Population: Relationship between population and economic welfare, The population boom, International immigration; Basic Resources: Growing pressure on resources, Food resources, Energy resources, Industrial raw materials, Environment; Industrialization and Problem of Keeping Pace with Technology; Developing Countries; Response Capacity of Economics to Recent Developments in World Economy; The Problem of Nation State; New World Order; The Problem of Globalization; Regionalization; The Problem of Knowledge Economy.

**İKT 585 Economic Risk Management and Measurement 3+0 6,0**

Evolution of Economic Risk Management; Classification and Measurement of Economic Risks; Interest Rate Risk and Management (Interest rate risk, Effective maturity of financial instruments, Interest rate risk-limiting strategies, Hedging and derivative products); Exchange Rate Risk and Management (Exchange rate risk, Parity risk, The foreign exchange risk measurement and limitation); Economic Risk Management (Forward contracts, Futures contracts, Option contracts, Swap contracts); Economic Growth and Opportunity Management; Total Economic Risk; Macroeconomic Policies to Eliminate Economic Risk; Economic Risk Management in Turkey.

**İKT 587 Financial Intermediaries Institutions 3+0 6,0**

Functions of Financial System and Infrastructure of Financial Markets; Financial Instruments: Money and capital market instruments, Types of financial intermediaries; Banking: Loans, Deposits, Banking sector balance sheet analysis: Asset management, Liquidity management, Passive management, Capital management;

Risk Exposure of Banks: Interest rate risk management, Exchange rate risk management, Liquidity risk management, Credit risk management, Operational risk and management; Banking Regulations and the Basel Capital Accord; The Savings Deposit Insurance Fund (SDIF); The Banking Regulation and Supervision Agency (BRSA); The Central Bank of the Republic of Turkey (CBRT).

**İKT 589 Banking Applications 3+0 6,0**

Financial System, Financial Institutions and Banks; History of Banking in the World and Turkey; Types of Banks and Banking Organization; Asset and Liability Management; Fund Sources of Commercial Banks; Fund Uses of Commercial Banks; Banks Credit Policy; Cost of Bank Sources and Pricing of Banking Products; Main types of Risk in Banking and Financial Crisis; International Banking Transactions and Multinational Structures; Performance Analysis of the Banking Sector; Capital Adequacy and BASEL III.

**İKT 602 Advanced Microeconomic Theory 3+0 7,5**

Breaking up Microeconomics and Macroeconomics; Evaluating Production Possibilities from Microeconomics and Macroeconomics? Point of View; Analysis in Relation with Consumer Theory and Its Applications; Demand Analysis in Goods Market; Demand Analysis in Factor Markets and Its Applications; Production Theory and Supply Analysis: Various production functions, Short-run and long-run production analysis, Costs and price analysis; Price Analysis in Factor Markets; Effects of Various Competition Conditions to Price and Firm Equilibrium.

**İKT 603 Advanced Macroeconomic Theory 3+0 7,5**

Rising of Macroeconomics: Macro Analysis and National Accounting; Policies in Macro Economy and Various Schools; Concepts and Accounts Related with National Income; Elements Related with National Income; Equilibrium of and Changes in National Income; Business Cycle Theories and Interrelation Between Business Cycle and National Income; Government and National Income; Open Economy; Macroeconomic General Equilibrium: General price level analysis, Employment analysis, Employment policies; Economic Growth Analysis; Difference Between Economic Growth and Development Concepts; Changes in Macroeconomic Structure along with Recent Trends; Macroeconomic Effects of Globalization and New Economy.

**İKT 604 International Economic Problems 3+0 7,5**

Definition and Extent of the International Economic Problems; Platforms where International Economic Problems are Discussed; International Economic Associations Established to Solve International Economic Problems: GATT, WTO, IMF, IBRD, IFC, IDA, OECD, UNCTAD, IDB, BIS, EBRD; Regional Development Banks, Foreign Capital and Economic Development Problem; Liberalization of Trade and Allocation of Resources; IMF and New World Economic Order; International Regulations and Policies Required by the New World Economic Order in the Globalization Process;

Economic Integration Problems in European Union and Monetary Union; The Process of Harmonization with Copenhagen Criteria during the Expansion Process of the EU and Turkey.

**İKT 607 Game Theory 3+0 7,5**

Introduction: Definitions and History, Some Examples; Finite Two-Person Zero- Sum Games: Basic definitions and theory, Strict domination; Finite Two Person Games: Finding Nash equilibria, Domination; Finite Games with Incomplete Information: Player types, Static Games Of Incomplete Information, Signaling games; Noncooperative Games: Cournot quantity competition, Bertrand price competition, Stackelberg equilibrium; Repeated Games; Introduction to Evolutionary Games; Cooperative Game Theory Models; Social Choice.

**İKT 614 Public Economic Analysis 3+0 7,5**

Market Failures and Economic Rationale of Public Sector; Public Goods Theory; Externalities; Resource Allocation Mechanisms for Public Goods (Voting Models); Public Pricing Mechanisms; Normative Analysis of Taxation (Efficiency and Equity Aspects); Effects of Taxations on Labor; Effects of Taxation on Savings; Effects of Taxation on Financial Choices and Investment Decisions of Firms; Tax Incidence (General and Partial Equilibrium Analysis).

**İKT 625 Analysis of Contemporary Issues in Turkish Economy 3+0 7,5**

Turkish Economy before 1980's; Washington Consensus and Neo-Liberal Policies in the World; Theoretical Background of Financial Liberalization Policies; Analysis of Stabilization Policies and Structural Adjustment Policies in Turkish Economy; Structural Analysis of Turkish Economy in View of New Economic Theories and Basic Dynamics; Social Impacts of Economic Problems; Crises, Poverty, Income Distribution and Post-Washington Consensus; Macroeconomic Problems of Turkish Economy; Inflation, Unemployment, Deficits of Current Accounts; Budget Deficits, Economic Growth.

**İKT 626 Central Banking and Implementation of Monetary Policy 3+0 7,5**

The Scope of Central Banking Operations and Central Bank Independence; Transparency and Governance in Central Banking; Monetary Policy Theory; Recent Developments and Empirical Evidence; Micro Foundations of Monetary Policy Models; Traditional and Recent Monetary Policy Models; Simple Policy Rule Model and Optimal Simple Rule; Policy Model Under Targeting and Commitment; Discretionary Monetary Policy Model; Loss Function of a Central Bank and Policy Model Preference; Monetary Policy Simulations in Structural VAR Systems.

**İKT 630 Applied Advanced Econometrics 3+0 7,5**

Approaches in Choosing an Appropriate Model; Models with Limited Dependent Variables: LOGIT, PROBIT and TOBIT Models; Time Series Econometrics: Modeling the variance: ARCH and GARCH Models, Vector Autoregressive (VAR) Models and Causality Tests, Unit-

Root Tests, Cointegration and Error-Correction Models, Identification in Standard and Cointegrated Systems; Panel Data Econometrics: Traditional Panel Data Models, Dynamic Heterogeneous Panels, Non-Stationary Panels.

**İKT 631 Analysis of Foreign Exchange and Money Markets 3+0 7,5**

Introduction to FX and Money Markets; FX and Money Markets Efficiency; Purchasing Power Parity and Real Exchange rate; Models of Exchange Rate Determination; Theory and Evidence; Official Intervention in FX Markets; Micro Structure of FX Markets; Valuation of Coupon Bearing and Discounted Money Market Instruments; Yield Curves and Economic Forecasting; Currency Crisis and Speculative Attacks; Technical Analysis of FX and Money Markets.

**İKT 632 Applied Panel Data Econometrics 3+0 7,5**

Introduction and Basic Concepts; Nature of Economic Model Building; Carrying out Independent Research and Introduction to STATA; Linear Regression Model: Estimation and Hypothesis testing; Linear Regression Model: Interpretation of the model and empirical applications with STATA; Models with Qualitative and Limited Dependent Variables: Linear probability and probit models; Models with Qualitative and Limited Dependent Variables: Logit and Tobit models; Models with Qualitative and Limited Dependent Variables: Empirical applications with STATA; Economic Analysis with Panel Data: Introduction, Fixed and random effects models.

**İKT 633 Advanced Econometric Techniques 3+0 7,5**

Regressions with Dummy Variables; Regression Models with Limited Dependent Variables; Advanced Panel Data Methods; Logit, Probit and Tobit models; Poisson Regression; Advanced Panel Data Methods; Estimation with Constant Effects; Random Effect Models; Stationary and Non Stationary Time Series; ARIMA; Vector Auto Regression (VAR); Impulse Response Functions and Variance Decomposition; Unit Root and Cointegration; Vector Error Correction (VEC); Structural Vector Auto Regression and ARCH; GARCH Models; Stochastic Volatility.

**İKT 634 Financing for Development 3+0 7,5**

Development Models and Elements of Development Financing; Domestic Financial Resources: Taxes, Voluntary individual and corporate savings, Domestic borrowing, Domestic resource mobilization; Role of the Financial Sector: Functioning of the financial sector, Functions of the financial sector, Financial sector policies; Inflationary Finance; Foreign Financing Sources: Foreign private capital, Foreign direct investments; Portfolio Investments; Foreign Aid, Foreign Debt; Analysis of the IMF and World Bank Policies

**İKT 636 Analysis of Macroeconomic Thought 3+0 7,5**

Roots of Macroeconomics; Mercantilists, Malthus, K. Marx; J.M.Keynes versus Old Classical Thought; Say's Law, Orthodox Keynesians and Interpretation of Keynes,

IS-LM Framework; Monetarist School and Milton Friedman; New Classical School and Lucas; Real Business Cycle (RBC) School; New Keynesian (NKE) School, Micro Foundations; Austrian School and its Critique of Neoclassical Economics and Socialism; Post-Keynesians; Marxist Critique of Classical Economics.

**İKT 638 Development Strategies in Knowledge-Based Economies 3+0 7,5**

Knowledge Society: Development of Knowledge in Societies Before and After Industrial Revolution; Transition to Knowledge Society; Concept and Scope of Knowledge Society; Dynamics of Knowledge Society and Its Area of Influence; Concept and Features of Knowledge Economy; Knowledge as Main Factor of Production; Difference Between Knowledge and Technology; Main Features of Knowledge Economy; Strategies for Knowledge Production; Strategic Priorities of Knowledge Economy; Measures of Knowledge Based Economy; Economic Impacts of Knowledge Economy: Microeconomic impacts, Macroeconomic impacts; Knowledge Economy and Training for Knowledge Economy; Competition in Knowledge Economy; Knowledge Economy and Turkey: Development strategies of Turkey on its way to be a knowledge based economy; Agenda of Turkey in Terms of National Policy for Science and Technology; Knowledge Based Development Strategies in World Economy: Japan, USA and Korea.

**İKT 640 Scientific Computation for Economics 3+0 7,5**

Vectors and matrices in MATLAB; MATLAB application on vector spaces; singular value decomposition and discrete Fourier transform in MATLAB; Programming on probability distributions: conditional probability, likelihood interpretation; Markov models and MATLAB applications: Stationary probability distributions, hidden Markov models and K-Gram model; Confidence intervals: Hypothesis testing and significance level; coding of Monte Carlo methods on MATLAB; Maximum likelihood estimation with MATLAB.

**İKT 790 Thesis 0+1 30,0**

**İKT 790 Thesis 0+1 30,0**

**İKT 890 Thesis 0+1 30,0**

**İLT 503 Persuasion in Organizations 3+0 6,0**

Concept of persuasion, historical perspective, persuasion theories; resistance to persuasion; Kinds of Organizational Communication; Group communication in organizational communication, its characteristics and kinds; Interpersonal communication, group communication and persuasion; Vertical communication as a kind of organizational communication and persuasion, horizontal communication as a kind of organizational communication and persuasion, diagonal communication as a kind of organizational

communication and persuasion; Group communication and resistance to persuasion.

**İLT 520 Cognitive Psychology and Communication 3+0 6,0**

Cognitive psychology: Definition, Origins and metaphors; Different Approaches to Cognition; Cognitive Development; Personal Differences in Cognitive Ability; Organization of Data; Representation of Data; Reading; Decision Making; Cognitive Psychology Methods; Attention; Definition; Theories of Attention; Perception; Definition; Prototypes; Schemas; Perception Theories; Memory: Long term and short term memory; Coding; Recalling; What is Language?; The Steps of the Language Development; Language Learning; Cognitive Processes in Language Perception; Understanding and the Perception of the Conversation; Judgment; Judgment Types; Conceptual Framework; Categorization; Problem Solving Approaches; Problem Solving Process; Cognition; Emotion and Memory Relations and Disorders.

**İLT 521 Communication in Virtual Environment 3+0 6,0**

Computer Networks And Global Communication; Concept of Virtual Environments; General Characteristics of Virtual Environment From The Point of Communication; Types/Categories of Virtual Environment; Conditions of Effective Virtual Communication; Participation, Identity And Perception of The Other; Social Presence; Types/Levels of Interaction In Virtual Environment; Direct Access, User Control And Navigation; Virtual Discussion Groups/Communities; Responsibilities And Privileges of The Moderator; Privacy And The Protection of Personal Information; Social Dialogue In Virtual Environment; Cyber Space; Democracy And Cultural Pluralism.

**İLT 523 Postmodern Approaches in Management 3+0 6,0**

Introduction To Management Science: Basic Concepts; Development of Management Science; Postmodern Managements Views; Contemporary Concept And Applications: Total Quality Management; Core Competence; Outsourcing; Reconstruction of Organizations; Change Engineering; Benchmarking; Empowerment; Downsizing; Learning Organizations; Virtual Organizations; Balanced Scorecard.

**İLT 526 Psychological Processes in Groups 3+0 6,0**

Definitions of Groups; Historical View of Social Psychological Group Studies; Psychological Processes In Group Formation; Basic Psychological Processes Within Groups (Structural Properties of Group, Formation And Development of Group Norms, Group Cohesiveness, Group Performance, Decision-Making Process In Group); Social Influence (Majority Influence And Minority Influence); Intergroup Relations (Theoretical Approaches To Intergroup Conflict, Reducing Intergroup Conflict).

**İLT 530 Interpersonal Relations and Attractiveness 3+0 7,5**

The Need For Affection; Close Relationships And The Characteristics of Attractiveness; Other People And Attractiveness; Problems Concerning Social Interaction; Privacy; Parent-Child Affection And Late Adulthood Relationships; Friendship; Romantic Relationships; Love Is Forever or Not?; Dependency; Sources of Power; Satisfaction and Devotion; Conflict.

**İLT 534 Social Media 3+0 6,0**

Definitions of Social Media; Historical Development of Social Media in the Context of Social Networking; Need for and Popularity of Social Media; Classification of Social Media Tools and Applications; Basic Elements of Social Media; Distinctions Between Industrial and Social Media; Uses of Social Media: Communication, Entertainment, Marketing, Education, Politics; Common Technological Platforms of Social Media: Facebook, Youtube, Twitter, Wikis, Second Life; Theories Related to Social Media: Social Presence, Media Studies, Deliberative Democracy.

**İLT 535 Cyberculture 3+0 6,0**

Introduction; Artificial Intelligence and Computers; Thoughts and Definitions; Concept and Theory of Cyborg; Approaches to Cyberculture: Utopian, Informational; Approaches to Cyberculture: Anthropological, Epistemological; New Economy; Homesteading the Noosphere; Intellectual Property in the Age of Internet; Free Culture; Open Source Software Movement; Cyberpunk and Anonymity; Cyberpunk as a Dystopia; Hacker Culture; Cybercultural Narratives.

**İLT 536 Corporate Communication Management 3+0 6,0**

Concept of Organizational Communication; Concept of Business Communication; Concept of Managerial Communication; Communication Coaching; Communication Appeal; Communication Satisfaction; Competitive Elements of Organizations and Communication Applications; Communication Applications for Customer Satisfaction; Corporate Reputation Management and Corporate Image; Strategic Planning and Organizational Communication; Total Quality and Organizational Communication; Diffusion of Innovation and Organizational Communication.

**İLT 537 New Technology Literacies 3+0 6,0**

Basic Concepts; Introduction to New Literacies; Media Literacy; New Media Literacy; Participatory Cultures; Political Economy of Digital Cultures; The Ethics of Participation; Digital Literacies and Media Education; New Technology Literacies and Identity; Digital Texts and Learning (Informal Learning and Formal Learning); Digital Citizenship, New Technology Literacies and New Public Spaces; Core Skills and Competencies.

**İLT 538 Communication Ergonomics 3+0 6,0**

History of Ergonomics; Elements of Ergonomics; Human Factors in Ergonomics; Ergonomic Issues in Effective

Communication; Universal Design; Universal Design Issues in Ergonomics; Ergonomic Design in New Media Environments; Designing Ergonomic Communication Environments: Deciding for the topic, Researching for the topic, Generating content, Writing objectives, Preparing flowchart, Implementing the design, Pretesting, Wrapping up the communication environments.

**İLT 539 Communication with Emotions 3+0 6,0**

Definition of Emotion; Cognitive Fundamentals of Emotions; Behavioristic Approaches to Emotion; Humanistic Approaches to Emotion; Motives and Emotions; Emotion and the Subconscious; Use of Emotions in Verbal Communication; Emotions and Nonverbal Communication; Body-Emotion Relation and Body Language; Empathy and Emotions; Emotional Literacy; Emotional Hi-Jacking; Emotional Awareness in Communication Process; Management of Emotions.

**İLT 540 Intercultural Communication Studies 3+0 6,0**

Cultural Processes and the Mobility and Spread of Cultural Facts; Cultural Change; Cultural Degeneration; Cultural Aspects of Communication and Its Place and Importance in Social Structure; Kinds of Culture (Dominant Culture; Sub-Culture; Counter Culture; Contra Culture) and Cross-Cultural Differences; Cross-Cultural Communication and Consumption Culture; Uniformity Process and Fashion; Cultural Change and Gender; The Concept of Ideology and Building Ideology as a Cultural Communication Function; Cross-Cultural Communication and Cultural Change; Language as a Cultural Communication Medium; Language Theories or Philosophy of Language; Cross-Cultural Differences in Internet Culture; Internet Language and Towards a Single Language in Cross-Cultural Communication; Culture Industry and What Modernism Brought into Use; Cemil Meriç: Et Orient Lux; Intellectual Market and Cross-Cultural Communication; Cross-Cultural Transfer of Cultural Messages via Cross-Cultural Communication.

**İLT 541 Hate Discourse in New Media 3+0 6,0**

Basic Concepts: New Media, Hate Discourse, Hate Crimes, Discrimination; The Historical Context of Defining Hate Discourse and Hate Crime; New Media and Discrimination: Circulation and Reproduction of Hate Discourse as Discrimination in New Media; Linking Discrimination in New Media to Cyber Crimes; Discriminative Contents in New Media: Exemplary studies of Production of Sexist, Racist and Homophobic Hate Discourses; Fighting against Discrimination in New Media.

**İLT 542 Theories of Information Age 3+0 6,0**

Introduction; Roots of Information Society in Enlightenment Era; Dialectic Between Myth and Enlightenment; Differences Among Post-Industrial Society, Pre-Industrial Society and Industrial Society; Information Society; Ideas of Yoneji Masuda; Network Society; Space of Flows and Space of Places; Global Village; Technological Determinism of Mc Luhan; Technopoly Ideas of Neil Postman; Third Wave; Alvin Toffler and

Transformations; Society of Spectacle; Surveillance Society; Technology and Surveillance; Private Space and Its Importance; Postmodernism; Meaning; Definition and Postmodernity; Consumer Society; Relations Between Technology and Consumption; Simulation and Simulacra; Ideas of Jean Baudrillard.

**İLT 544 Interactive Communication Design 3+0 6,0**  
Basic Concepts: Definitions of basic concepts, Concepts related to interaction; Understanding New Media: Media and complexity theories; Approaches to Communication and Interactivity; User-Oriented Design: Interface design and usability; Universal Usability; The Process of Interactive Media Development; Information Architecture; Page Layout and Design in Interactive Media; Typography in Interactive Media; Use of Visual Assets in Interactive Media; Use of Multimedia Content in Interactive Media.

**İLT 546 Health Communication 3+0 6,0**  
Conceptual and Factual Foundation of Health Communication: History; The Field of Health Communication; Conceptual Approaches to Health and Illness Behavior; Psychosocial Aspects of Health; Consumer Health Communication; Communication for Risk Factors Related to Lifestyle (Nutrition, Exercise, Alcohol, Drug Abuse and Smoking); Communicational and Psychosocial Aspects of Illness; Communicational and Psychosocial Aspects of Specific Disorders; Communicational and Psychosocial Aspects of Medical Care System.

**İLT 548 Visual Design and Perception 3+0 6,0**  
Visual Perception, Design and Communication: Components of Visual Perception, Process of Visual Perception and Design, Process of Visual Message and Communication; Theories of Visual Perception: the Gestalt Theory of Perception, Theory of Probabilistic Functionalism, Theory of Direct Perception, Constructivist Theory of Perception, Neuropsychological Theory of Perception, Computational Theory of Perception; Elements and Principles of Design; Elements of Design: Composition, Color, Shape, Texture, Form, Images, Typographic Elements; Principles of Design: Unity/Harmony, Balance, Hierarchy, Scale/Proportion, Emphasis, Similarity/Contrast, Movement, Rhythm, Proximity, Space; Theories of Perception, Principles of Design, the Relationship between Design Platforms and Theories of Perception.

**İLT 602 Information Society and Communication 3+0 7,5**  
Social structure analyses; concept of information, aspects and classifications, information-culture, history of information: technological development and information; circulation of information, Communication and Internet; Concept of Information Society; history of Information society; information society and control; information and daily life; trivialization of life, Infotainment phenomenon and information society; information society and structural

change Risk society and information policies in risk society; Future of information.

**İLT 626 Globalization and Communication 3+0 7,5**  
Definition And Development of Globalization; Globalization Within The Context of Human Rights; Poverty, Democracy, And Security; Political Economy of Globalization; Globalization of Daily Life; Multilateral Entertainment And Culture Industries; Effects of Globalization On Wars And Conflicts; Global Campaigns For Local Problems; Globalization In The Communication World; Virtual Communication Technologies And Their Global Diffusion; Theories On Global Flow of Information; Multinational Communication Giants; Virtual Communication Networks As Public Spheres; Critical Citizenship Within The Context of Globalization; New Trends And Implications For Future.

**İLT 631 Personality Theories and Communication 3+0 7,5**  
Personality Concept In Psychology; Definitions of Personality; Basic Discussions Concerning Approaches to Personality; Philosophical Effects On Psychology; Physiological Effects On Psychology; Modern Psychology; Structuralism; Functionalism; Applied Psychology; Behaviorism; Gestalt; Psychoanalysis; Humanistic And Cognitive Psychology; Approaches Related To Race And Gender.

**İLT 634 Prejudice and Discrimination 3+0 7,5**  
Definitions of Prejudice, Stereotype And Discrimination; Historical Consideration of The Concept of Prejudice; Causal Explanations; Social Representations And Ideology; Modern Forms of Discrimination; Social Psychological Approaches To Prejudice (Individualist Approach, Interpersonal Approach And Intergroup Approach); Cultural, Institutional And Economical Considerations In Prejudice Formation; Reducing Prejudice.

**İLT 641 Strategic Management Communication 3+0 7,5**  
The Increasing Importance of Strategy and the Concept of Strategic Conscious; Strategic Thinking and Management; Approaches to Strategic Improvement; Competition Strategy and Core Competency Strategy; Process of Strategic Management; Management of Strategic Alteration; Building Strategic Collaboration; Strategic Leadership and Management; Strategy and Human Resource Management; Strategic Valuation and Supervision; The Concept of Strategy and Learning; Case Study Analysis Related to Strategic Issues in the Communication Field.

**İLT 642 Human-Computer Communication 3+0 7,5**  
Human Machine and Human Computer Communication (Past, Present, and Future); Social and Cognitive Perspectives of Human Computer Communication; Virtual Reality: Computer created virtual worlds, Augmented reality; Communicating in Virtual Worlds; Designing Computer and/or Web Based Communication

Environments: Deciding for the topic, Designing content, Writing objectives, Preparing flowchart, Implementing, Pretesting, Wrapping up the program.

**İLT 643 Organizational Management Communication** 3+0 7,5

Change and Business World; Communication and Organizational Communication in the Changing Business World; Leadership and Communication; Communicator Leadership; Relationship Between Life Satisfaction and Communicational Satisfaction; Relationship Between Job Satisfaction and Communicational Satisfaction; Crises Management and Communication; Organizational Culture and Communication; Analysis of Applications in Institutional Communication; Efforts Towards Healthy Communication with Inner Participants; Efforts Towards Healthy Communication with External Stakeholders.

**İLT 644 Communication Conflicts** 3+0 7,5

Concept of Conflict: Communication Types and Conflicts; Interpersonal Conflict; Family Conflict; Conflict Solving; Empathy and Personality Traits; Importance of Empathy; Empathic Communication and Listening Skills; Differences Between Empathy and Sympathy; Use of Empathy in Communication Conflicts.

**İLT 645 Communication Psychology in Industrial Environments** 3+0 7,5

Definition of Communication Psychology; Working Areas of Industrial Psychologists; Psychology of Personnel; Self-Knowledge; Intrapersonal Communication; Self-expression in the workplace; Barriers to Communication; Barriers to Behavior; Barriers to Personality; Analysis of Perception and Expectation; Employee Satisfaction; Elements of Motivation; Individual Motivation and Attitudes; Personality Profiles; Status and Role Playing; Leadership; Mobbing in Working Environment; Effects of Work Power; Stress in Working Environment and How to Cope with the Stress; Dissatisfaction and Aggression at Work; Boredom in Working Environment; Fear Controlling in Working Environment; Emotion Controlling in Working Environment; Discussion and Evaluation.

**İLT 646 New Media Researches** 3+0 7,5

Basic Concepts: Introduction to New Media Research; New Communication Technologies; Characteristics of New Media; Ethics of New Media Research; Topics in New Media Research; Participatory Culture; New Communication Technologies and Democracy; Surveillance; Civic Journalism; Studies of New Media Research; Trends in New Media Research.

**İLT 647 Communication in the Network Society** 3+0 7,5

Radical Shift in Technology, Society and Communication Paradigms; End of Industrial Media and Emergence of Interactive Environments; The Age of Horizontal Communication; Virtual networks, Individuals, Organizations and communities; Cyber Culture; Multiple (Real and Virtual) Identities; Social Media Networks;

Integrated Services Digital Networks; Real-Time Tribes; Anonymity, Confidentiality and Privacy in Networks; Global World Order and Network-Based Information Economy; Transformation of Work Life Over Networks; Social Production and Collaboration in Networks; Networked Public Sphere; Digital Democracy; Timeless Time; Daily Life in Cyber Space; Fight for Freedom and Justice Through Networks; Micro-Engineering and Macro-Transformation in Communication; Ubiquitous Communication; Augmented Reality in Mobile Communication Networks; Less People, More Technology Tendency in Communication.

**İLT 648 Critical Communication Studies** 3+0 7,5

Critical Theories and Schools (Frankfurt School and British Cultural Studies); Perception, Cybernetics and Gestalt Theories and Discussions; Structuralism and Ideological and Cultural Change; Ideology-State-Communication (Laski, Althusser, Marks and Neo-Marksizm); Gramsci and Other Ends of Cultural Studies: Mass culture; Popular Culture and Hegemony; The Reflections from Cultural Life While Passing to a New World (Walter Benjamin); Adorno and Horkheimer: Culture Industry; Negative Dialectics; What Modernism Brings and Post-Modernism; One-Dimensional Man and Remaining the Same While Differing (Herbert Marcuse); Communicative Action Theory-Structural Transformation of Public Area and Current Evaluations (Jürgen Habermas); Discussions on Modernism-Postmodernism in Turkey and Transformation of Mass Media (Cemil Meriç, Hilmi Ziya Ülken, Fredrich Jameson, Jean-Francois Lyotard, Jean Baudrillard et al.); Marshall McLuhan: Globalisation; Media; Others, Othering and 11 September; Mass Culture; Popular Culture and Arabesque Culture; Approaches to the Concept of Ethics; Theories and Ethical Reflections (Advertising, Education, Press, TV, Cinema, Radio, Internet and so on.)

**İLT 649 Diffusion of Technological Innovations** 3+0 7,5

Diffusion and Its Elements (Four main elements in the diffusion of innovation); History of Diffusion Research (Beginning of diffusion research, Rise of diffusion research traditions); Generation of Innovations; Process of Making an Invention Decision; Attributes of Innovation and Their Rate of Adoption; Innovativeness and Adopter Categories; Diffusion Networks; The Change Agent; Innovation in Organizations; Consequences of Innovations.

**İLT 651 Visual Research Methodologies** 3+0 7,5

Visual Research Method and Its Components; Reflective Approach in Research Process: Discourse Analysis, Visual Semiotic Approach, Visual Culture and Research Process; Action Researches in Visual Research Process; Visually-Oriented Ethnographic Approach; Photographic Data in Visual Research Process; Approaches for Creating and Evaluating Visuals: Turning Visuals into Data, Artography, Technology-Oriented Approaches; Design-Oriented Approaches; Presenting and Reporting Visual Data; Approaches on Presenting and Reporting Visual Data, Means of Reporting Visual Data; Ethics in Visual Research Process.

**İLT 653 Social Network Analysis 2+2 7,5**

Main Concepts: Networks, Social Networks; Basics of Social Networks: Types, Formations, Importance; Formation of Random Networks; Structure of Networks: Network Models, Measurements; Data Visualization on Online Networks: Examples; Netnography: Quantitative Data, Qualitative Data; Social Network Analysis: History of Social Network Analysis, Purpose of Social Network Analysis; Social Network Analysis Examples: Researchs; Data Gathering Methods: NodeXL, Import.io; Data Regulation: Excel, PSP, Open Refine; Data Visualization: Gephi.

**İLT 790 Thesis 0+1 30,0****İLT 890 Thesis 0+1 30,0****İST 504 Research Statistics 3+0 6,0**

Statistics and Research; Concepts used at Research Statistics; Frequency Distribution: Graphs and Charts of Frequency Distributions; Describing Frequency Distribution; Central Tendencies Measurement; Changeable Measurement, Probability; Standard Distribution and Point; Correlation: The relationship Between Two variables and Measuring Them; Interpreting Static Analysis Used in Research.

**İST 534 Statistical Analysis and Evaluation 3+0 6,0**

Variable; Measurement and Scales; Preparing SPSS Data File; Organizing Data; Descriptive Statistics; Mod, Median, Mean, Frequency; Checking Normality; Hypothesis Tests; Parametric Tests: Independent Samples T-Test, Paired Samples T-Test, One Sample T-Test, Analysis of Variance; Non-Parametric Tests: Chi-Square Test, Mann-Whitney U Test, Kruskal-Wallis Test; Analysis of Reliability; Correlation Analysis.

**İŞL 504 Organizational Change Strategies 3+0 6,0**

Concept of Change and Changing Management Thought; Conceptual Basics of Change in Organizations; Environmental Forces as a Driver of Organizational Change; Internal Forces as a Driver of Organizational Change; Fields of Organizational Change; Managing Organizational Change.

**İŞL 508 Human Resources Strategies and Applications 3+0 6,0**

Establishing human resources department applications, human resources planning strategies, recruitment strategies, selection strategies, orientation strategies, training strategies, performance appraisal strategies, career planning strategies, job safety and health strategies, discipline strategies, employer-employee relations strategies, compensation management strategies and applications.

**İŞL 515 Term Project 3+0 30,0****İŞL 532 Cross-Cultural Management 3+0 6,0**

Concept of Cross-Cultural Management and its Field of Application; Approaches to Cross-Cultural Management; Cultural Factors at Cross-Cultural Management and Cultural Conditions; Concept of Culture-Definition and Explanations; Factors of Shaping Culture; The Nature of Turkish Society and Cultural Values: Historical Perspective; The Period of Changing Environment And Causes in Turkish Society; Nature of Culture and Society Reflections to Organization: Organizational culture; Examples of Organizational Culture from Private and State Companies; Concepts of Global Culture; Cultural Change at International Companies; Role of Communication and Communication Behavior in Turkish Society; Managing Cultural Differences: Analyzing differences, Using human resources strategies to remove differences; Cultural Synergy; Case Studies.

**İŞL 534 Management of Service Businesses 3+0 6,0**

Service Concept and Definition; Service Characteristics; Significance of Service Sector; Classification of Services; Service Businesses: Definition and types of service businesses, Different characteristics of between service businesses and other businesses; Management and Organization Process in Many Service Businesses; Politics of Business Functions in Service Businesses; Production politics in service businesses, Marketing politics in service businesses, Competitive strategies in service businesses, Human resources politics in service businesses, Quality in service businesses.

**İŞL 536 Corporate Governance 3+0 6,0**

Concepts of Corporate Governance, Legal, Managerial And Financial Dimensions of Corporate Governance; Stockholders And Stakeholders, Corporate Governance Functions; Making And Giving Authorizing Corporate Board, Planning, Organizing And Directing of Corporate Board Meeting: Roles, Responsibilities and authorizes of the Chairman, Relationships with stockholders; Financial Institutions And Media, Mono, Dual And Multiple Corporate Governance; Corporate And Board Performance; Measuring The Level of Corporate Governance; Corporate Governance In Turkey; Samples of Corporate Governance In Private And Government Sectors.

**İŞL 539 Strategic Management Accounting (MBA) 3+0 6,0**

The Relationship Between Business Management and Accounting; Cost Behavior, Explanation of Cost Behavior as a Cost Function; Flexible Budgets and Standard Costs; Strategic Cost Management Techniques in Companies; The Balance Scorecard Techniques in Companies; Integrated Performance Measurement and Reporting; Activity Based Management Process; The Relationships Among Accounting Information System, Internal Control System and Efficiency in Business Management; Examples for Relevant Information Analyses in Business Management.

**İŞL 541 Entrepreneurship Theory and Applications 3+0 6,0**

The Fundamentals of Entrepreneurship: The Concept of Entrepreneurship, The Evaluation of Entrepreneurship, Role of Entrepreneurship in Economic Development, Self Assessment and the Entrepreneurial Process, Characteristics and Types of Entrepreneurship: The evaluation and skills of Entrepreneur, Women Entrepreneurs, Intrapreneurs, Business Idea: Source of Business Idea, Methods for Generation Ideas, Problem Solving, Business Plan: What is Business Plan, Information Needs for Writing Business Plan, Marketing Plan, Financial Plan, Management Plan, Financing of Business Idea: Sources of Funds, The Structure of Debt and Equity, Types of Bank Loans, Venture Capital, The Process of Developing New Venture, Critical Factors For New Venture Development, Legal Issues Related New Ventures, Pitfalls in Developing New Ventures, The Structure Proprietorship and Partnership, Franchising, Buying a Existing Business, Developing Creativity and Innovation, The Role of Creativity in Entrepreneurship Proces

**İŞL 543 Introduction to International Business 3+0 6,0**

Understanding multinational enterprises (MNE); Definition of MNEs, Criterias for being an MNE, Advantages of MNEs, Globalization; Internationalisation, Changes in global economy, Global institutions, Strategy in MNEs; Marketing strategies, Financial strategies, Human Resources strategies, Organizational Strategies.

**İŞL 546 International Business Policy and Case Studies 3+0 6,0**

Multinational Enterprises (MNE); Vision, strategy and management philosophies, International management philosophy, Case studies on international business policies.

**İŞL 549 International Business Management 3+0 6,0**

Multinational Corporations: Definition and Scope; Planning in the Multinational Corporations; Organizational Forms of Multinational Corporations: Export Division Phase, International Division Phase, Global Structures; The Strategies of International Business: International Strategy, Multidomestic Strategy, Global Strategy, Transnational Strategy; Strategies for Entering Foreign Countries: Export, Partnerships, Direct Foreign Investment; Human Resource Policies in the Multinational Corporations: Ethnocentrism, Policentrism, Geocentrism, Regiocentrism.

**İŞL 550 Corporate Reputation Management 3+0 6,0**

Basic Principles of Reputation Management: Definition, Scope and Limitations; Elements of Corporate Reputation: Internal and external stakeholders; Pracmatic and Reflective Perspectives on Corporate Reputation; Corporate Reputation Management; Benefits of a Good Reputation; Reputation and Corporate Management; Reputation Management of Small and Medium-Sized Enterprises; Measuring Corporate Reputation.

**İŞL 567 Import-Export Applications 3+0 6,0**

Foreign Trade Regulations, Import Regime Decree and Regulation; Export Regime Decree and Regulation; Import and Export Methods; Supervision and Protection Measures in Imports; Delivery Methods Used in International Sales Contracts; Documents Used in International Trade; Payment Methods in International Trade and Foreign Exchange Duties; Free Trade Zones and Foreign Trade; Institutions and Organizations Helping Foreign Trade Operations; Foreign Trade Applications; Examples of Exports Made According to Payment Methods; Examples of Imports Made According to Payment Methods.

**İŞL 570 Accounting in International Business 3+0 6,0**

International accounting context, Understanding the international dimensions of accounting; Problems in an international accounting context, particularly for corporate financial reporting, Major international differences in financial reporting; Comparative accounting systems and the process of the harmonization of accounting standards, International accounting standards; Accounting for Foreign Exchange Transactions; Foreign currency financial statements, Methods for Translating Financial Statement; taxation of international activities and transfer pricing issues.

**İŞL 571 Operations Management in International Business 3+0 6,0**

Postmodern Transformations and Globalization, Operations and Strategy: Global Product and Services Design: Global Location Decision and Strategy: Technology and R&D Strategies: Capacity Planning: Quality Management and Global Quality Standards: Management of Global Operations under Uncertainty and Decision Models: Project Planning and Management Models: Global Sourcing, Inventory and Logistics: European Union and Customs Union: Total Quality Management, Just in Time Production and Lean Production Models.

**İŞL 575 Financial Management in International Business 3+0 6,0**

International Financial System; The Tasks of the International Financial Manager; International Money Markets; Exchange Rate Systems and Policies; International Capital Markets; International Investments and International Capital Butgeting; International Working Capital Management; International Financial Centers and Their Functions; The Risks in International Financial Markets.

**İŞL 576 Capital Markets and Financial Institution 3+0 6,0**

Financial Markets, Financial System and Benefits of the Financial System; Financial Markets and Financial Institutions in Turkey; International Financial Markets; Theories of Interest and Interest Rates; Calculation of Time Value of Money; Banks and Their Functions; Commercial Bank Sources and Uses of Funds; Investing in Financial Assets; Financial Analysis and Methods Used in Financial Analysis.



**İŞL 577 International Human Resources Management 3+0 6,0**

Human Resources Management(HRM) and International Human Resources Management(IHRM); the differences between domestic and international human resource management, IHRM functions, organizing IHRM departments, recruiting and selecting human resources for international assignments; training and development for international assignments; international compensation; managing performance, career issues; HRMS in international business.

**İŞL 578 Sport and Facility Business 3+0 6,0**

The structure of the sports industry; Basic concepts of business; Entrepreneurship in sports business ; Sports business and investment activities ; Business management functions and management in sports business; Marketing functions and strategies in sports business; Production services and its functions in sports business; Financing functions of sports business; Human resource management in sports business; Public relations in sports business Use of technology in sports business.

**İŞL 580 Management of Family Businesses 3+0 6,0**

Family Business System: Family, Business and Ownership; Life Cycle of Family Businesses; Succession in Family Businesses; Transition to Professional Management; Advantages of Family Businesses; Disadvantages of Family Businesses; Liquidation of Family Business; Corporate Governance and Family Businesses; Family Constitution; Professional Managers in Family Businesses.

**İŞL 581 Innovation Management in Global Organizations 3+0 6,0**

Global insight on innovation; definition and importance of innovation, Models of innovation, Sources and transfer of innovation, Globalization of innovations, Innovation in emerging economies, Strategic innovation process, Innovation strategies, Types of innovation, Measuring innovation, Innovation in global corporations (Cases).

**İŞL 582 Information Technology Management and Strategy 3+0 6,0**

Business and Information Technology (IT) Policies; Business Process Design and Change Management; Integration and Management of Enterprise Information Systems Projects; Technology Management; IT Architecture; IT Assessment and Scenario Analysis; IT Investment Value Analysis; IT Sourcing; Knowledge Management; Gaining and Sustaining Competitive Advantage; Strategic Analysis and Strategy Formulation; Analytical Frameworks to Identify The Sources of Competitive Advantage; Impact of Change and Other Important Environmental Forces on the Opportunities of Creating and Sustaining Competitive Advantage.

**İŞL 589 Strategic Management 3+0 6,0**

What is Strategic Management? Fundamental Concepts and Terms Related with Strategic Management; Process and Components of Strategic Management; Business Analysis;

Evaluation of Environmental Components; Strategic Guidance; Basic Strategies and Their Subgroups; Corporate Strategies, Competitive Strategies and Functional Strategies; Techniques for the Implementation of Management Strategies; Implementation of Strategies: Structure and Systems, Management types and Shared Values, Human Resources and Business Competencies; Strategic Evaluation and Control; Corporate Governance and Management Ethics.

**İŞL 590 Corporate Governance 3+0 6,0**

Concept of Corporate Governance; Legal, Managerial and Financial Dimensions of Corporate Governance; Stockholders and Stakeholders; Corporate Governance Functions and Mechanisms; Establishment and Authorization of the Corporate Board, Planning, Organizing and Chairing Meetings of the Corporate Board: Roles, responsibilities and authorities of the president, Relationships with stockholders, financial institutions and media; Mono, Dual and Multiple Corporate Governance; Corporate and Board Performance Evaluation; Measuring the Level of Corporate Governance; Corporate Governance In Turkey; Samples of Corporate Governance in Private And Government Sectors.

**İŞL 592 Human Behaviours in Organizations 3+0 6,0**

Concept of Organizational Behaviour; Organizational Behaviour in a Global Context; Personality in Organizations; Foundations of Individual Behavior; Values, Attitudes and Job Satisfaction; Foundations of Group Behavior; Power and Political Behaviour; Work Stress and Management; Mobbing in Organizations; Ethical Behaviours and Management in Organizations; Foundations of Organizational Change and Development.

**İŞL 598 Quality Management 3+0 6,0**

Introduction: History and Importance of Quality, Definition of Quality; Total Quality: Principles, Practices and Techniques; Total Quality in Organizations; Philosophy and Frameworks: Deming, Juran, Crosby, Feigenbaum, Ishikawa and Taguchi; Quality Management Awards and Frameworks: Malcolm Baldrige National Quality Award, International Quality Award Programs, Six Sigma; Quality Culture; Process Management; ISO 9000 Quality Management System; Quality Tools and Techniques; Implementing Total Quality Management; Measurement of Performance and Information Management.

**İŞL 599 Management and Leadership in Business Enterprises 3+0 6,0**

Management and Leadership: Process, Traits, and Skills; Theoretical Analysis: Evolution of management philosophy, Emergence of leadership theory; Leadership Styles; Managing The Decision Making Process; Transformational, Transactional, and Authentic Leadership; Managing Change and Entrepreneurial Skills; Strategic Leadership: Top management teams, Leading in complex environments; Cross-Cultural Management: Culture and leadership, The GLOBE study, Leading Multicultural

Teams Effectively; Leadership Ethics; Managing Knowledge Based Work Environments.

**İŞL 601 Management Policies 3+0 7,5**

Goals of strategic management, vision, strategy and philosophical paradigms, different schools, designing schools, planning schools, positioning school, entrepreneurial school, cases in global corporations for management policies.

**İŞL 605 International Management Strategies 3+0 7,5**

Global competition in multinational enterprises, cultural structure, nature of culture, cultural dimensions, management of organizational culture and differentiations, human resources policies, motivation between cultures, intercultural leadership, selection of expatriates, ethic and social responsibilities, ethics in worldwide operations, arrangement in international operations, case studies in multinational business.

**İŞL 608 Organizational Culture 3+0 7,5**

Concept of Organizational Culture: Definition, Content, Comparison With Similar Concepts; Theories of Organizational Culture; Environmental Factors That Affect The Dimensions of Organizational Culture: Management Approach, Effective Subgroups, Social Structure and Values, Business Activities; Analysis and Comparison of The Organizational Cultures of Organizations in Different Sectors.

**İŞL 619 Business History 3+0 7,5**

Business History and History: Agricultural revolution, Industrial revolution, Information revolution; Economic Theory and Business History; Business History and Economic Development; Business History and Management Studies: Hawthorne Studies; Business and The State; Globalization: Analysis and effects of globalization; Business Systems, Big Business, Family Business, Business Associations, Global Regulations, Business Culture, National Business Systems, Turkish Business Systems, The Organization Structure of The Dominant System of The Turkish Business, Eskişehir Business.

**İŞL 621 Theories of Leadership 3+0 7,5**

Leader and Leadership: Definition of leadership, Differences between leaders and managers; Leadership Theories: Traits approach, Behavioral leadership approaches: Bale and Mouton's leadership style matrix, McGregor's X and Y theory, Likert's system 4 model; Contingency Approach in Leadership: Fiedler's contingency leadership model, Path-goal theory; Transformational and Charismatic Leadership: Transactional leadership, Transformational leadership, Charisma and charismatic traits; Leadership Behaviors and Comparative Analysis; Leader and Leadership Profiles in Turkey.

**İŞL 623 Organizational Development 3+0 7,5**

Definition of Organizational Development; Scope of Organizational Development; Basic Elements of

Organizational Development; Organizational Development Process; Stages of Organizational Development; Organizational Development Strategies and Techniques; Determining Advantages and Disadvantages of Organizational Development Activities; Organizational Processes and Organizational Development Practices in Turkey; Evaluation of Interventions in Organizational Processes; Results of Change; World Examples; Failure in Organizational Development; Success in Organizational Development; Evaluation of New Management Techniques Used in Organizational Development.

**İŞL 625 Organization Theory I 3+0 7,5**

Historical Development of Organization Studies; Conceptual Framework of Organization Theory; Approaches Constituting the Basis of Organization Theory: Scientific management approach, Administrative management theory, Bureaucratic theory, and Human relations approach; System Approach; Contingency Theory: Foundations of contingency theory, Critics of structural contingency theory, Configurational approaches, Strategic Choice Approaches; Resource Dependence Theory: Foundations of resource dependence theory, Organizations, environment and management in resource dependence theory; Institutionalization Theory: Isomorphism, institution and environment, Institutions and organizations; Organizational Strategy Theory.

**İŞL 626 Organization Theory II 3+0 7,5**

The Post-Modern Organizational Theories and Approaches: Theories of Transaction Cost, Agency, Stakeholder, Resource dependence, Prospect, Institutionalism, Power, Organisation ecology, Managerial and strategic choice, Social Capital, Social cognitive, Constraints, Organizational learning; Games and Strategic Theories; Configurational Theory to Integrate Organizational Theories; Chaos, Complexity and Postmodernism; Future of Organizational Theory.

**İŞL 628 Selected Topics in Human Resource Management 3+0 7,5**

Command and Staff Relationships Used in Recruitment; Orientation Awareness; Training and Development in the Context of Organizational Commitment; Organization and Supervision of Training Activities; Training Needs Analysis; Coaching and Mentoring for Training and Development; e-Learning in Human Resources, Education; Assessment Centers; Criteria for Staff Promotion; Performance Appraisal Errors; Reward Management; Establishment and Conduct of the Disciplinary System; The Role of the Union in Assuring Staff Discipline.

**İŞL 630 Information Management 3+0 7,5**

Information; Information System; Knowledge Qualifications; Relationship between Decision Making and Information in Business; Decision Levels in Business; Information Flow; Communication Types in Information Flow; Acquisition of Knowledge; Information Storage; Dissemination of Information; Use of Information;

Information Evaluation and Measurement; Business Information Systems.

**İŞL 632 New Approaches in Public Administration** 3+0 7,5

The Nature, Role and Function of Public Administration; Main Approaches; Traditional Public Administration: Basic values and principles, Criticism; Managerialism in Public Administration: Reasons for the rise of managerialist approach, Theoretical foundations, Main characteristics, Implementation examples, and Outcomes; Good Governance Approach in Public Administration: Basic concepts and principles; Quality Management, Strategic Management and Performance Management in Public Administration; Transparency, Participation and Accountability in Public Administration; Ethics and Corruption in Public Administration.

**İŞL 701 Organizational Behavior in Global Organizations** 3+0 6,0

Introduction to Organizational Behavior and Scientific Sources of the Discipline; International Dimensions of Organizational Behavior; Globalization and Major Functions of Global Managers; A Framework of Management Approaches; Individual Behavior; Social Perception; Personality and Feelings; Learning in Global Organizations; Culture in Global Organizations, Cultural Differences and Managing International Differences; Work Related Attitudes, Prejudice, Discrimination and Organizational Commitment; Group Dynamics and Teams; Interpersonal Behavior in the Workplace, Prosocial Behavior (Helping Others), Cooperation, Competition and Deviant Organizational Behavior.

**İŞL 702 International Economy Policies** 3+0 6,0

Global Actors of the International Economy Policies; International Economy Policy Regulations; Relationship Between International Economy and International Trade; International Trade Policy Instruments: Tariffs, Non-tariff barriers, New protectionist measures; Economic Integrations: Theory of economic integrations, Examples of economic integrations; International Investments; Foreign Exchange Rate: Effects on international trade, Effects on international investments; Foreign Exchange Markets; Open Economy Macroeconomics.

**İŞL 703 Strategic Management and Business Policies** 3+0 6,0

Theory of Strategic Management; Strategic Thinking and Behavior; Strategic Success: Sustainability and competitive advantage; Basic Concepts in Strategic Management; The Process of Strategic Management: Analysis, Formulation, Selection and Implementation; Analysis of Internal and External Environment; Strategy Formulation; Strategy Implementation: Structure, Systems, Strategic leadership and Organizational culture; Strategic evaluation and control; Strategic Management Tools and Techniques; Strategic Alliances and Mergers; Other Strategic Issues; Case Studies on Strategic Management.

**İŞL 704 Strategic Global Marketing** 3+0 6,0

Global Marketing: Concept, Context, Development, and Future Prospects; Global Marketing Environment: Global cultures and buyer behaviors, Legal and political regulations, Economic and technological developments, Global markets and ethics, Analysis of market opportunities, and Selecting the market; Global Marketing Strategies and Management: Competitive strategies, Strategies to enter the markets, Brand strategies, Management of products and services, Management of global communications, Management of supply chains and distribution, Pricing, Customer relationship management; Organization and Control of Global Marketing Applications: Organizational structures and strategies.

**İŞL 705 Management of Innovation and Creativity** 3+0 6,0

Definition of Innovation; Importance of Innovation; Innovation Features; Innovation and Knowledge Management; Creativity and Its Importance; Characteristics of Creativity; Concepts Related to Creativity; Creativity and Innovation; Theoretical Approaches to Creativity; Creativity Fields; Individual Creativity, Organizational Creativity, Social Creativity; Stages in the Process of Creative Thinking; Dimensions of Creativity; Characteristics of Creative Individuals, Organizations and Environments; Creativity and Management; Barriers to Creativity; Creativity Enhancement Methods; Changes in the Perception of Innovation and Creativity.

**İŞL 706 International Contemporary Economic Issues** 3+0 6,0

Global Financial Crisis: Greece in Crisis; Critics of Economic Systems: Capitalism versus socialism; Transition from Plan to Market Economy: Current problems of transition countries; Budget Deficit in Turkey; The Future of Euro and European Union; Effects of Major Customs Unions in the World; Brain Drain, Migration from East to West; WTO and Doha Round; Effects of Iranian Crises: Possible scenario on oil; Effects of Natural Disasters on Economy: Green economy, Environmental issues, Global warming; Causes of Poverty and Possible Solutions: Agriculture and Food; Increasing World Military Expenses; Giant China: Risks for the rest of the world.

**İŞL 707 Local Public Services Management** 3+0 6,0

The Structure of Turkish Administrative System: Central administration, Decentralization; Local Government in Turkey: Special provincial administrations and Municipalities; Local Public Services; Strategic Planning and Performance Management in Local Governments; Total Quality Management in Local Governments; Participation of Civil Society and Citizens: Local participation mechanisms, City Councils, Voluntary participation; Openness, Transparency and Accountability in Local Governments; Main Managerial Issues in Local Governments.

**İŞL 708 Global Supply Chain Management 3+0 6,0**

Introduction to Supply Chain; Supply Chain Management; Characteristics of Supply Chain; The Value Chain and Value Systems; Structure of Supply Chain; Organizational Relationships in Supply Chain; Information Systems Used in Supply Chain; Internationals Markets: Structure of international distribution, Global retail distribution; E-Commerce and the Supply Chain; Innovation Management in Supply Chain; Procurement; Transport and Logistics Services; Reverse Logistics and Supply Chain Sustainability; Strategy and the Supply Chain; Supply Chain Planning-Modeling; Managing the Global Supply Chain.

**İŞL 709 Business Ethics 3+0 6,0**

Definition and Significance of Ethics; Introduction to Ethics; Philosophy and Ethics; Religion and Ethics; Sociology and Ethics; Culture and Ethics; History and Ethics; Economic Systems and Ethics; Planning Process and Ethics; Organization Building and Ethics; Control and Ethics; Building Support Systems and Ethics; Process of Business Strategy Development and Ethics; Building Core Competencies in Ethics; Leadership and Establishing Ethical Behaviors in Business and Business Culture.

**İŞL 790 Thesis 0+1 30,0****İŞL 890 Thesis 0+1 30,0****İŞY 502 Decision Theory 3+0 6,0**

Introduction to Decision Making; Structure of Decision Models; Principles of Decision Making; Random Behavior; Functions of Decisions; Problems with and without Data Input; Statistical Decision Theory, Game Theory

**İŞY 503 Financial Accounting for Managers 3+0 6,0**

Concepts in Business and Accounting Studies; Balance Sheet Equation and Concept of Account; Documents and Accounting Books; Financial Statements; Calculating the Profit and Adjustments; Completing the Accounting Cycle; Closing Process; Correcting the Errors and Mistakes; Inventory Accounts; Perpetual Inventory System; Periodic Inventory System; Accounting Information Systems.

**İŞY 504 Leadership Development 3+0 6,0**

Definition of Leadership, Relationship Between Leader and Followers; Trait Approach, Personality, Leadership Skills; Leadership Models According to Behavioral and Contingency Approaches; Participatory Leadership; Leadership in Teams; Ethics and Leadership; Spiritual Leadership; Globalization, National Culture Dimensions; Leadership Model in Turkey; Global Leadership.

**İŞY 505 Business Management and Organizational Design 3+0 6,0**

Introduction to Management and Organization; Management Theories; Functions of Management;

Planning, Organizing, Staffing, Authority, Power, Leadership and Organizational Structures, Control; Organizational Culture; Total Quality Management; Reengineering; Crisis Management

**İŞY 506 Project Management 3+0 6,0**

Concept of Project Management; Project Life Cycle and Project Planning; Success Factors in Project Management; Organizational Structure and Processes in Project Management; Project Integration Management; Diagramming Projects; Critical Path Method (CPM); CPM Application in MS Excel; Program Evaluation and Review Techniques (PERT); PERT Applications in MS Excel; Project Development Practices on MS Excel

**İŞY 507 Strategic Management 3+0 6,0**

Fundamental Process in Strategic Management; Stages of Strategic Management; External Environment Analysis: Opportunities and Threats; Corporate Analysis: Strengths and Weaknesses; Leading Business Strategies; Applying Strategies; Evaluation of Strategic Outcomes and Control

**İŞY 508 Business Policy and Strategic Management 3+0 6,0**

Introduction to Strategic Management and Business Policy; Basic concepts in strategic management, Corporate governance, Ethics and social responsibility in strategic management; Scanning the Environment: Environmental scanning & industry analysis, Internal scanning & organizational analysis; Strategy Formulation: Situation analysis & business strategy, Corporate strategy, Functional strategy & strategic choice; Strategy Implementation and Control: Organizing for Action, Staffing & directing, Evaluation & control.

**İŞY 509 Innovation and Entrepreneurship 3+0 6,0**

Fundamental Concepts in Entrepreneurship; Types of Entrepreneurship; Characteristics of Entrepreneurs; Entrepreneurship Processes; Business Ideas; Creativity in Entrepreneurship; Innovation in Entrepreneurship; Intellectual Property Rights; Patents; Utility Models; License Agreements; Feasibility; Business Planning; Marketing Plan, Production Plan, Management Plan, Financial Plan; Cases in Entrepreneurship.

**İŞY 510 Business Statistics and Forecasting Methods 3+0 6,0**

Statistical Foundations and Reminders; Forecasting Perspective; Basic Forecasting Tools; Time Series Decomposition; Smoothing Methods; Simple Regression; Multiple Regression; Box-Jenkins Methodology and ARIMA Methods; Advanced ARIMA Methods; Applications of Statistical Forecasting; Limitations of Statistical Forecasting Methods; New Frontiers in Forecasting Methodology.

**İŞY 512 Strategic Managerial Accounting 3+0 6,0**

Management Accounting: Objectives of Management Accounting, Tools and Methods for Management Accounting, Management Accounting Process;

Management Information and Reporting Systems: Scope of Management Information Systems, Management Information Systems and Management Accounting, Accounting Information Systems; Cost Accounting: Definition of cost accounting, Cost concepts, Cost accounting and financial accounting, Cost accounting and management accounting, Types of cost and costing; Budgeting and Budgetary Control: Definition of budget and budgeting, Forecast and budget, Classification of budgets, Budgetary control.

**İŞY 514 Behavioral Analysis in Organizations 3+0 6,0**  
 Attitudes and Behavior in Organizations; Psychological Theories of Organizational Behavior; Personality and Individual Differences; Motivation; Decision Making; Rewards and Punishment Systems; Psychological Contract; Organizational Justice; Organizational Performance; Groups and Group Behavior; Work Design.

**İŞY 516 Managing and Leading Global Business 3+0 6,0**  
 Nature of International Business: Basic concepts, Globalization of markets and internationalization of the firm; Environment of International Business: Cultural environment, Political and legal systems in national environments, Emerging, developing & advanced economies, Physical & natural environmental forces; Strategies for Analyzing and Entering Foreign Markets: Country evaluation & selection, Entry modes (export & import practices, licensing, franchising & other contractual strategies, foreign direct investment & collaborative ventures); Managing International Business Operations: International marketing, Operational management, Financial management & Human resource management.

**İŞY 517 Information Technology for Competitive Advantage 3+0 6,0**  
 Importance of IT in Business; How Companies Can Use IT to Achieve Competitive Advantage; How IT Can Be Used to Provide Enterprise Wide Solutions and to Offer Innovative Solutions; IT Impacts on Operational and Strategic Decision Making.

**İŞY 518 Economic Analysis for Managers 3+0 6,0**  
 Overview of Macro and Micro Economic Concepts; Demand for Company's Product; Price and Output Determination in the Organization; External Environment of the Company: Regulatory and environmental issues.

**İŞY 519 Management and Organizational Analysis 3+0 6,0**  
 Management Concepts and Research; Contemporary Application of Management Ideas in Organization; Organizations as Social Systems; Nature of Organization Theory: Leadership, Performance management, Organizational structure, Innovation, Corporate culture.

**İŞY 520 Managerial Decision Making 3+0 6,0**  
 Overview of Managerial Decision Making; Deterministic Models (Introduction to Linear Programming Models,

Model Developing and Spreadsheet Modeling, Sensitivity Analysis, Integer and Binary Programming Models); Decision Making under Uncertainty (Foundations of Decision Theory, Non-Probabilistic Models - Decision Making under Risk, Probabilistic Decision Models, Utility Theory); Decision Trees; Queuing Systems Simulation; Monte-Carlo Simulation.

**İŞY 521 Project-Based Leadership Development 3+0 6,0**  
 Leadership: Foundations, Functions, Responsibilities, Skills; Team Work: Process, Development, Management; Case Study: Getting prepared for a case study, Solving a case study, Presenting a case study, Criticizing a case study, Defending a case study findings.

**İŞY 522 Operations Strategy 3+0 6,0**  
 Introduction to Operations Management; Operations Strategy and Competitiveness; Product Design and Process Selection; Supply Chain Management; Total Quality Management; Statistical Quality Control; JIT and Lean Production Systems; Forecasting; Capacity Planning and Facility Location; Facility Layout; Work System Design; Inventory Management; Resource Planning, Scheduling; Project Management

**İŞY 523 Innovation and Entrepreneurship 3+0 6,0**  
 Basic Concepts Related to Innovation and Entrepreneurship; Social Entrepreneurship and Innovation; Globalization, Economic Development and Sustainability; Individual and Organizational Characteristics of Innovation and Entrepreneurship; Sources of Innovation; Searching for Innovation and Entrepreneurship Opportunities; New Products and Services; Venture Creation Process; Protecting Knowledge and Intellectual Capital; Innovation Management.

**İŞY 525 Business Communication and Negotiation Skills 3+0 6,0**  
 Foundations of Communication: Effective and ethical communication at work, Listening, expressing and body language; Workplace Communication: Reports, Proposals and presentations; Fundamentals of Negotiation; Strategy and Tactics of Distributive Bargaining; Strategy and Tactics of Integrative Negotiation; Framework of 3D Negotiation: Tactics, Deal design, and Setup; Sub-processes of Negotiation: Perception, cognition, emotion, power, and influence; Cross-Cultural Communication and Negotiation; Negotiating and Communicating via Information Technologies; Case Analysis.

**İŞY 527 Term Project 3+0 6,0**

**İŞY 529 Accounting for Managers 3+0 6,0**  
 Accounting and the Business Environment; Principles of Accounting, Introduction to the Process of Accounting; Recording Business Transactions; The Adjusting Process; Completing Account Cycle and Reporting Financial Statements; Accounting Information System.

**İŞY 531 Internal Control and Internal Audit 3+0 6,0**

Internal Control: Definition and meaning of internal control, Need for internal control, Components of internal control, COSO report; Relationship Between Internal Control and Internal Audit: Accounting scandals and their effects on internal control procedures and internal audit, Role of internal audit in internal control procedures; Internal Audit: Definition and meaning of internal audit, Role and importance of internal audit, Responsibilities of internal auditors, General process of internal audit activities; Risk Based Internal Audit: Importance of risk based approach to internal audit, Meaning of risk based internal audit, Process of risk based internal audit; Continuous Audit: Concept of continuous audit, Differences between continuous audit and traditional audit, Sarbanes-Oxley Act and continuous audit, Process of continuous audit; Control Self-Assessment Approach: Definition and meaning of control self-assessment approach, Advantages of control self-assessment approach; Corporate Governance and Internal Audit: Concept of corporate governance and corporate governance principles, Effects of corporate governance on internal audit function, Changing role of internal audit.

**İŞY 533 Managing Human Resources 3+0 6,0**

Basic Concepts in Human Resource Management (HRM): Workforce, Personnel, Human resource, Human capital; Historical Development of HRM (Personnel Management, HRM, Strategic HRM); Goals, Principles and Organization of HRM; Functions of HRM: Acquiring human resources (planning, job analysis, recruitment & selection, and orientation), Retaining human resources (training & development, rewards, compensation, health and safety, industrial relations), Improving individual & organizational performance (performance appraisal, career planning, employee discipline); Administrative Functions (Transportation of employees, Security, Physical arrangements in the workplace, Outsourcing administrative services, etc.).

**İŞY 535 Corporate Social Responsibility and Ethical Issues 3+0 6,0**

Critical Analysis of the Origin, Objectives, Range and Mechanics of CSR Policies; Review and Analysis of Ethical Theories Underpinning Mainstream Business Ethics; A Perspective on Ethical Implications of Managerial Activity and Decision-Making; A Practical Insight into the Ways of Developing CSR Policies; Analysis of Case Studies and Use of Audio Visual Material for Studying Business and Organizational Ethics.

**İŞY 537 Production and Operation Management 3+0 6,0**

Functions of Production: Definition, Inputs, Transformation process; Production Systems: Customized production, Mass production; Product Design: Concept of design, Standardization, Learning, Coding, Product-based process design, Process-based design system, Production chamber process design; Choosing Technology: Expert systems, Capacity planning, Types of capacity, Capacity policies; Project Planning Models: Gantt method, CPM method, Pert

method, Inventory control models, Production planning model.

**İŞY 546 Family Busin. and Corpor.Gover. 3+0 6,0**

Family Business System: Family, Business and Ownership; Life Cycle of Family Businesses; Succession in Family Businesses; Transition to Professional Management; Advantages of Family Businesses; Disadvantages of Family Businesses; Liquidation of Family Business; Corporate Governance and Family Businesses; Family Constitution; Professional Managers in Family Businesses.

**İŞY 547 Economy for Managers 3+0 6,0**

Introduction to Managerial Economics and Fundamental Concepts; Marginal Analysis in Decision Making; Economic Optimization and Decision; Demand and Supply Analysis; Elasticity and Decision Making; Theory of Costs; Pricing and Output Decisions: Perfect competition, Monopoly, Monopolistic competition, Oligopoly; Pricing and Output Decisions; Game Theory and Risk Analysis.

**İŞY 790 Thesis 0+1 30,0****KİL 501 Introduction to Communication Studies 3+0 6,0**

Fundamental Concepts Related to Communication; The Place and importance of communication in Social life; Development of Communication Science; communication process and elements of communication process; Source, message, receiver, coding, decoding, Noise, Feedback, selective perception. System approach in Communication process; Modes of communication; Comparison of different communication modes; communication models; Theoretical Studies in Communication: Agenda Setting, Spiral of Silence, Information Gap, Uses and Gratifications, New Communication Technologies.

**KİL 502 Corporate Brand Management 3+0 6,0**

What is Brand? Branding Phenomenon, Brand and its Associations; Trade-mark and Corporate Brand Relations; Brand Building and Management: Brand Identity, Brand Extension Strategies; Brand Statute, Brand Architecture; Corporate Brand Management Models: Corporate Brand Identity; Corporate Brand Communication; Corporate Brand Message strategy; Corporate Communication Tools and Applications.

**KİL 503 Term Project 6+0 30,0****KİL 504 Industrial Management and Culture 3+0 6,0**

Understanding Human being, Technology and Management, Industrial Governance, Organizational Identity, Culture and Interactivity, Local Culture, Corporate Culture and Global Culture, industrial Relations and empathy, Fordist and Post-fordist Administrative Culture, Relationship Between Sociological Structure of Employees

and Corporate Belonging, Methods of New Management and Critical Approaches.

**KİL 505 Agenda Setting Management and Crisis Communication 3+0 6,0**

Agenda Setting Management Concept; Configuring the Agenda Setting Management System, Agenda Setting Management Theories, the Role of Corporate Communications in Agenda Setting Management, Crisis and Crisis Communication: Types of Crises, Rules of Crisis Communication, Corporate Rumor and Crisis, Approaches of Crisis Prevention, Risk Management and Relationship Configuration, Managing Crisis: News Media, Lawyers, Stakeholders, Target Audiences of PR: Inside and Outside environment, Evaluations After Crisis.

**KİL 506 Reputation Management: Sustainability and Communication 3+0 6,0**

Social Sensibility Concept; Sustainability Concept; Issues Threatening the Earth; Environmental Issues in Turkey; Business World at Present Days; New Orientations; New Actors of the Social World; New Business Models in Communication; Sustainability Concept; sustainability and Communication; Brands and Consumer Boycotts; Social Responsibility Concept; Corporate Reputation Concept; Management of Corporate Reputation; Corporate Reputation and Business Outcomes; The Performance of Corporate Reputation; Corporate Reputation and Perceptions; Corporate Reputation, Value; Trust and Appreciation; Principles of Corporate Management; Leadership and Corporate Reputation; Changing Corporation's Employees in to Brands ; Things Must be Done to be a Likable and Approvable Corporation.

**KİL 507 Global Communication 3+0 6,0**

Globalization Concept and Historical Development; International Communication Approaches; International Communication Research; Dimensions of Inter-Cultural Communication and Barriers; Development of Multinational Corporations and Advertising; International Advertising Frame; International Advertising Strategies; Advertising Media in International Area; advertising Arrangements in International Area; advertising applications of Multinational Corporations; Cross-Cultural Communication and International Public Relations; Development of International PR and Uses of New Technologies; Factors Affecting International PR; PR Orientations Around the World.

**KİL 508 Media Relations 3+0 6,0**

Features of Media Communication in Turkey; Media Communication Tools in Turkey; Ethical Principles for Media Communications in Turkey; Business Organizations in Media Communication in Turkey; Concept of News: Components of News, Story and Scenario of News, Designing the Message; Writing Press Release; Description of the Journalist, Job Description of Journalists and Working Styles of Journalists; Role of Media in the Communication Process; The Importance of Media Relations: Corporate Spokesman; Corporate Language;

Press Release, Announcements, Press Conference, Interview; Private Audience, Conference, Seminar, Meeting, Direct Conversation, Verbal Communication, Written Communication, Remarkable Things in Media Communication; Case Study.

**KİL 509 Corporate Social Responsibility and Ethics 3+0 6,0**

Corporate Social Responsibility: the Concept, Importance, Development and Developmental Causes of Social Responsibility; Corporate Social Responsibility Theories ; Fundamental Conceptions Related to Corporate Social Responsibility : Corporate Citizenship, Corporate Governance and Sustainability, Shareholders in Corporate Social Responsibility; The Roles of Government, Private Sector and Community in Corporate Social Responsibility; Environment and Corporate Social Responsibility; Corporate Social Responsibility for the Purposes of Business Conditions and Human Rights; Corporate Social Initiatives: Corporate Charity, Social Marketing, Willingness.

**KİL 510 Designing Corporate Communications Tools 3+0 6,0**

Corporate Identity Communication Tools; Production Process, Techniques and Budget of the Audio-visual Tools; Visual Communication; Understanding and Making Inferences of Visual Communication; Designing Process and Types of Drafts; Typographic Communication, Colours, Graphic Symbols and Corporate Identity; Designing Corporate Identity; Designing Posters; Booklets and Outdoor Applications and the Key Components of Corporate Identity Web Sites, Content Designing; Interface and Interaction Design; Web Design and Corporate Identity; Current Designing Trends and Styles; Accessibility Criterion; web Technologies; Other Electronic Channels; Alternative Channels and Corporate Identity.

**KİL 511 Corporate Communications Writing 3+0 6,0**

What is Corporate Communications Writing?; News: Techniques of News Gathering; Types of News; Techniques of News Writing; Corporate Communications reporting; The Role of Corporate Communication Specialist in the Creating News Process; Message Creating for the Purpose of Corporate Communication; Writing Press Release for the Print Media; Writing Press release for the Audio Media; Intended Uses and Sample Applications of Corporate Communications Tools: Newsletter, News article, Letter, Booklet, Book, Manuals, Almanac, Internet, Poster; Media Relations, Publicity Writing; Effective Presentation Techniques.

**KİL 512 Research in Corporate Communication 3+0 6,0**

History of Social Sciences and Communication Research and Fundamental Conceptions; General systematic of Communication Research and Basic Topics of Communication Research; Communication Research and Ethics; primary research and secondary research;

Importance of research in strategic planning process; Sampling and Sampling Methods; quantitative and qualitative paradigms in Communication Research; quantitative research methods and analysis of quantitative data; qualitative research methods and analysis of qualitative data; Corporate reputation Research; Satisfaction Researchs: Customer, dealer, supplier, human resources, brand perception and positioning research; brand awereness , brand positioning, brand communication, brand preference.

**KİL 513 Complex Systems and Comprehension of the Earth 3+0 6,0**

Factors in the 20 th Century That Changes Our Point of View About the Earth ; Background of Moving to the Biological Models from Physical Models; Moving to the Discrete World Perception From the Continious World Perception; Reflections of the Discrete World Perception on Art and Social Sciences; Formalizing the System Conception; Changing the Linear World Perception to the Networks; Chaos, Complexity, New Theories About the Processing of the Human Brain; Language as a Complex System; Reflections of the Complexity Conception on the Communication Field.

**KOİ 512 Cost Control in Hospitality Industry 3+0 6,0**

Management Information System and Reporting; Cost Formation: Definition and aims of Cost accounting, Relationships between cost accounting and financial accounting; Concepts of Cost, Expense, Revenue and Expenditure; Cost Behavior and Estimation Methods: Cost behaviors according to the changes in activity level; Cost Estimation Function, and Internal Control System; Responsible Accounting System; Budgeting and Profit Planning, Financial Statements Analysis; Ratio Analysis.

**KOİ 513 Term Project 3+0 30,0**

**KOİ 516 Business Process in Hospitality Industry 3+0 6,0**

Process: Definition, Elements, Features, and Hierarchy; Specification of the Process; Importance of Business Processes in an Organization; Introduction to Business Processes; Definition, Characteristics and Types of Process in Hospitality Industry; Models of Business Process; Documentation of Business Process; Evaluation of Business Process Analysis; Company Visions; Improvement of Business Processes; Measurement of Bussiness Process Performance; Simulation of Bussiness Processes.

**KOİ 518 Competitive Strategies for Hospitality Industry 3+0 6,0**

Competition Analysis for Hospitality Industry: Strengths and weaknesses, Vision and mission; Planning of Strategies and Operations in Hospitality Industry; Process of Building Strategies for Hospitality Industry; Competitive Trends and Evaluation; Strategies Based on Competitive Advantage: Product strategies for hospitality industry, Market strategies for hospitality industry, Development and growth strategies

for hospitality industry; Strategic Partnerships and International Strategies.

**KOİ 521 Market Research in Hospitality Industry 3+0 6,0**

Types and Characteristics of Marketing Research; Desing of Marketing Research; Question and Problem in Marketing Research; Research Budget and Hypothesis Development; Field Study and Its Techniques in Marketing Research; Secondary Data in Marketing Research and Use of Secondary Data; Sampling; Questionnaire Technique; Interview and Observation Techniques; Questionnaire and Basics of Preparing Questionnaire, Measurement and Types of Scales; Coding and Entering Data in Statistical Data Analysis, Data Analysis; Preparing Research Report; Qualitative Research Technique.

**KOİ 523 New Approaches in Human Resource Management in Hospitality Industry 3+0 6,0**

Development of Human Resource Management; Tendencies towards Change in Human Resource Management; Transition to Information Age from Industrial Age; Strategic Human Resource Management; Functions of Human Resources; Performance Management; Career Management; Talent Management; Mobbing; Work-Life Balance; Outsourcing, Team Work and Coaching; Creating Value Chain; Forms of Flexible Working.

**KOİ 538 Customer Value in Hospitality Industry 3+0 6,0**

Concept of Value in Marketing and Focus on Value, Value Based Marketing, The Concept of Customer Value, From the Conception of Market Share to Customer Conception, The Development of Customer Value, The Aim Of Customer Value, Customer Satisfaction and Customer Loyalty, The Management of Customer Value, The Models of Customer Value, The Relationship Between Customer Value and Hotel Performance, Creating Customer Value in Hotels.

**KOİ 539 Contemporary Tourism 3+0 6,0**

An Evaluation of World Tourism Activities; Changes in Tourism Supply and Demand; Changes in Tourism Demand and Characteristics of Demand; New Tourism Types; Predictions towards Tourism in the 21th Century; Future Trends of Tourism in Turkey; Accommodation Establishments in the 21th Century; Development of Hotel Industry; Qualifications of Hotels; Hotel Industry in Turkey; Classification of Hotels in Turkey.

**KOİ 540 Report and Analysis in Hospitality Accounting 3+0 6,0**

Understanding the Problem; Defining the Problem; Defining the Importance of the Problem; Defining the Limitations of the Study; Defining the Special Terminology Used in the Study; Searching Information; Selecting the Stakeholders; Collecting Data; Analyzing the Data; Eliminating, Grouping and Organizing Data; Report Writing.



**KOİ 541 Productivity Analysis for Hospitality Enterprises** 3+0 6,0

Productivity Related Concepts in Hospitality Management; Relationship Between the Location of Enterprise and Productivity; Price-Service and Productivity Relations; Productivity in Sales and Marketing; Human Resources and Productivity; Motivation, Wage and Job satisfaction; Effects of Organizational Structure and Job Analysis on Productivity; Service Quality, Total Quality Management and Productivity Analysis; Motion-Time Studies and Productivity; Work and Workplace Security, Unionism and Productivity Relations; Examples of Productivity Analysis.

**KOİ 542 Tourism: New Approaches and Practices** 3+0 6,0

General Structure of Tourism: Historical Development of Tourism, Tourism and People, Classification of Tourism; Touristic Region: Tourism and Development; Demand of Tourism and Supply of Tourism: Tourism Policy and Its Planning, Individual and Collective Dimensions of Tourism; Tourism and Marketing: Relationships of Tourism and Tourism Establishments, Tourism and Customer Satisfaction; Sustainable Tourism: Course of Tourism into the Future.

**KOİ 543 Quality Management in the Hospitality Industry** 3+0 6,0

Introduction to Quality Management; Fundamental Concepts of Quality; Quality Circles; Quality Tools: Quality Management for Tourism Industry; Tourism and Quality Management; Service Quality Measurements; Quality Management and Tourism Sector; Quality Management Issues; Quality Management in the Hospitality Industry; Quality Management Requirements in Hotels; Principles of Quality Management in Hotels; Conditions for Success of Quality Management in Hotels; Management Techniques in Hotels; Implementation of Quality Management in Hotels.

**KOİ 545 Hotel Management Services in the Health Organizations** 3+0 7,5

Healthcare Organizations: Medical care services, Hospitals, Other healthcare organizations; Thermal Healthcare Organizations: Thermal hotels with tourism operation certificate, Thermal hotels, Medical care centers, Thermal spring, Spa & wellness services; Organizational Structure of Hospitality Services in Healthcare Organizations; Features of Hospitality Services in Healthcare Organizations; Management of Hospitality Services in Healthcare Organizations: Planning; Organization; Execution; Coordination; Audit; Communication; Crisis Management; Ethics and Applications; Case Studies and Solutions.

**KOİ 561 Catering Business** 3+0 6,0

The Foodservice Industry and Catering Business; Food Management: Supplement Preparation, Production (Cooking), Production and Distribution (Transport) Systems: Conventional, Cook Chill and Cook Freeze Systems, Decision-Making Process in Selecting a New Foodservice System; Sales and Marketing; The

Performance Factors in Catering Business; Operational Analyses and Internal Control; New Trends Applications in Catering.

**MLY 502 The Constitutional Principles of Tax Law** 3+0 6,0

The Relation Between Constitutional Law and Tax Law: Limiting tax power from the view point of constitutional movements; Tax power and Limits: Democracy, Rule of law, Social welfare state, Limiting tax power in point of international law; Taxpayer rights in the context of basic rights and liberties, Concept of taxpayer rights, Classification, Taxpayer rights in Turkish law; Tax Law From the View Point of Constitutional Judiciary: Analysis of Constitutional Court decisions.

**MLY 504 Budgeting Theories and Analysis** 3+0 6,0

Theoretical Arguments of Public Sector Budgets; Budget As An Expression of Power; Budgeting Reforms in Historical Perspective; Budgeting Systems: Classical Budgeting, Performance Budgeting, Program Budgeting, Planning Programming Budgeting System, Zero Based Budgeting, Target Based Budgeting, Output Based Budgeting; Expenditure Estimation and Management; Revenue Estimations and Management; Cash Management; Capital Budgets and Debt Management.

**MLY 505 Discussion on Efficiency of Fiscal Policy** 3+0 6,0

Losing Efficiency of Traditional Fiscal Policy: Changes in Economic Structures, Changes in International Economic Relations, Neo Classical Synthesis and Fiscal Policy and Monetary Policy; Unbalanced Keynesian; Policy Implications and Suggestions in Post Keynesian Approach; New Keynesian Approach; Monetarist Approach and Importance of Monetary Policy; Rational Expectations and Efficiency of Economic Policies in New Keynesian Approach; Policy Suggestions in Reel Business Cycle Approach.

**MLY 506 Economics of Local Governments** 3+0 6,0

Duties and Responsibilities of Local Governments in Welfare; Relation of Economy and Local Government Audits; Problems and Economic Effects of Intergovernmental Relations; Analysis of Fiscal Structures of Turkish and Other Uniter Governments and Federal Governments with Respect to Public Economics; Urbanization and Fiscal Problems of Metropolitan Areas.

**MLY 510 Tax Jurisdiction Law** 3+0 6,0

Administrative Conflict Resolution Procedures: Legal status of reconciliation, Functions, Practicing in Turkey; Judicial Conflict Resolution Procedures: Related discussions about organizational structure of Tax Judiciary and its independence. Tax Judiciary principles comparing with civil and criminal judiciary principles: Discussions of legal characteristics of tax trial in context of administrative action and action for nullity; Tax Judiciary Procedure: Bringing action, Jurisdiction, Appealing methods; Proof and Evidence in Tax Judiciary.

**MLY 518 Public Goods Analysis 3+0 6,0**

Rationales for the Existence of Government, Market Failures and Economic Justifications of a Public Sector; Theory of Public Goods: Properties of Pure Public Goods, General Equilibrium Analysis, Partial Equilibrium Analysis, Impure Public Goods: Types and Properties of Impure Public Goods, Congested Public Goods, Price Excludable Public Goods; Free Rider Problem in Public Goods; Solutions to Free Rider problem; Preference Revelation Mechanisms.

**MLY 519 Global Public Economics 3+0 6,0**

The Concept of Global Public Economics: The Approach and Terminology; Globalization and Global Public Economics; The Rationale For Global Public Economics and Global Public Sector: Market Failures, Global Externalities, Global Public Goods; The Functions of Global Public Economics and Global Public Sector: Provision of Global Public Goods, Income Distribution, Stability; Institutions and Decision Making in Global Public Sector; The Financing of Global Public Sector: Official Development Assistance and its Analysis, Global Taxation and its Analysis, Macroeconomic Financing Tools and their Analysis.

**MLY 523 Transparency in Public Fiscal Administration 3+0 6,0**

Concept of Fiscal Transparency in Public Fiscal Management; How to Improve Fiscal Transparency in Public Fiscal Management System; Relations Between Measuring of Performance and Fiscal Transparency; Measuring Fiscal Transparency in Public Policies, Fiscal Transparency in Public Policies and Data Collection.

**MLY 528 Taxation Policy 3+0 6,0**

Tax Policy: Future development of tax policies, political and tax cycles; Structural Analysis Indicators of Tax Systems; Tax Policy in the System of Public Finance and Economy: Connection between taxes and economic development; Personal Income Tax; Social Security Contributions; Corporate Income Taxation; Consumption Taxation; Property Taxation; Tax Policy as a Tool of Selective Policies: Taxation and environment, Taxation and industry and trade, Taxation and research and development, Taxation and education, Taxation and social policy; International Tax Cooperation and Coordination; Tax Administration: Tax compliance.

**MLY 529 Theory of Taxation 3+0 6,0**

Aims of Taxation: Fiscal aims, Non-fiscal aims; Principles of Taxation; Technique of Taxation; Subject of Taxation; Tariff of Taxation; Classification of Tariffs; Tax-payer; Tax Administration; Classification of Tax; Income-based Taxes: Income tax, Corporate tax; Expenditure Taxes: Classification and application, Value added tax, Private consumption tax (Excise tax), Other expenditure taxes, Wealth taxes.

**MLY 530 Theory of Tax Crime and Penalty 3+0 6,0**

General Information about Criminal Law: System of penalty; Properties and Principles of Criminal Law; Place of Tax Criminal Law in the Criminal Law; Tax Misdemeanor and Crime Theory and Policy; Theory and Policy of Tax Penalty; Overview of Tax Procedure Code from the Perspective of Punishing Authority of Tax Administration; Imposition of Completed Tax; Ex officio Tax Calculation; Tax Fines; Criteria for Determining the Differences between Sentences and Administrative Sanctions; Capacity in Tax Criminal Law; Responsibility in Tax Criminal Law; Tax Misdemeanors; Tax Crimes; Complicity; Session; Reduction on Sentence; Repetition; Termination of Tax Sanction: Payment, Death, Expiration, Tax amnesty, Conciliation; Tax Criminal, Misdemeanant and Their Criminological Assessment.

**MLY 531 Tax Procedure Law 3+0 6,0**

Nature of the Tax Procedure Law and Its Place in Tax Law; Taxation Process: Taxable event, Imposition, Accrual, Notification and Collection; Taxpayers' Duties; Books and Documents; Valuation and Valuation Methods; Depreciation and Depreciation Methods; Tax Auditing: Inspection, Audit, Search, Data gathering; Tax Crimes and Misdemeanors; Administrative Resolution of Tax Disputes; Tax Enforcement.

**MLY 532 Public Regulation Policy 3+0 6,0**

Justification for the Regulatory State: Efficiency in economy, Market Failure; Concept of Regulation; History of Regulations; Aims of the Regulation Policy; Classification of Regulation: Economic regulation, Social regulation, Administrative regulation; Instruments of Regulation Policy; Independent Regulatory Agencies; Samples and Comparison of World and Turkish Applications.

**MLY 533 Special Tax Law I 3+0 6,0**

Scope of Special Tax Law; Types of Taxes Levied on Income; Definition of Income and Its Properties According to Income Tax Law; Types of Liability: Full and limited liability; Items of Income: Business income, Income from agriculture, Self-employed income, Wage, Returns on Stocks and Bonds, Income from immovable property, Other earnings and revenues; Tax Accrue and Payment; Principle of Statement and Types of Declaration; Collection of Revenue and Annual Return; Reductions and Deductions; Calculation of the Tax and General Tax Tariff; Advance Tax; Tax Payment; Filling up the Annual Income Tax Return.

**MLY 534 Special Tax Law II 3+0 6,0**

Corporate Tax: Types of liability, Taxpayers, Exemptions and immunity, Tax base, Declaration, Imposition and Payment of corporation earning, Liquidation, Mergers and acquisitions, Income tax withholding, Advance tax and fond implication; Excise Tax: Types, Scope; Value Added Tax: Transactions subject to VAT, Tax base, ratio and reduction, Declaration, Imposition, Accrual and Payment of the tax; Banking and Insurance Transaction Tax; Vehicle Purchase

Tax; Fuel Consumption Tax; Wealth Taxes: Types and scope; Inheritance And Transfer tax; Real Estate Tax; Motor Vehicles Tax; Fees; Stamp Duty; Other Local Administration Taxes.

**MLY 535 Public Choice Theory 3+0 6,0**

Public Choice Theory and History of the Development of the Approach; Two-Party Political System; Results and Criticism of the Median Voter Theorem; Characteristics of Multi-Party System and Analysis of Coalition Theory; Voting Rationale and Analysis of the Results of Paradoxes; Assumptions of the Theory of Rent-Seeking and Analysis of the Results; Analysis of the Welfare State and Political Process as a Means of Redistribution; Comparison of Traditional and New Models of Bureaucracy; Conditions and Constraints of Controlling Bureaucrats Legally; Analysis of Size and Growth of the State; Analysis of the Effect of Political Competitions on Economic Activities; Voting Behavior and Political Economic Analysis of Election Cycles; Analysis of Economic Impact of Pressure Groups and Lobbying.

**MLY 536 Financial Crises and Public Sector 3+0 6,0**

Theoretical Perspectives on Financial Crises: New Keynesian, Post Keynesian and Monetarist schools; Recent Crises in Turkish and Other Economies; Relationship Between Financial Structure, Fiscal Policies and Financial Crises; Policies to Achieve Financial and Economic Stability; Globalization of Financial Crises and International Cooperation for Stabilization.

**MLY 537 Evolution of Economic and Fiscal Thought 3+0 6,0**

Fiscal thought and the concept of state in the first and middle ages, Fiscal Thought and the State Conception in the beginning of the New Age: Mercantilism, Liberalism and Classical Fiscal Thought: First Thinkers and Physiocrats, The Contribution of Adam Smith to the Classical Fiscal Thought, The Contribution of David Ricardo to the Classical Fiscal Thought, Opinions of the other Classical economists (Malthus, J. S. Mill, J. Bentham, J. B. Say), State and finance in the Neoclassical School of Thought, Socialist Economic Thought and Conception of the State, Keynesian Economic Thought and modern public finance (Emergence of Conception of the interventionist State), The effect of new processes in the world to fiscal thought and to the concept the State, The development of fiscal thought in Turkey.

**MLY 538 Tax Planning 3+0 6,0**

Concept of Tax Planning and Related Concepts: Tax evasion, Tax avoidance, Tax saving, Tax advantage, Business taxation; Requirements for Tax Planning: Joint-stock companies, Partnerships, Individuals; Results of Tax Planning: Planning in enterprises, Planning in government; Tax Planning and Income Tax; Corporate Tax; VAT; Tax Planning for Developing Regions.

**MLY 540 Treasury and Transactions 3+0 6,0**

Treasury: Conceptual Framework, Traditional ve modern functions of Treasury, Organizational structure of Treasury and its relationships with other public institutions, Treasury and Central Bank relations, Treasury's function of cash management, Internal debt management, External debt management, The management of share of capital, IMF and Treasury, the World Bank and Treasury.

**MLY 601 Welfare Economics and Public Sector 3+0 7,5**

Main Theories of Welfare Economics: Voluntary Exchange, Compulsory Theory, Keynesian Theory; Pareto Optimum; Compensation Criteria; Contributions of Hicks-Kaldor; Scitovsky Criteria; Income Distribution in Welfare Economics; Market Failures; Rationale for Welfare State; Efficient Allocation of Public Goods; Efficient Allocations of Mixed Public Goods; Solutions to Externalities; Solution in Monopolist Markets; Equity in Income Distribution.

**MLY 617 Corruption in Public Sector and its Economic Effects 3+0 7,5**

Context of Corruption; Corruption and Economic Growing; Transparency; Transparency and Economic Growing; Kuznet Curve; Public Expenditures and Economic Growing; Bureaucracy; Finance in Politics; Bribe and Politics; Bribe and Bureaucracy; Marginal Transformation; Accountability.

**MLY 618 Tax Compliance 3+0 7,5**

Concept of Tax Compliance, Some Argument about Tax Compliance, Tax Compliance Costs, Tax Avoidance and Evasion, Hidden Economy, Tax Collection, Tax Audit, Tax Penalties , Tax Advisers, Relationship with Taxpayers, Tax Moral, Tax Amnesties, Tax Codes.

**MLY 620 Budget Systems and Policies 3+0 7,5**

Historical Background of Budgeting; Government Budgeting and Constitution; Historical Background of Budgeting in the World; Historical Background of Budgeting in Turkey; Public Expenditures and Economic Growing; Classifieds of Public Expenditures; Public Expenditures and Efficiency; Public Expenditures and Effectiveness; Public Expenditures and Math Model.

**MLY 621 Debt Management and Analysis 3+0 7,5**

Debt composition and debt instrument, Public debt in Turkey, Guidelines for Public Debt Management, Public Debt Management Objectives, The organizational framework for debt management, Public Debt management coordination, Public Debt Management Strategy, Risk management, Transparency and Accountability, Minimizing cost.

**MLY 622 Tax Transactions in the Theory of Administrative Acts 3+0 7,5**

Theory of Administrative Acts: Administrative actions, Administrative acts, Difference between legislative act and administrative act, Difference between judicial act and administrative act, Definition of administrative act, Types

of administrative acts, Properties of the administrative acts, Elements of administrative acts, Sanctions for illegal administrative acts, Entry into force of the administrative, Execution and termination of administrative acts, Regulatory administrative acts; Taxation Acts: Personal taxation acts: imposition, accrual, notification and collection, Acts of enforcement, Order of payment, Confiscation, Cautionary attachment, Cautionary accrual, Demanding security, Regulatory taxation acts.

**MLY 623 New Developments in Public Finance 3+0 7,5**

Knowledge, technology and public finance: Publicity of knowledge and information; Concept of R & D and critical approach to concept of intellectual property; Reflections of Internet and computer technology on public goods theory; Experimental and behavioral analyses in public finance and public economics: Public goods experiments, Tax compliance experiments, Tax incidence experiments, Decision making and game theory (political economy) experiments, Behavioral approaches to taxes.

**MLY 624 Tax Law and Globalization 3+0 7,5**

Globalization; Adaptation of National Tax Systems to Globalization; International Tax Competition; Tax Havens; International Transfer Pricing; Taxation of the Electronic Commerce; International Arbitration; Effects of Globalization on Tax Policies; Global Tendencies in Taxation: Income tax, Corporate tax, Excise tax, Possible new taxes; Supranational and International Organizations and Taxation; Regional Entities and Taxation: EU tax law; Globalization and Tax Administrations; Globalization and Tax Auditing; International Double-tax Agreements.

**MLY 626 Analysis of Public Revenue 3+0 7,5**

Revision of General Types of Public Revenue; Classification of Forms of Public Revenue; Analysis of Income Tax; Analysis of Corporate Tax; Analysis of Inheritance Tax; Analysis of Motor Vehicle Tax; Analysis of Value Added Tax; Analysis of Special Consumption Tax; Analysis of Municipal Taxes; Analysis of Property Tax; Analysis of Privatization Proceeds; Analysis of Enterprise Income and Property; Analysis of Debt Income; Analysis of Fines, Aids, Donations, Grants and Similar Income Taxes; Place of Public Revenue Types in Total Income and Comparisons with Some Other Countries.

**MLY 627 European Union Tax Law 3+0 7,5**

Basic Principles of EU Tax Law; Sources of EU Tax Law; Harmful Tax Competition; Harmonization: Structure of tax systems in EU countries, Business taxation in the EU; Tax Administrations in the EU, and Cooperation among Tax Administrations; Income Tax, Corporate Tax, Excise Tax; Relationship between EU and Turkish Tax Law: General principles, Harmful tax competition, Compliance, Customs Union; Double Taxation Agreements.

**MLY 628 Fiscal Policies in European Union 3+0 7,5**

Fiscal Policies to Ensure Macroeconomic Stability and Economic Growth; Theoretical Bases of the European Monetary Union; Advantages and Disadvantages of

Monetary Union; The European Central Bank's Role and Functions; Economic Analysis of Public Expenditure; Financing and Borrowing Policies in Terms of Euro System; Economic and Monetary Harmonization and Coordination of Fiscal Policies; Fiscal Policy Developments in the European Union; Fiscal Policy Applications in Germany, France and Italy; Stability and Growth Pact; Regional Dimension of Fiscal Policy in the EU and in EU Fiscal Decentralization Policies; Economic Analysis of Financial Assistance and Support to Member States.

**MLY 629 Public Expenditure Analysis 3+0 7,5**

Public Expenditure Growth in Theory; Public Sector Expenditure in Turkey; Developments in Functional and Economic Distribution of Public Expenditures in Turkey and in the World; Public Sector in Constitutions: Public sector in written constitutions, Public sector in Turkish constitutions; Budget in Constitutional Court Decisions; Legislation on the Public Sector.

**MLY 631 Contemporary Keynesian Approach 3+0 7,5**

Main Characteristics of the New Keynesian Approach; Comparison of Orthodox Keynesian and New Keynesian Approaches; Labor, Goods/Services, Money and Capital Markets in the New Keynesian Approach; Theory of Business Cycles in the New Keynesian Approach; Stabilization Policy in the New Keynesian Approach; Main Characteristics of the Post Keynesian Approach; Differences between Post Keynesian and Other Approaches; Macrodynamics in the Post Keynesian Approach; Pricing in the Post Keynesian Approach; Monetary Factors in the Post Keynesian Approach; Income Distribution and Economic Growth in the Post Keynesian Approach; Economic Policy in the Post Keynesian Approach.

**MLY 633 Taxation Issues in Constitutional Court Decisions 3+0 7,5**

Structure and Authorities of the Constitutional Court; Examination of Taxation Problems in the Light of Constitutional Principles; Jurisprudence of the Constitutional Court: The articles on taxation in the Constitution from the perspective of the Constitutional Court, Interpretations of tax-related articles in the Constitution in Constitutional Court decisions, and Review of the Constitutional Court judgments regarding taxation conflicts.

**MLY 790 Thesis 0+1 30,0**

**MLY 890 Thesis 0+1 30,0**

**MUH 502 Conceptual Framework of Financial Accounting 3+0 6,0**

Financial Accounting and Reporting; Conceptual Framework for Financial Accounting; Accounting theory, Objectives of financial accounting, Qualitative

characteristic of accounting information, Elements of financial statements, Basic accounting concepts, Accounting principles, Accounting standards, Accounting policies, Balance Sheet: Nature of the balance sheet, Classification, Form and presentation, Notes and explanations for the balance sheet; Current Assets; Cash and Cash Equivalents; Short Term Investments, Receivables; Inventories; Investments: Investment in securities, Other long term investments; Non-Current Assets; Intangibles Assets; Current Liabilities; Long Term Liabilities; Shareholders' Equity; Income Statement: Measurement of income, Income reporting.

**MUH 507 The Effecting Factors of Accounting 3+0 6,0**

Income tax: contends, related article of accounting and its effects; Corporation tax: contends, related article of accounting and its effects; Value added tax: contends, related article of accounting and its effects; Turkish Commercial code: contends, profit distribution and reserves; Turkish Capital Market Law: regulation and accounting standards; Inflation: Effect of financial reports; Internal and international accounting standards: contends and effect of accounting applications.

**MUH 510 Auditing Standards 3+0 6,0**

Nature of Auditing, Types of Audits, Type of Auditors, Structure of CPA Firms, AICPA, Generally Accepted Auditing Standards, Statements on Auditing Standards, Quality Control, Security and Exchange Commission, Professional Ethics, Legal Liability, AICPA Professional Standards, How to Apply Standards in Audit Process, Audit Applications in Turkey, and Case Studies.

**MUH 512 Internal Accounting 3+0 6,0**

Audit Process; Audit Concept and Audit Function, Internal Control in Audit Process; Internal Control; Internal Control Concept, The Components of Internal Control; Risk, Materiality and Evidence Concepts in Internal Control; A Study and Evaluation of Internal Control; Compliance Tests and Substantive Tests; Evaluation of Preliminary Phase; Accounting Control Phase; Third Evaluation Phase, Internal Control and Computer Systems: General Controls, Application Controls, Errors and Frauds, Security Controls; Applications Related Internal Control Procedures: Revenue Cycle, Cash Cycle, Sales Cycle, Payroll Cycle, Inventory Cycle.

**MUH 518 Financial Institutions and Reporting 3+0 6,0**

Investment Funds and Reporting; Investment Corporations; Intermediaries and Reporting; Insurance and Pensions Reporting; Other Financial Institutions and Reporting.

**MUH 522 Cost Management 3+0 6,0**

Introduction to Cost Accounting and the Place of Cost Accounting in the Accounting System; Fundamental Concepts Related to Cost Accounting; Different Costs for Different Purposes: Classification of Costs: Material Costs : LIFO (Last-In-First-Out) Inventory Evaluation Method, FIFO (First-In-First-Out) Inventory Evaluation Method, Average Cost Inventory Evaluation Methods; Labor costs;

Manufacturing Overhead Costs (M.O.C): The First Step in Allocating the M.O.C., The Second and Third Steps in Allocating the M.O.C.; Job/Order/Job Costing Systems; Introduction Process Costing Systems; The Five-Step Procedure for Process Costing Systems; Process Costing Systems: Weighted Average Method, FIFO (First-In-First-Out) Method; Cost of Scrap in Process Costing Systems.

**MUH 525 Business Taxation 3+0 6,0**

Recent Tax Problems and Solutions in Industrial Companies; Recent Tax Problems and Solutions at Commercial Companies; Recent Tax Problems and Solutions in Individual Firms.

**MUH 527 Law in Profession and Ethics 3+0 6,0**

The Law of Certified Public Accountancy and Sworn in Certified Public Accountancy Code 3568 and Related Legal Arrangements: The topics covered by the profession of certified public accountancy; Topics covered by the profession of sworn-in certified public accountancy; Special conditions applicable to becoming a certified public accountant; Special conditions applicable to becoming a certified sworn-in certified public accountant; Responsibilities; Related legal arrangements of the chambers of certified public accountants and sworn-in financial advisors; Related legal arrangements of the union of chambers of certified public accountants and sworn-in certified public accountants of Turkey; Prohibitions; The arrangements of disciplinary penalties; Concept of ethics and morality; Ethical dilemmas; Ethical decision making process; Ethics in the profession; Theory and principles of ethics in accounting profession; Legal arrangements in ethics.

**MUH 529 Financial Information Systems Analysis and Design 3+0 6,0**

General Systems Theory; The Concepts of Information and Information Systems; The Concept of System Analyst; Enterprise as a system; Fundamental Information Systems; The Analysis of Enterprise Information Systems; Enterprise Resource Planning Systems; Knowledge Management; Customer Relationship Management; Supply Chain Management; System Development Life Cycle and System Modeling; Pre-Examination, System Analysis; Detailed Design; System Infrastructure; Data Flows, Databases; Data and Process Modeling; Execution; Case Studies.

**MUH 531 Advanced Cost Management 3+0 6,0**

Introduction to Cost Management and Strategy; Cost Accounting and Cost Management in a JIT Environment; Flexible Manufacturing Systems; Cost Management and Cost Accounting Practices; A Behavioral Model for Implementing Cost Management Systems; The Cost of Activity Based Management; Implementing Strategy: Balanced Score Card and Value Chain; Measurements of the Effectiveness of Cost Management Systems.

**MUH 535 Auditing 3+0 6,0**

Introduction to Auditing and Auditing of Financial Statements: Types of auditing, Types of auditors, Generally accepted auditing standards; Concept of Materiality, Risk and Evidence in Auditing: Materiality in auditing, Audit risk, Concept of evidence in auditing, Documentation; Audit Process and Internal Control: Audit planning, Internal control, Tests of control, Substantive tests; Internal Audit: Definition and function of internal audit, Standards of internal audit, The relation between internal audit and external audit; Auditing in a Computerised Environment: The approach of auditing in a computerised environment, Computerised accounting controls, Tests of controls, Substantive tests; Sampling in Auditing: Ambiguity and sampling, Types of statistical sampling, Sample selection, Sampling in tests of controls, Sampling in substantive tests; Completing the Audit and Audit Report: Types of audit reports, Case studies.

**MUH 605 Cost Analysis 3+0 7,5**

Definition of costs; classification; Cost Systems; Historical Costs; Projected Costs; Classification of industrial business and formation of production; Cost Flow for Production Types; Comparison and Analysis of Budgeted and Actual Costs: Realization analysis in different industry practices, To research different industry applications and to comparison different business analysis.

**MUH 606 Internal Auditing 3+0 7,5**

The Function of Management Control: Business Operations and System of Internal Control, Internal Control and Internal Auditing; Objective and Scope of Internal Auditing: Quality of Internal Auditing, The Place of Internal Auditor in the Business Organization, The Scope of Auditing of Internal Control System; Reviewing and Evaluating the Effectiveness of Internal Control System: Procedures of Internal Auditing, Reporting the Results of Auditing Studies to the Management, The Form and Contents of Auditing Report, Evaluation of The Auditing Report and Improvement of Internal Control System By the Top Management.

**MUH 608 Numerical Methods in Accounting 3+0 7,5**

Statistics: Probabilities and statistical quality control, Regression analysis and forecasting, Decision making under uncertainty, Learning curves and linear programming, The variance investigation decisions, The relationship between project planning and control techniques and cost accounting, Using of accounting information with the mathematical models in decision making process, Determining of room price according to the dynamic programming in hotel companies.

**MUH 609 Cash Budgets and Relevant Statements 3+0 7,5**

Basic Concepts of Cash: Cash Concept; Cash Management; Cash and Financial Management; Cash Cycle: Cash as an Information System, Relationship Between Cash Cycle and Other Cycles, Accounting Information Systems, Management Information Systems and Cash; Cash Budgets

and Relevant Statements: Basic Structure of Budgets, Importance of Cash Budgets in General Budgeting, Cash Budget Preparing Process, Cash Budgets and Relevant Statements.

**MUH 611 Auditing in Information Technology Environment 3+0 7,5**

Auditing and Audit Process: Audit Concept and Audit Function; Audit Types and Auditors; Generally Accepted Auditing Standards, Audit Process; Information Systems and Data Processing Systems; An Overview of Information Technology, Data Processing Systems; Auditing in Computer Environment: Auditing Through the Computer, Auditing Around the Computer, Computer Accounting Controls; Computer Controls Tests; Computer Substantive Tests; Developments in Computer Auditing: Relationships Between Accounting Information Systems and Management Information Systems, Decision Support Systems, Recent Developments.

**MUH 612 Developments of Accounting and Valuations 3+0 7,5**

Evaluations of contemporary articles and announcements that published in the area of financial accounting; Evaluations of contemporary articles and announcements that published in the area of costs and management accounting; Evaluations of contemporary articles and announcements that published in the area of auditing; Evaluations of contemporary articles and announcement that published in the area of tax subjects under discussion that manages accounting applications; Studies of doctorate theses that concerned in the area of financial accounting; Evaluations of contemporary articles and announcements that published in the area of accounting education; Evaluations of contemporary articles and announcements that published in the area of technology with concerned accounting; Evaluations of contemporary articles and announcements that published in the area of accounting information system;

**MUH 613 Accounting Standards in Turkey 3+0 7,5**

Concept of Standard in Accounting; Advantages and Disadvantages of Standardization in Accounting; Relationships Between Accounting Standards and Basic Principles and Policies of Accounting ; Need for Accounting Standards; International Organizations for Accounting Standardization, Their Organizational Structures and Standardization Efforts; Comparative Accounting Studies; Accounting Harmonization; Accounting Standards in Turkey, Problems and Solutions.

**MUH 614 Sustainability Reporting 3+0 7,5**

Historical Development of Sustainability Accounting and Reporting; Introduction to the Principles of Triple Bottom Line (Environmental, Social, Economic); An Overview of Major International Sustainability Reporting Standardization Initiatives (GRI, AA1000, ISO14001, G3, Sigma project, ISO26000 and ISAE300); Sustainability Reporting in Different Enterprises and Industries; Approval of Sustainability Reports.

**MUH 615 Financial Instruments and Reporting 3+0 7,5**

Introduction to Financial Instruments: Fundamental concepts of financial instruments, Legislation on financial instruments; Financial Instruments in TAS-TFRS: Objectives of standards, Concepts of financial instruments in standards, Financial assets, Financial liabilities, Derivative financial Instruments; Classification of Financial Instruments: Financial assets through fair value profit or loss, Held-to-maturity investments, Loans and receivables, Financial assets available for sale, Transaction costs, Financial guarantee contracts; Accounting for Avoiding Financial Risk: Avoiding cash flow risk, Avoiding currency risk.

**MUH 617 Productivity Accounting 3+0 7,5**

Productivity and Related Concepts: Efficiency, Effectiveness, Profitability, Cost, Quality, etc.; Need for Measurement of Productivity; Productivity Accounting; Definition of productivity accounting, Principles of productivity accounting, Techniques used in productivity accounting; Productivity Accounting and Cost Management; Productivity Accounting and Technology; Productivity Accounting and Value Chain Analysis; Productivity Accounting and Quality Costs; Productivity Accounting and Theory of Constraints; Productivity Accounting and Six Sigma; Productivity Accounting and Marginal Costing.

**MUH 619 Fraud Auditing 3+0 7,5**

Adverse Effects of Mistakes and Frauds on Both Businesses and the Country Economy; Relationships Between Accounting and Fraud; National and International Legal Regulations and Sanctions Related to Mistakes and Fraud in Accounting; Responsibilities of Accountants and Auditors Related to Fraud Detection; Using Techniques to Detect Mistakes and Fraud; Discussion of Some Cases from the Real World (e.g. Enron).

**MUH 790 Thesis 0+1 30,0****MUH 890 Thesis 0+1 30,0****MÜT 501 Translation Theory 3+0 6,0**

Translation Studies and Translation Theories; Approaches to Translation Before the 20th Century; Linguistic Approaches: Different definitions of "equivalence" and discussions on equivalence, "Shift of expression" in translation analysis and discussion on shifts; Functional-Communicative Approach: Text type-oriented translation, Skopos theory, Action theory; Descriptive Approach: Polysystem theory, Norms; Hermeneutic Approach; Interdisciplinary Approaches; Deconstructive Approach; Postcolonial Approach; Psycholinguistic Approach.

**MÜT 502 Linguistics and Translation 3+0 6,0**

Relationship between Linguistics and Translation Studies; Effects of Linguistics on Translation Process; Importance of

Linguistics in Translation Criticism; Importance of Linguistics in Translation Research; Various Definitions of the Concept of Equivalence.

**MÜT 503 Translation Criticism I (German to Turkish) 3+0 6,0**

Translation Criticism Models: Christiane Nord, Katharina Reiss/Hans J. Vermeer, Juliane House, Descriptive Translation Criticism; Objectives of Translation Criticism; Problems in Literary Translation: Linguistic problems, Stylistic problems, Cultural problems, Problems related with historical distance; Problems in the Translation of Non-literary Texts: Linguistic and terminological problems, Cultural problems, Problems related with text types; Translation Quality Assessment: Assessment processes in different stages of translation; Editing and Revision.

**MÜT 504 Translation Criticism II (Turkish to German) 3+0 6,0**

Translation Criticism Models: Christiane Nord, Katharina Reiss/Hans J. Vermeer, Juliane House, Descriptive Translation Criticism; Objectives of Translation Criticism; Problems in Literary Translation: Linguistic problems, Stylistic problems, Cultural problems, Problems related with historical distance; Problems in the Translation of Non-literary Texts: Linguistic and terminological problems, Cultural problems, Problems related with text types; Translation Quality Assessment: Assessment processes in different stages of translation; Editing and Revision.

**MÜT 507 Language and Cultural Studies 3+0 6,0**

Introduction to Language and Cultural Studies; Definitions of Language and Culture; Analysis of Language and Culture Interaction with Respect to Various Disciplines: Ethnology, Linguistics, Sociology, Literary Studies, Anthropology, Communication Sciences, etc.; Intercultural Communication and Translation; Cultural Competence and Translation; Analysis of Cultural Products (Realia) in Texts.

**MÜT 509 Literary Translation I (German to Turkish) 3+0 6,0**

Characteristics of Literary Translation; Target- and Source-Oriented Approaches to Literary Translation; Role of Theory in Literary Translation; Analysis and Translation of Various Genres of Literary Texts at C1-C2 Level According to the Common European Framework of Reference for Languages (CEFR): Prose, Poetry, Drama; Problems in Literary Translation: Problems related with language use, Stylistic problems, Cultural problems, Problems related with genre; Theoretical Approaches to Problems in Literary Translation; Solutions to Problems in Literary Translation.

**MÜT 510 Literary Translation II (Turkish to German) 3+0 6,0**

Characteristics of Literary Translation; Target- and Source-Oriented Approaches to Literary Translation; Role of Theory in Literary Translation; Analysis and Translation of Various Genres of Literary Texts at C1-C2 Level According to the Common European Framework of Reference for

Languages (CEFR): Prose, Poetry, Drama; Problems in Literary Translation: Problems related with language use, Stylistic problems, Cultural problems, Problems related with genre; Theoretical Approaches to Problems in Literary Translation; Solutions to Problems in Literary Translation.

**MÜT 511 Specialized Translation I (German to Turkish) 3+0 6,0**

Characteristics of Specialized Translation; Role of Theory in Specialized Translation; Analysis and Translation of Various Types of Specialized Texts at C1-C2 Level According to the Classification of the Common European Framework of Reference for Languages (CEFR): Legal texts, Texts on economics, Technical texts, Texts of social and educational sciences, Texts from advertising and journalism, etc.; Solutions to Problems in Specialized Translation; Resources Assisting the Translation Process: Dictionaries, Databases, Internet, etc.

**MÜT 512 Specialized Translation II (Turkish to German) 3+0 6,0**

Characteristics of Specialized Translation; Role of Theory in Specialized Translation; Analysis and Translation of Various Types of Specialized Texts at C1-C2 Level According to the Common European Framework of Reference for Languages (CEFR): Legal texts, Texts on economics and business, Technical texts, Texts of social and educational sciences, Texts from advertising and journalism, etc.; Solutions to Problems in Specialized Translation; Resources Assisting the Translation Process: Dictionaries, Databases, Internet, etc.

**MÜT 514 Translation Exercises (English to Turkish/Turkish to English) 3+0 6,0**

Analysis and Translation of Various Types of Texts at B2-C1 Level According to the Common European Framework of Reference for Languages (CEFR); Translation Techniques; Translation Problems; Solutions to Translation Problems; Translation Criticism.

**MÜT 515 Introduction to Translation Studies 3+0 6,0**

Definition of Translation Studies; Various Definitions of Translation Throughout the History; Basic Concepts of Translation Studies: Source text, Target text, Equivalence, Source-Oriented, Target-Oriented, Functionality, Acceptability, Adequacy, Norms, etc.; James Holmes: "The Name and Nature of Translation Studies"; Historical Development of Translation Studies: Translation Studies Until the 20th Century, Translation Studies in the 20th Century; Relationship Between Translation Studies and Other Disciplines: Linguistics, Cultural Studies, Literature Studies, Sociology, Communication sciences, etc.

**MÜT 516 Translation of Children's and Youth Literature (German to Turkish/Turkish to German) 3+0 6,0**

Characteristics of Children's and Youth Literature; Translation into Turkish of Selected Texts from the German Children's and Youth Literature: Source text analysis, Translation techniques, Translation problems, Solutions to

translation problems; Translation into German of Selected Texts from the Turkish Children's and Youth Literature: Source text analysis, Translation techniques, Translation problems, Solutions to translation problems.

**MÜT 517 Types of Translation 3+0 6,0**

Translation: Literary Translation, Specialized Translation (Legal texts, Texts on economics, Technical texts, Texts of social and educational sciences, Texts from advertising and journalism, etc.); Characteristics of a Translator; Interpreting: Consecutive interpreting, Simultaneous interpreting, Sight translation, Community interpreting; Characteristics of an Interpreter.

**MÜT 518 German Writing Skills for Translators 3+0 6,0**

Relationship among Creative Writing, Translation and Intercultural Communication; Methods of Creative Writing: Brainstorming, Clustering, Writing in different text types; Writing German Texts at C1-C2 level, as defined by Common European Framework of Reference for Languages: Literary texts, Non-literary texts, Academic texts; Text Analysis: Language, Style, Terminology etc.; Proofreading and Revision of Texts

**MÜT 519 Literary Translation Applications I (German to Turkish) 3+0 6,0**

Introduction to Literary Translation from German to Turkish; Characteristics of Literary Translation; Analysis and Translation of Various Genres of Literary Texts at B2-C1 Level According to the Common European Framework of Reference for Languages (CEFR): Prose, Poetry, Drama; Theoretical Approaches to Problems in Literary Translation; Solutions to Problems in Literary Translation.

**MÜT 520 Literary Translation Applications II (Turkish to German) 3+0 6,0**

Introduction to Literary Translation from German to Turkish; Analysis and Translation of Various Genres of Literary Texts at B2-C1 Level According to the Common European Framework of Reference for Languages (CEFR): Prose, Poetry, Drama; Theoretical Approaches to Problems in Literary Translation; Solutions to Problems in Literary Translation.

**MÜT 521 Specialized Translation Applications I (German to Turkish) 3+0 6,0**

Characteristics of Specialized Translation; Analysis and Translation of Various Types of Specialized Texts at B2-C1 Level According to the Common European Framework of Reference for Languages (CEFR): Legal texts, Texts on economics, Technical texts, Texts of social and educational sciences, Texts from advertising and journalism, etc.; Solutions to Problems in Specialized Translation; Resources Assisting the Translation Process: Dictionaries, Databases, Internet, etc.



**MÜT 522 Specialized Translation Applications II (Turkish to German) 3+0 6,0**

Characteristics of Specialized Translation; Analysis and Translation of Various Types of Specialized Texts at B2-C1 Level According to the Common European Framework of Reference for Languages (CEFR): Legal texts, Texts on economics, Technical texts, Texts of social and educational sciences, Texts from advertising and journalism, etc.; Solutions to Problems in Specialized Translation; Resources Assisting the Translation Process: Dictionaries, Databases, Internet, etc.

**MÜT 523 Turkish Writing Skills for Translators 3+0 6,0**

Relationship among Creative Writing, Translation and Intercultural Communication; Methods of Creative Writing: Brainstorming, Clustering, Writing in different text types; Literary texts, Non-literary texts, Academic texts; Text Analysis: Language, Style, Terminology etc.; Proofreading and Revision of Texts.

**MÜT 524 Translation Theories and Methods 3+0 6,0**

History of Translation; Linguistic Approaches to Translation; Descriptive Translation Studies: Itamar Even-Zohar, Polysystem theory, Gideon Toury, Norms; Functionalist Approaches to Translation: Katharina Reiss and Text types, Justa Holz-Mänttari, Hans J. Vermeer and Christiane Nord; Cultural and Sociological Approaches to Translation.

**MÜT 525 English Writing Skills for Translators 3+0 6,0**

Relationship among Writing Skills, Translation and Intercultural Communication; Methods of Writing: Brainstorming, Clustering, Writing in different text types; Literary texts, Non-literary texts, Academic texts; Text Analysis: Language, Style, Terminology etc.; Proofreading and Revision of Texts.

**MÜT 526 Basic Concepts of Linguistics 3+0 6,0**

Basic Concepts of Semiotics, Stylistics, Semantics, Text Linguistics, Sociolinguistics, Pragmatics, Morphology, Syntax.

**MÜT 790 Thesis 0+1 30,0**

**OTZ 502 Single-Subject Research Methods in Applied Behavior Analysis 3+0 6,0**

What is Research?: The similarities and differences between research behavior and teaching behavior, Principles of applied behavior analysis, Ethical research behaviors; Assessment and Evaluation: What are effectiveness and efficiency?; What are Social and Educational Validity?; Assessment of Behaviors: Reliability, Graphical Analysis; Single-Subject Research: Features, AB designs, Reversal design, Multiple baseline designs, Multiple probe designs, ABC design, Alternating treatments design, Adapted alternating treatments design,

Parallel treatments design; Writing Research Paper: Research proposal, Writing research reports.

**OTZ 503 Learning About Autism in Clinical Settings 3+3 6,0**

Observing autism diagnosing criteria in clinical settings: Communication skills, Restricted and repetitive behaviors, Social interaction and play skills; Communication Skills: Delay in speech, No speech, Limitations in initiation to conversation and maintaining it, Stereotyped and repetitive use of language; Stereotyped And Repetitive Behaviors: Stereotyped behaviors, Repetitive behaviors, Restricted interest, Stereotyped and repetitive motor behaviors; Social Interaction and Play Skills: Eye contact, Body posture, Failure to develop appropriate peer relationship, Limitations in seeking for interest, enjoyment, Achievement, lack of social and emotional reciprocity

**OTZ 505 Applied Behavior Analysis Practices in Autism I 3+3 6,0**

Planning Intervention/Treatment that is Appropriate to Characteristics of Individuals with Autism: Language and communication skills, Stereotyped behaviors, Social interaction and play skills; Systematic Intervention: Presentation of Instructional Trials, Discrete trial intervention, prompting and fading, Naturalistic teaching; Planning maintenance and Generalization: Promoting functional skills, Using natural reinforcers, Community based intervention, Over learning practices

**OTZ 506 Applied Behavior Analysis Practices in Autism II 3+3 6,0**

Behavior Recording Techniques: Direct recording, Partial recording, Discrete trial teaching, Task analytic recording; Early Intensive Behavioral Intervention: Imitation skills, Cognitive skills, Motor skills, Adaptive skills; Providing Systematic Intervention: Using prompting and fading methods, Using reinforcement and fading it; Assessment of Effectiveness: Baseline assessment, Assessment during and after intervention.

**OTZ 508 Applied Behavior Analysis Practices in Autism III 3+3 6,0**

Preparing Behavior Intervention Program: Using methods that increase behavior, Using method that decrease problem behaviors; Functional Analysis: Descriptive analysis, Experimental (functional) analysis, Experimental control, Functional relation; Preparing Systematic Intervention Plan; Assessment of Intervention program That is Developed for Behavior Control: Visual analysis, Graphical analysis, writing final reports, Sharing results with others.

**OTZ 509 Basic Principles of Applied Behavior Analysis 3+0 6,0**

ABA: Characteristics and history, Definition; Concepts: Behavior, Environment, Principles of ABA, Stimulus, ABC, Complexity of behaviors; Selecting/Defining Behaviors; Collecting and Reporting Data: Graphical analysis, Drawing graphs; Operant Conditioning: Reinforcing, Types and selection of reinforcers, Effective

use of reinforcers, Schedules of reinforcers; Stimulus Control: Antecedent, Stimulus generalization, Prompting; Methods for Increasing Behaviors: Reinforcing, Shaping, Chaining, Imitation; Methods for Decreasing Behaviors: Differential reinforcement, Extinction, Punishment, Contingency contracting; Other Techniques; Sharing Results with Others

**OTZ 510 Autism Spectrum Disorders 3+0 6,0**

Autism Spectrum Disorders (ASD): Definition, Diagnostic criteria, Characteristics, Incidence rate, Causes; Evaluation: Tools for diagnosing autism, Evaluation process, Evaluation for planning for intervention, Curriculum-based evaluation and recording; Intervention Services for Children and Adults with ASD: Why and when to intervene?, Who should participate to intervention?, Where should be the intervention settings?, Dealing with behavioral problems; Planning and Implementing Intervention: Setting environment, Communication Skills: Incidental teaching, Alternative communication training; Social skills; Play and life skills

**OTZ 511 Problem Behaviors in Children and Adults with Autism 3+0 6,0**

Evolution Observed in the Techniques used for Decreasing Inappropriate Behaviors: Principle of intrusiveness; Identifying Socially Important Behaviors: Selecting priority behaviors, Guidelines for identifying target behaviors; Behavior Decreasing Techniques: Differential reinforcement, Extinction, Punishment; Motivating Operations; Preventing Problem Behaviors: Positive behavior support; Functional Analysis: Descriptive analysis, Brief functional analysis, Functional relationship, Single subject research, Implementing functional analysis with parents; Functional Communication Training; Self Control

**OTZ 514 Teaching Communication and Social Skills to Children and Adults with Autism 3+0 6,0**

Characteristics of Children with ASD: Limitations in language/communication/social skills; Perspectives for Language, Communication, and Social Skills in Applied Behavior Analysis: Expressive and receptive language skills and categories, Developmentally appropriate social skills; Deciding the intervention to teach language and communication skills; Naturalistic Teaching Approaches: Environmental arrangements, Incidental teaching, Mand model procedure, Naturalistic time delay; Teaching Alternative Communication Skills: PECS; Social Skills: Definition, Intervention methods, Community-based instruction, Simulation; Suggestions for Parents, Practitioners, and Researchers

**OTZ 515 Intensive Behavioral Intervention 3+0 6,0**

Behavior Analysis Certification Board; Early Intensive Behavioral Intervention: Definition, Components, Characteristics, Research about early intensive behavioral intervention; An Overview to Autism: Definition, Diagnosis, Characteristics, Incidence rate; An Overview to

Early Intensive Behavioral Interventions; PCDI (Princeton Child Development Institute) model, Douglas center for developmental disabilities; Alpine learning group, UCLA autism project; OCIDEP: Basic matching and classification, Basic receptive language, Basic imitation, Play, Imitation of facial expressions, Two step imitation and receptive language skills, Self care skill

**OTZ 516 Motor Disabilities and Intervention Methods in Autism 3+0 6,0**

Motor and Basic Movement Skills: Definition, Normal motor development; Neural anatomic Differences and Its Consequences; Sensory-Motor Relationship; Effects of Motor Disability to Other Developmental Areas: Body image; Areas of motor disability: Fine and gross motor skills, Walking, Posture, Motor imitation, Motor planning, Balance and recreation time; Evaluation of Motor Development: Video analysis, Test for measuring motor skills, Physical well being, Neural plasticity; Intervention Methods to Compensate Motor Disability: Physical activity, Structured exercises, Sport, Occupational therapy, Floor time, Play.

**OTZ 517 Play and Learning in Children with Autism Spectrum Disorder 3+0 6,0**

Play in Educational Settings: What is a play?, The features of play, Theoretical approach to play, Play-based evaluation; Play Development in a Child: Mental steps in the play, Social steps in the play, Kinds of play; Playing with Children on the Autism Spectrum: Difficult play behaviors of children with autism spectrum, Using the play for educational purposes; Plays That Support Developmental Areas; Methods of Teaching Play Skills to Children with Autism: Instructional techniques in natural settings, Techniques based on applied behavior analysis.

**OTZ 519 Transition and Transition Services in Children with Autism Spectrum Disorder 3+0 6,0**

Transition: Definition of transition, Period of transition; Features of Transition Periods: Preschool to primary school transition, Primary to high school transition, School to work and social life transition; Transition Plans: Definition of transition plan, Steps of transition plans, Teaching necessary skills for transition, Monitoring and evaluation; Models of Transition: What are transition models?, Features of transition models.

**OTZ 521 Psychology of Learning 3+0 6,0**

Learning and Behavior; Research Designs in Learning: Basic research, Applied research; Behaviorism: Basic concepts, Research findings, Classical conditioning, Operant conditioning, Social learning theory, Taxonomy of Learning, Acquisition; Cognitive Theory: Information Processing, Problem solving, Transfer, Meaningful learning, Situated cognition; Development and Learning; Interactional Theories of Learning; Motivation: Terms and concepts, Motivation assessment.

**OTZ 790 Thesis 0+1 30,0**

**PSİ 501 Psychology of Industrial Relations 3+0 6,0**

Psychological Consequences of Rapid Changes in Employment Relations; Effects of mergers and downsizing on worker morale and union joining, Adaptation problems of former manufacturing workers to career in the growing service sector, Adaptation problems of public employees to privatization in the public sector; Psychological Dimensions of Union Membership: Dynamics of joining and commitment to the union, Conflict caused by differences in percepts and motives of the negotiation counterparts, effects of personalities, attitudes and approaches of counterparts on the rise and settlement of the dispute; Individual Dimensions of "Strike": Propensity to strike, individual attitudes toward union during strike.

**PSİ 508 Introduction to Psychology 3+0 6,0**

Definition of Psychology; Historical Development of Psychology; Areas of Psychology: Social psychology, Clinical psychology, Educational psychology, Industrial psychology, Health psychology; Biological Foundations of Psychology; Theories in Psychology: Analytical theories, Behavioral theories, Cognitive theories, Existentialism etc.; Sensory and Perception; Memory; Motivation; Emotion; Defense Mechanism; Abnormal Behaviors; Personality and Theories of Personality; Intelligence and Theories of Intelligence

**PSİ 510 Advanced Studies in Social Psychology 3+0 6,0**

History of Social Psychology; Experimental Social Psychology; Social Cognition; Social Psychology of Emotions; Attitudes and Attitude Change; Propaganda and Psychology of Persuasion; Group Process and Relationships; Power and Leadership; Stereotypes Prejudice and Discrimination; Belief and Spirituality; Aggression; Prosocial and Antisocial Behavior; The Self and the Culture.

**PSİ 608 Current Issues and Applications in Social Psychology 3+0 7,5**

New approaches to Social psychology; Social identity; Social justice; Social perception and social thought; Emotions, love and intimate relationships; Attitude change and persuasion; Social psychology in organizations; Language and communication; Individual in the group; Leadership and decision making; Social exclusion and discrimination; Belief system; Aggression; Cross-cultural relationships.

**PZL 503 Consumer Behavior Analysis 3+0 6,0**

Who is consumer; Psychological influences effecting consumer behaviors: learning, memory, Motivation and involvement, perception, attitudes, personality, self concept and life style; Social- cultural influences effecting consumer behaviors: reference groups, family, personal effects, social class and culture; Consumer purchasing decision process; Protection of consumers; Consumer conscious; Consumer-society relationship.

**PZL 505 Current Marketing Problems 3+0 6,0**

Current problems in marketing; Researches in Turkey; Systematization and Classification of researches by the

understanding of 4P; Examination of problems about product, price, distribution and promotion by Turkey's perspective; Evaluation of alternative solutions; New concepts about marketing; Improvements in world and Turkey; Reflection of globalization; Effects of technological improvements.

**PZL 507 Marketing Communication 3+0 6,0**

To make real of individual and social relationships; Interaction of good and permanent relationship establish with consumer of institutions; Interaction with marketing communication of product, price and place which is marketing mix elements; Planning and conducting of these communication activities and evaluation of its outcomes; Determine of success conditions.

**PZL 508 Sales Management 3+0 6,0**

Sales force management; Sales force organization; Forecasting market demand and sales; sales budgets; Sales Quotas; Sales territory and designing sales territories; Selection and placement of sales personnel; The Management of sales training and development; Designing a compensation program; Motivating sales people; Leading the sales team; Evaluation of sales people's performance; Personal selling; The nature of personal selling; The personal selling process; Steps in the selling process; thics related to the sales management mix.

**PZL 511 Product and Brand Management 3+0 6,0**

Product and brand concepts; New product development process; The history of branding and the progress of life stages; Deciding on a brand name and creating the brand; Brands and cooperate identity; Brands and industrial marketing; Creating a brand identity and positioning the identity to the market; Positioning; Brand equity and the importance of brands in competitive advantages; Consumer behavior and brand loyalty; Brand extensions and brand attractions; Brands and marketing mix; Legal issues in branding and the registration process.

**PZL 513 Marketing Research Projects 3+0 6,0**

Definition of research and scientific research; Place and importance of research in marketing; The fundamentals of research project; Stages of research process; Definition of research problem and the types of problems; Forming a hypothetical framework; Sorts of hypothesis and hypothesis tests; Data collection methods, Essentials of forming a questionnaire; Techniques of product research; Pricing models; Distribution models; Promotion models; Techniques of field research in service marketing; Research on sales force performance measurement; Researches on consumer behavior; Marketing research systems; Research errors and common mistakes; Interpreting research reports; Discussing articles and papers on marketing research.

**PZL 518 Business Logistics 3+0 6,0**

The concepts of physical distribution and distribution management; An overview of physical distribution functions; Marketing and physical distribution; Importance

and role of physical distribution in marketing; Effect of marketing mix on physical distribution; Transportation functions in physical distribution; Warehousing and its importance; Inventory control methods; Distribution systems and channels; Physical distribution as a system; Distribution channels; Case study.

**PZL 519 Marketing Management and Strategies 3+0 6,0**

The Concepts of Planning and Marketing; Strategic Marketing: Dstrategy development process and strategic analysis, Analysis of strategic marketing alternatives and strategy selection, Application and control of strategies: Market strategies, Product strategies, Pricing strategies, Distribution strategies, Promotion strategies, Global market strategies; Marketing Planning Process; Application and control of marketing planning.

**PZL 520 Integrated Marketing Communications 3+0 6,0**

Communication Concept and Key Components; Marketing Communication; Integrating Marketing Communication; Promotion Mix Decisions: Advertising; Public Relations; Personal Selling; Sales Promotions; Marketing Mix and Marketing Communication; Other Marketing Communication Elements; Marketing Communications Activity Planning and Organizing; Ethic and Marketing Communication

**PZL 521 Retail Business 3+0 6,0**

Environmental Conditions in Retailing; Buying behaviors of consumers; Information systems and technologies in retailing; Management of facilities; Design of a retail store; Organization and human resources management in a retail store; Financial Analysis and Management; Retail merchandising; Pricing strategies; Communicating with customers; Advertising in Retailing; Promotion in Retailing; Competition and Change in Retailing; Virtual Stores and Data-based Marketing; Globalization and the Changing Retailing Styles.

**PZL 522 Customer Relationship Management 3+0 6,0**

Customer Oriented Marketing and Management: Competition, New Management Theories, Customer Based Approach; Customer Relations and Quality: The Point that Customer Relations and Management Approaches Meetings, Quality Concept, Approach that Binds Business Administration to the Customer: Quality; Customer Relationship Management: Determining Strategies, application Plans and Tactics; Information Flow Management: CRM; Customer Relationship Process: Integrated Marketing Communications in the Customer Relations, Customer and their Needs; Knowing Customers, Some Types of Customer Behavior and the Complications that can arise, Customer Satisfaction and Customer Satisfaction Management.

**PZL 523 Marketing Management 3+0 6,0**

Marketing Concept and its Developmental Process; Consumer and Market Analysis; Marketing Strategy and the

Marketing Mix; Product, Service and the Brand; New Product Development and Innovativation; Pricing Applications and Policies; Marketing Channels; Retailing and Shopping Malls; Marketing Communication Strategy; Personal selling; Customer Services Management; Globalization and Marketing; Postmodern Marketing; Social Responsibility in Marketing.

**PZL 527 Marketing Strategies and Research in Service Corporations 3+0 6,0**

Differences between manufacturing and service business; Characteristics of services; Classification of services; Competitive trends influencing the services business; Service product; Distribution of services and service intermediaries; Pricing of services and yield management; promotion mix for services; Human aspect of services, Importance of personnel, human resource management; Role of customer in service production; Demand and capacity management; Service quality: Dimensions, measurement of service quality and an example; Approaches to improve quality; Relationship marketing for services.

**PZL 532 Sport Marketing Management 3+0 6,0**

Introduction of Marketing Rules and Applications in Sport; Characteristic of Sport Marketing; Sport Marketing Management Process; Strategies in Sport Marketing Management; Planning and Object Determining; Sport Consumer Behaviors; Strategies of Segmentation and Positioning in Sport Marketing; Marketing Mix and its Strategies in Sport; Sponsorship and Promotion Techniques in Sport Marketing; Coordination, Application and Control of Marketing Management Functions; Current Developments in Sport Marketing Management; Case Studies in Sport Marketing.

**PZL 533 Integrated Marketing Communications in Sport 3+0 6,0**

Sport and Communication; Concept and context of communication, Communication theories, Globalization and communication, Sport and media relation, Communication dimensions of marketing communication mix in sport, The process of IMC in sport. Applications of Marketing Communication Components in Sport; Sport public relation and management, Advertising activities in sport and management, Personal selling in sport, Sales promotion mix in sport and management, Direct marketing in sport, Sport sponsorship, Event management in sport. Sport Brand Communication; Case studies, Brand placement in sport. Marketing. Communication Planning Process in Sport.

**PZL 534 Marketing Research 3+0 6,0**

Introduction to financial markets; Defining of service concept and financial services; The elements of marketing mix for financial services: product development; pricing; promotion and distribution; Market segmentation in financial services; Marketing research and marketing information systems in financial services; Marketing strategies of credit card; Customer relationship management

in financial services; Designing of marketing strategies in financial services; Marketing planning and control in financial services; Case study.

**PZL 535 Marketing Information Systems 3+0 6,0**

Information Subsystems: Geo demographic Information Systems; CRM (Customer Relationship Marketing) Systems; Internal Records System: Marketing Research System; Sales Information Systems; Data Analysis System: Micro- and Macro-environmental Inputs; Marketing Management Support Systems; System Components: System Performance; Data Resources; Challenges and Opportunities; Decision Support Systems: Web-based Customer Decision Support Systems; Research for Consumer Decision Making; Market Dynamics and Models: Customer Knowledge; Market Responsiveness; Market Oriented Culture Change; Internal Process Model; Human Relations Model; Open System Model; Rational Goal Model; Information Systems Effectiveness.

**PZL 540 Global Marketing Strategies 3+0 6,0**

Global Marketing Strategies; Concept of International Marketing and Forms of Entry to Global Market; Information Systems and Marketing Researches; Organizational Structure and Marketing Planning and Marketing Mix Decisions in International Marketing; International Marketing Problems of Turkey.

**PZL 541 Marketing Management 3+0 6,0**

Marketing Principles and Introduction to the Marketing Mix Elements; Product and Service Strategy; Brand and Several Aspects of Branding; New Product Development and Product Life Cycle; Pricing Products: Pricing Considerations and Approaches, Pricing Strategies; Distribution Channels; Wholesaling and Retailing; Integrated Marketing Communication Strategy; Advertising, Sales Promotion and Public Relations; Personal Selling and Sales Management; International Marketing

**PZL 542 Consumer Behavior Analysis 3+0 6,0**

Principal Concepts and Models; Psychological, Social and Cultural Factors That Affect Consumer Behavior; Relationship Between Consumer Behavior and Marketing Practices; Different Marketing Practices Related to Consumer Behavior.

**PZL 543 Marketing Communication 3+0 6,0**

Marketing Communications: Concept and Content; New trends and applications in Marcom; Integrated Marketing Communications; Advertising Management; Public Relations and Publicity; Personal Selling; Sales Promotion Mix and Management; Communication Dimensions of Product and Packaging; Communication Dimensions of Place and Price; Direct Marketing; Sponsorship and Cause Related Marketing; Brand communication and Brand Placement; Trade Fairs; Marcom Planning Process

**PZL 544 Global Marketing 3+0 6,0**

Information Subsystems: Geo-demographic Information Systems; CRM (Customer Relationship Marketing) Systems; Internal Records System: Marketing Research System; Sales Information Systems; Data Analysis System: Micro- and Macro-environmental Inputs; Marketing Management Support Systems; System Components: System Performance; Data Resources; Challenges and Opportunities; Decision Support Systems: Web-based Customer Decision Support Systems; Research for Consumer Decision Making; Market Dynamics and Models: Customer Knowledge; Market Responsiveness; Market Oriented Culture Change; Internal Process Model; Human Relations Model; Open System Model; Rational Goal Model; Effectiveness of Information Systems.

**PZL 545 Integrated Marketing Communication 3+0 6,0**

Importance of Marketing Communication for Organizations and Consumers; Differences Between Traditional and Integrated Marketing Communication Approaches and Practices; Activities of Marketing Communication; Advertising, Public relations and Publicity; Sales Promotion and Personal Selling as the Promotion Mix; Communication Dimension of Other Marketing Mix Elements, i.e. Product, Place and Price; Other Marketing Communication Elements: Direct marketing, Sponsorship, Cause-related marketing and Brand placement; New Trends and Practices in Marketing Communication; Changes in Consumers and Their Impact on Marketing Communication Practices; Developments in Technology and Their Impact on Marketing Communication.

**PZL 546 Logistics and Supply Chain Management 3+0 6,0**

Context of Logistics; Supply Chain Management Evaluations; Integrated Supply Chain; Market-driven and Customer-focused Supply Chain Strategies; Procurement Decisions in Supply Chains; Logistics Strategy; Implementing the Strategy; Locating Facilities; Planning Resources; Controlling Material Flow; Measuring and Improving Performance; Procurement; Inventory Management; Warehousing and Material Handling; Transport; Global Logistics.

**PZL 547 Marketing Strategy, Concepts and Practices 3+0 6,0**

Evolution of Marketing Process; Functions of Marketing Management; Types and Processes of Marketing Plans; Consumer Markets and Industrial Marketing; Market Analysis; Market Segmentation and Target Marketing; Demand Measurement and Demand Forecasting; Market Segmentation and Market segmentation Strategies; Product, Price, Place and Promotion Issues.

**PZL 548 Main Approaches to Marketing Science 3+0 6,0**

Generic Concept of Marketing: Exchange or Relationship?; Evolution of the Marketing Concept; How Modern is Modern Marketing?; Need for Theory in Marketing; Sources and Status of Marketing Theory; From Marketing

Mix to Relationship Marketing; Relationship Marketing Defined; Relationship Marketing as a Paradigm Shift: Some Conclusions from the 30R Approach; Consumer Equity in Relationship Marketing; Is Relationship Marketing for Everyone?; Relationship Marketing and Ethics; Applications of Relationship Marketing.

**PZL 550 Digital Marketing and Social Media 3+0 6,0**

Technological Change and Network Economy; Development of Digital Technologies and Their Impacts, Dynamics of New Network Economy, Paradox of Technology: Are digital technologies a threat or an opportunity for companies?, Digital consumers; New Customer Segments, Virtual Consumer Behavior, Relationship of Different Consumer Segments (children, youth, seniors, women, etc.) with Technology; Marketing Research in the Digital World; Secondary Data Sources, New Methods of Data Collection: E-focus groups, Chat rooms, Online surveys, Virtual ethnography, Direct customer feedback sites; Product Development and Innovation Management in the Network Economy; Digital Products and Brands, Innovation Creation and Diffusion of Innovations, Pricing; Changing Cost Structures and Free Products, Price Transparency, Dynamic Pricing and Auction Models, Internet Advertising; Search Engine Marketing; Social Media; Mediums (Blog, Wiki, Podcast, Social network sites), Social Media Campaigns, Word of Mouth/Viral Campaigns, Content Creation, Corporate Blogs, Reputation/Crisis Management, Mobile Marketing.

**PZL 552 New Product Development Process and Design 3+0 6,0**

Market Analysis and Opportunities: Customers, Products, Competitors; Organization in New Product Development Process: Corporate product development and strategy, Product development teams, Risk management; New Product Development Process: Understanding the opportunity, Concept development, Implementation of the concept; Product Development Techniques: Quality function deployment, Concurrent engineering, Reverse engineering; New Product Design Process: Definition and importance of design, Design decisions, Design process, Sources of design, Design for manufacturing, Design for assembly, Design for environment.

**PZL 601 International Marketing 3+0 7,5**

International marketing in the firm; The Socio-cultural environment of international marketing; Public policy environment of international marketing; Creating competitive advantage: implementing public policy; Global, regional and emerging markets; Competitive alliances to enter international markets; Entering international markets through foreign direct investment; The consumer products firm in international markets; The industrial products firm in international markets The services firm in international markets; Implementing the international marketing mix; Selling and negotiating in international markets; Managing international operations.

**PZL 604 Social Marketing 3+0 7,5**

Social marketing; definition and concept of social marketing; Importance of social marketing; Differences.

**PZL 610 Consumer Behaviours 3+0 7,5**

Introduction to Consumer Behaviour: Importance of consumer behaviour in marketing, Concept and characteristics of consumer behaviour, Interdisciplinary approach in consumer behaviour, Common pattern of consumer behaviour, Relationship between consumer behaviour and marketing strategy; Psychological Effects: Learning and memory, Motivation and interest, Perception, Manners and changing of manners, Personality, ego and lifestyle; Sociocultural Effects: Councelor groups, Family, Personal effects, Social class, Culture; Consumer Purchasing Process; Society and Consumer Behaviour: Protection of consumer and conscious of consumer.

**PZL 615 Special Marketing Issues 3+0 7,5**

Examination, analysis; interpretation of new developments and special situations in marketing; Marketing in crisis time periods; Effects in marketing of electronic developments; Customer orientation; Customer Value; Marketing Mix Elements (product; price; place and promotion); Concepts; Theories and Applications.

**PZL 617 Logistics and Supply Chain Management 3+0 7,5**

Context of Logistics; Integrating the Supply Chain; Logistics Strategy; Implementing the Strategy; Locating Facilities; Planning Resources; Controlling Material Flow; Measuring and Improving Performance; Procurement; Inventory Management; Warehousing and Material Handling; Transport; Global Logistics.

**PZL 618 Theory of Consumer Behaviour 3+0 7,5**

Attitudes: One-dimensional model of attitude (The expectancy-value model), Means-end chain theory, Multidimensional models of attitude, The role of emotions in consumer behavior, From attitudes and emotions to behaviours; Theory of Reasoned Action; Theory of Planned Behavior; The MODE Model; Alternative Theories (The theory of trying, The theory of self-regulation, Consumption as a goal-directed activity); Attitude Change; Elaboration Likelihood Model of Persuasion (ELM); Cognitive Processes in Consumer Information Processing; Perception, Categorization, Schemas, Memory.

**PZL 619 Strategic Marketing Decisions 3+0 7,5**

Introduction and overview of strategic marketing decisions; The concepts of business and marketing strategy; Strategic market management; Internal; External analysis; Vision and mission statements; Strategy identification and selection; Competitor Analysis; Market Analysis; Global Strategies; Which markets to focus; What country to enter; Strategic Positioning; Market segmentation; Positioning and branding process; Growth Strategies; Market growth; Market share growth; Sales growth; Profit growth; Product portfolio management; New and existing product lines; Product development for the existing market; Market development

using existing products; Strategic Options; Value; networking and synergy; Brand equity; Customer equity; Essential Financial concepts and measurements in marketing.

**PZL 622 Business to Business (B2B) Marketing Strategies** **3+0 7,5**

Nature of Organizational Marketing; Scope of Organizational Marketing and Differences Between Consumer Marketing and Organizational Marketing; The Concept of Procurement in Organizational Markets and Buyer Behavior; Buyer-Seller Relationships and Relationship Marketing in Organizational Markets; Market Segmentation, Targeting and Positioning Strategies in Organizational Markets; Defining Niche Marketing Strategies and Using Analytical Methods in Organizational Markets; Organizational Product Strategies and New Product Development; Market Development for New Organizational Products.

**PZL 623 Marketing Theory** **3+0 7,5**

Marketing-Philosophy or Function?, The Role of Marketing and the Firm; Marketing Theory, How Modern is Modern Marketing?, Evolution of Marketing and the 'Production Era' Myth, Evolution to a New Dominant Logic for Marketing; Relationship of Marketing with Society, Marketing Ethics; A History of Marketing Thought, A History of Historical Research in Marketing; Economic, Psychological, Sociological and Cultural Basis of Marketing; The Marketing Mix-A Helicopter View, From Marketing Mix to Relationship Marketing, Relationships and Networks; New Service Marketing, Exit Services Marketing-Enter Service Marketing; Theory of Social Marketing, An Institutional Approach to Sustainable Marketing.

**PZL 790 Thesis** **0+1 30,0**

**PZL 890 Thesis** **0+1 30,0**

**REK 601 New Trends in Recreation** **3+0 7,5**

New Trends, Ideas and Approaches Related to Recreation in the World: Recreation therapy, Art therapy, Occupational therapy, Industrial recreation, Campus recreation, Occupational recreation, Tourism recreation, Commercial recreation, Recreational shopping, Electronic recreation, Serious leisure; Importance of New Trends in Recreation; Scientific Research on New Trends in Recreation.

**RHI 511 Political Communication** **3+0 7,5**

Political System and Interaction of Mass Communication; The roles and Functions of Mass Communication in Democracies; The Public Concept; Agenda Setting and politics; Mass Communication and Strength Relations; Mass communication in the Critical Communication Field; Economic, Political and Cultural Approaches; The Effects of Mass Communication on the Formation of Political Culture; The Functions of Political Campaigns in

Democratic Systems; The Basic Principles of Political Campaign Communication; The Trends of News Media, Infotainment; Examples of Analysis on Political Communication.

**RHI 517 Communication Theories and Researches I** **3+0 6,0**

Paradigms, Theory and Social Research; Science and Research; Elements of Research; Sampling; Introduction to Mass Communication Theory; Models in Mass Communication Research; Analysis of Propaganda: First Theories of Decoding and Effects; Theories of Persuasion; Agenda Settings; The Knowledge Hypothesis; Uses of the Mass Media; Theories of Cyber Communication.

**RHI 518 Communication Theories and Researches II** **3+0 6,0**

Qualitative Research Methods; Content Analysis; Longitudinal Research; Survey Research; Experimental Research; Introduction to Statistics: Descriptive Statistics, Sample Distribution; Data Transformation; Hypothesis Testing; Quantifying Data; Basic Statistical Procedures; History of Small-Sample Statistics, Nonparametric Statistics (Chi-square, Goodness of Fit, Contingency Table Analysis), Parametric Statistics (The t-test, Analysis of Variance-ANOVA, Correlation).

**RHI 519 Advertising and Society** **3+0 6,0**

The course will discuss the economic and social dimensions of advertising as a persuasive communication form and also the scientific approaches and models relating to the strength of its effects on society and society's effects on advertising.

**RHI 520 Crisis Management** **3+0 6,0**

This course provides an explanation of crisis concept from the perspective of management and communication. The course explores the basic principles of crisis management, information related to the role and function of public relations in crisis management and also studies on organizing in crisis management, strategy and practices.

**RHI 521 Global Marketing Communication** **3+0 6,0**

Emerging Global Marketplace; Market Structures and Effects on Global Marketing Communications Activities; Global/Local Paradox in Global Marketing Communications; Importance of Culture in Global Marketing Communications: Dimensions, Global Culture, Cultural Differences and Similarities; Global Integrated Marketing Communications: Developing GIMC Programs and Implicating GIMC Strategy; Organizational Structure and Planning Systems in Global Marketing Communications; Global Advertising: Global Advertising Strategies; Regulations and Global Advertising; Global Brand Management and Branding Strategies; Global Public Relations and Publicity; The Importance of Trade Fairs and Exhibitions in Global Marketing Communications; Internet: As a Global Media and Marketing Tool; Sponsorship Practices in Global Markets; Social Responsibility and Ethics in Global Marketing Communications.

**RHİ 522 Brand Management 3+0 6,0**

Brand Construction and Management; Brand Purchasing; Brand Expanding Strategies; Brand Statute; Historical Evaluation of Brand Management; Brand Management and Strategic Management; Marketing Knowledge in Brand Management; Brand Equality; Brand Identity and Brand Image; Relation of Brand Associations and Positioning; Integrated Communication and Planning Aimed at Brand; Advertising and Public Relations, Personal Selling, Selling Development and Other Marketing Communication Elements.

**RHİ 523 New Approaches in Public Relations 3+0 6,0**

The History of Public Relations Education; Public Relations Education; Analysis of Turkish and American Universities Programs in Public Relations Education; The Profile of Public Relations Practitioners; The Gender of Public Relations Practitioners; Corporate Communication and Dynamics: Corporate Identity, Corporate Reputation, Corporate Image, Corporate Culture, Sponsorship, Corporate Social Responsibility.

**RHİ 524 Postmodernism and Consumption 3+0 6,0**

The Basic Concepts of Postmodernism and Consumption; the Relationship between Postmodernism and Consumption; the Theory of Science and Postmodernism; the Rise of Postmodernism and Social Change; Introduction to the Consumption Concept; Periodicity and Technology of Consumption; Modern Turkish Consumption Culture; Expansion and Settlement of Modern Consumption Culture; Consumption and Consumer in Postmodern Times; Consumption in the Globalization Period.

**RHİ 525 Evaluation and Measurement in Public Relations 3+0 6,0**

Aims and Objectives of Evaluation in Public Relations (PR); Approaches to Evaluation; Components of PR Measurement and Evaluation; Measurement Types (Monitoring relevant media coverage, Monitoring website statistics and online activities, Tracking changes on knowledge and attitudes); Collection and evaluation of information; Evaluation structures and processes; Evaluating the effectiveness of communications; Evaluating strategic plans; Ethical Evaluation.

**RHİ 527 Social Media and Corporate Communication 3+0 6,0**

The Concept of Social Media; Social Media Types; Basic Structure of Social Media; Properties of Social Media; Social Media Applications; Online Communities and Social Networking; Social Media Marketing; Social Media Strategies; Social Media Measurement; Corporate Reputation in Social Media; Brand Communication in Social Media; In-house Use of Social Media; External Use of Social Media; Social Media Case Studies.

**RHİ 529 Neuroscience and Communication 3+0 6,0**

Introduction to Brain; Nervous System and Brain; Functional Characteristics of Brain; Neuronal Communication; Emotions and Brain; Brain- Mind

Relationship; Emotion and Emotion Differences; Brain and Perception; Empathy and Mirror Neurons; Multidisciplinary Researches in Neuroscience; Measurement Techniques in Neuroscience; Neuroscience and Marketing Researches; Functional Imaging in Neuroscience.

**RHİ 531 Content Management and Planning in Marketing Communications 3+0 6,0**

The Historical Development of Content Marketing; Content and Sectoral Content Marketing; Consumers and Evolving Media Usage Patterns; Content Carrying Vehicles and Their Specifications; The Relationship between Marketing Communications and Content Marketing; Sustainability in Content Marketing; Consumer-Based Content Production; Managing Consumer Centered Content Coupling with Organizational Goals; Contribution of Content Marketing to Long Term Marketing Goals; Creative Approaches in Content Production.

**RHİ 533 Mobile Advertising 3+0 6,0**

Mobile Advertising; Differences Between Traditional Advertising and Mobile Advertising; The Relationship Between New Consumer and New Media; Mobile Advertising Types; The Concept of Gamification; Differences between Advergaming and Gamification; Interaction in Mobile Advertising; Experience in Mobile Advertising; Virtual – Real World Relationship in Mobile Advertising; Measurement of Mobile Advertising; Google Analytics and New Advertising; Principles of Mobile Design.

**RHİ 604 Advertising Theories 3+0 7,5**

Mass communication of advertising and its connections with marketing, advertisement industry base on advertiser, advertisement media and advertising agency. Special samples issues in advertisement history, social and economical effects of advertisement, advertising's regularities and ethic standards. Evaluation of advertisement process: product, market, consumer research, creative and media strategies, measurement of advertisement effectiveness.

**RHİ 615 Reputation Management 3+0 7,5**

Definition of Reputation Management; Definition of the Key Concepts in Reputation Management: Corporate Image and Identity, Issues and Crises Management; The Origin of Corporate Reputation; Factors That Affect the Formation of Corporate Image; Reputation Values; Reputation Management and Stakeholders; Internal Communications and Reputation Management; Reputation Management and It's Relationship With the Brand; Managing Reputation by Managing Corporate Personality; Managing the Reputation Chain; Case Study about Measuring Corporate Reputation; Evaluating Case Studies About Some Brands.

**RHİ 616 New Trends in Marketing Communications 3+0 7,5**

Current Trends and Issues in Marketing and Marketing Communications; The Concept of IMC: Development and Importance of Integration; Changes in Consumers?



Preferences and Expectations; Effects of Globalization on Marketing Communications and Globally IMC; Changes in Client Expectations and Increasing Power Retailers; Structural Changes in Communication Supplier Organizations; Developments in Information Technologies and New Interactive Media; Growing Importance of Internal Marketing and Relationship Marketing in IMC; Corporate Brand Management; Corporate Reputation and Effects of Stakeholders Groups; Corporate Social Responsibility and Its Strategic Importance; Growing Importance of Ethical Practice; Marketing Communications Practices in Key Industries.

**RHĪ 620 Cognitive and Emotional Advertising Approaches 3+0 7,5**

The Concept of Emotion; The Components of Emotion; Motivation; Emotional Affect; Mood and Cognition; Theories of Emotion: Biological Theory; James-Young Theory; Cannon-Bart Theory; Cognitive Theories; Grand Approaches; Basic and Social Emotions; Emotions in Advertising; Measurements of Emotions; Analysis of Emotional Effects; Emotional Responses to Advertising; Attitude to Advertising; Attitude to Brand.

**RHĪ 621 Public Relations and Advertising Research Design 3+0 7,5**

Differences Between Quantitative and Qualitative Research; Public Relations and Advertising Research: Literature review and reflection, Identification of purpose, Problem presentation, Questions and hypotheses development; New Trends in Public Relations and Advertising Research; General Problems in Advertising and Public Relations Research and Design Problems; Creativity in Research; Establishing Validity Argument.

**RHĪ 622 Digital Communication Strategies 3+0 7,5**

Development of New Communication Technologies; Concept of Information Society; Concept of Digital Communication and Its Effect on Corporate Communications; Structuring of Digital Communication Strategies; Use of Social Media in Corporate Communication; User-Generated Content and Interaction; Use of Social Media in Media Relations; Use of Digital Strategy for Internal Communication; Use of Digital Strategy for Investor Relations; Use of Digital Strategy for Corporate Social Responsibility; Use of Digital Strategy in Crisis Communication; Corporate Reputation in Social Media; Social Media Measurements; Social Impact of Social Media.

**RHĪ 624 Understanding Individual of Digital Age 3+0 7,5**

Information Age; Digital Age; Variables of the Digital Age; Relationship Between Individual Production and Technology; X, Y, Z Generation Paradigms; Digital Age and Content; Attitude Formation Stages of the Digital Age; Civil Interaction; Smart Media; Smart Cities and New Individual; Health Conscious Individual and Communication; Digital Arts and Individual, Development of Digital Culture and Individual's Situation.

**RHĪ 626 Advertising Creativity Research 3+0 7,5**

The Concept of Creativity; Theories of Creativity; Creativity in Advertising (Periods); Creativity in Advertising (Trends); Early Researches in Literature (the 70s); Early Researches in Literature (the 80s); Early Researches in Literature (the 90s); Recent Researches in Literature (2000-2010); Recent Researches in Literature (after 2010); Research Techniques in Sectoral Advertising Creativity; Research Design of Advertising Creativity.

**RHĪ 628 Integrated Marketing Communications and Digital Technologies 3+0 7,5**

Integrated Marketing Communications; Traditional Marketing Communications Tools; Marketing Mix and Beyond; Interactive Media Tools; Relationship Management in Digital Age; Network-Based Branding; Content Innovation; The Management of Social Media Tools; Digital Integration; Strategic Integrated Communications; Global Integrated Communications; Corporate Integrated Communications; Global Digital Brands; Integrated Communications and Measurement

**RHĪ 790 Thesis 0+1 30,0**

**RHĪ 890 Thesis 0+1 30,0**

**SAY 501 Information Systems 3+0 6,0**

Information Technologies: Information Technologies, Information Technologies affects to Business; Information Systems: Information Systems, Computer Based Information Systems; Data Base Systems: Data Base Systems, Design techniques for Business Data Base Systems, Strategic and decision making Applications of Business Data Base Systems, Spreadsheet Applications.

**SAY 506 Nonlinear Programming 3+0 6,0**

Introduction to linear programming; convex and concave concepts, nonlinear programming examples, Unconstrained optimization; necessary and sufficient conditions, Constrained optimization; Lagrangean method, Kuhn-Tucker conditions, Quadratic programming; the solving methods of quadratic programming problems, Convex programming; the solving methods of convex programming problems, Separable programming; the solving methods of separable programming problems, optimization resources on the Internet.

**SAY 511 Sampling Methods in an Applied Research 3+0 6,0**

Basic Concepts; Conditions Favoring The Use Of Sample; Definition Of Sampling And Steps In A Sampling Process; Sampling Methods: Non probability sampling methods: Convenience sampling, Judgmental sampling, Quota sampling, Stratified sampling, Cluster (one-stage) sampling, Two-stage sampling, Some sampling applications.

**SAY 517 Regression Analysis Techniques 3+0 6,0**

Bivariate Simple Linear Regression Equation Estimation: Estimation with least-squares, Standard error and variance of estimation, Coefficients of determination and correlation, Assumptions of the model; Gauss-Markov Theorem; Interval Estimation and Hypothesis Testing of Bivariate Model; Regression and Variance Analysis; Prior Estimation; Regression Analysis without Constant Term; Multiple Regression Analysis: Meaning and comparison with simple regression, Estimation, Applications, Solution using Matrices.

**SAY 518 Time Series Analysis 3+0 6,0**

Definition Of Time Series and Time Series Analysis; Futures And Types Of A Time Series; Steps In A Time Series Analysis Process; Techniques Used In A Time Series Analysis Process; Univariate Techniques In Time Series Analysis: Trend analysis, Exponential smoothing, Time series regression, Linear stationary ARIMA (p, d, q) models, Linear non-stationary ARIMA(p, d, q) models and seasonal ARIMA(p, d, q)(P, D, Q)s models.

**SAY 519 Business Statistics 3+0 6,0**

Describing Data; Summarizing Descriptive Relationships; Probability: Discrete random variables and Probability distributions, Continuous random variables and probability distributions; Sampling and Sampling Distribution: Estimation, Hypothesis testing; Simple Regression; Multiple regression; Nonparametric Statistics: Goodness-of-fit tests and contingency tables; Analysis of Variance; Time Series Analysis and Forecasting; Statistical Decision Theory.

**SAY 522 Decision Making in Business 3+0 6,0**

Payoff Matrix: State of nature, Strategies, Outcomes; Decision Criteria: Dominated strategy, Maximin (Wald criteria), Maximax, Hurwicz, Minimax regret (Savage), Laplace, Maximum probability, Expected value criterion; Utility Theory: Von Neumann-Morgenstern Axioms, Estimating individual utility function, Risk perception and attitude toward risk, Exponential risk; Flaws In Utility Theory: Prospect theory, Framing; Decision Trees: Expected values of sample information, Expected values of perfect information; Bayes' Rule and Applications; Decision Making With Multiple Applications: Goal programming, Analytic hierarchy process.

**SAY 523 Advanced Operations Research I 3+0 6,0**

Methodology of Operations Research (OR): Factors of model building, Fundamental approaches to OR; Model Building Process: Decision variables, Relationship among decision variables, Constraints; Linear Model Building: Mathematical formulation of linear models; Integer Programming: Integer, Mixed-integer and 0-1 (Binary) programming, Gomory cutting plane techniques, Branch-and-bound technique; Linear Sensitivity Analysis and Duality: Dual linear models, Shadow price; Two-Stage Simplex Technique; Building of Transportation Models and Sensitivity Analysis.

**SAY 524 Advanced Operations Research II 3+0 6,0**

Parametric Linear Programming: Parametric change in an objective function coefficient, Parametric change in righthand side; Multiple Objective Programming: Goal programming, Weighting method, Preemptive method; Revised Simplex Algorithm; Dynamic Programming: Recursion structure, Forward and backward recursion; Inventory Models: Deterministic inventory models, Stochastic inventory models; Queueing Theory: Single channel models, Multiple channel models.

**SAY 525 Business Mathematics 3+0 6,0**

Functions: Polynomial functions, Rational functions, Exponential and Logarithmic functions, Differential calculus; Limit, Derivative, Applications of derivatives; Integral: Undefined and definite integral, Integration techniques, Applications of integral, Matrices and determinants, Systems of linear equations.

**SAY 526 Metaheuristics 3+0 6,0**

Introduction: What is metaheuristics and Where it is used; A Quick Review of Classical Optimization: Gradient-based optimization techniques; Single State Methods: Hill climbing, Simulated annealing, Tabu search; Population Methods: Evolution strategies, Genetic algorithms, Particle swarm optimization techniques; Representation in Evolutionary Algorithms; Applications of Metaheuristics; Term Project.

**SAY 601 System Analysis and Design 3+0 7,5**

System: General System Concept, System approach to Business Problems; System Analysis and Design: Traditional System Analysis and Design, Preliminary Investigation: Defining the Problem, Suggesting Alternative Systems, Preparing a Short Report; Analysis: Gathering Data, Analyzing the Data, Documenting the System Analysis Stage; Design: Designing Alternative Systems, Selecting the Best System, Writing the System Design Report; Development: Developing Software, Acquiring Hardware, Proposing New System; Implementation: Types of Conversion, Training; Maintenance; Prototyping.

**SAY 606 Decision Support Systems 3+0 7,5**

SManagerial Decisions and Information Support: Problem solving and decision making, Decision models, Information needs; Information system evolution: Transaction processing systems, Management Information Systems, Decision Support Systems (DSS); The Structure and Functioning of a DSS: Data Management System, Model Management System, User interface, DSS Development Tools; Group DSS; Extensions of DSS: Executive information systems, Expert systems, Artificial intelligence, Fields of Application Case Studies.

**SAY 607 Advanced Regression Techniques 3+0 7,5**

Linear Regression Analysis; History; Estimation of Regression Coefficients; Building and Controlling a Model; Least Sum of Squares (LSS) Minimization; Least Absolute Deviations; Line Estimation Algorithms; Problems in Algorithms; Estimation of Regression Coefficients; M-

Regression; MM Regression; Nonparametric Regression; Ridge Regression; Standardization; Multiple Correlation; Comparing Techniques; Features of Comparing; Case Studies; Bootstrap regression.

**SAY 609 Mathematical Programming 3+0 7,5**

Real vector spaces and linear transformations, Real vector spaces, Linear Transformations, Linear Equation Systems, Orthogonal projections, Least squares technique, Fundamentals of linear programming; Optimization, Algorithms and complexity of calculating, Geometric and algebraic structure of linear programming, Duality theory, Interior point algorithms; Basic Approaches in Interior Point Algorithm, Karmarkar's algorithm, Potential-reduction algorithms, Affine-scaling algorithm, Path-Following Algorithms, Software Concerned with Interior Point Algorithms.

**SAY 611 Simulation 3+0 7,5**

What is Simulation?; Purpose and Uses of Simulation; Monte-Carlo Simulation; Types of Simulation; Elements of Fractional Event Simulation; Sampling from Probability Distributions; Inverse Transform, Konvalisyon, Rejection Methods; Random Number Generation; Mechanics of Intermittent Simulation; Methods for Collection of Statistical Data: Sub-Interval, Repetition, Loops Methods; General Information about Simulation Programming Languages

**SAY 612 Fuzzy Logic 3+0 7,5**

Fuzzy Numbers: Triangular fuzzy numbers, Algebraic operations on fuzzy numbers; Fuzzy Sets and Membership Function: Basic set operations on fuzzy sets, Fuzzy intersection set, Fuzzy union set, Fuzzy complementary set, Convexity of fuzzy sets; Fuzzy Relationships: Basic notions on fuzzy relationships, Types of fuzzy relationships; Decision Making in Fuzzy Environments; Fuzzy Multicriteria Decision Making Methods: Fuzzy analytic hierarchy process, Fuzzy TOPSIS method.

**SAY 613 Data Analysis 3+0 7,5**

Data Analysis: Data, Data Types; Stem and Leaf Display: Organization of data, Creating stems and leaves; 5-Letter Value Displays: Median, Quantiles, Box-Plot; Resistant Line; X-Y Plots, Slope and Intercept, Residuals, Outliers; Smoothing Data: Data sequences, Elementary smoothing, Compound smoothing, Splitting; Median Polish: Two-way tables, A model for two-way tables, Fitting an additive model by median polish; Rootograms: Histogram and the area principle, Drawing rootograms, Rootogram types; Computer Applications.

**SAY 614 Sequential Decision Making 3+0 7,5**

Decision Making: One-stage decision making, Multi-stage (Sequential) decision making; Graphical Techniques in Decision Making: Decision tree, Building a decision tree, Solution process in the decision tree, Influence diagram, Building an influence diagram, Solution process in the influence diagram; Decision-Making with Additional Information: The Bayesian approach, Expected value of

additional information; Multi-criteria Decision Making: Analytic Hierarchy Process (AHP), Analytic Network Process (ANP).

**SAY 615 Structural Equation Modeling 3+0 7,5**

Introduction to Structural Equation Modeling: Definition and significance of structural equation modeling, Historical development; Basic Concepts of Structural Equation Modeling: Observed and latent variables, Measurement model, Structural model, Modeling strategies; Graphical Illustration of Structural Equation Modeling: Path diagram; Estimation of Structural Equation Modeling and Evaluation of Model Fit: Estimation of model, Evaluation of model and Fit index, Sample size; Lisrel Application: Syntax commands, Interpretation of model results.

**SAY 616 Genetic Algorithms 3+0 7,5**

Evolutionary Computation: History and classification of evolutionary algorithms; Characteristics of Genetic Algorithms; Theoretical Foundations of Genetic Algorithms: Schemata Theory; Usages of Genetic Algorithms in Optimization and Problem Solving; Implementation of Genetic Algorithms: Encoding, Genetic Operators, Selection; Parameter Choice and Experiment Design; Term Projects.

**SAY 617 Decision and Game Theory 3+0 7,5**

Utility Theory; Introduction to Theory of Games; Extensive and Normal Forms; Two-Person Zero-Sum Games; Solutions of Two-Person Zero-Sum Games: Graphical Solutions and Linear Programming; Two-Person Non-Zero-Sum Non-Cooperative Games; Two-Person Cooperative Games; n-Person Games in Normal Form; Solution Techniques Concerning n-Person Games.

**SAY 618 Data Mining 3+0 7,5**

Overview of Data: Definition of data, Definition of data mining; Association-Rule Mining: Market basket analysis, Goals of market basket mining; Low-Support/High-Correlation: Relations with Market Basket Mining, Hashing; Query Flocks: Notation and execution strategies; Searching the Web: Web mining; Clustering: Distance measures, Dimensionality, Clustering methods.

**SAY 790 Thesis 0+1 30,0**

**SAY 890 Thesis 0+1 30,0**

**SBF 601 Philosophy of Social Sciences 3+0 7,5**

General Philosophy of Science: What is philosophy?, Methods of philosophy; Science and Philosophy; Ontology: Social facts, Social reality and social institutions; Epistemology: Forms of knowledge, Rationalism/ empiricism, Theories of justification; Scientific Knowledge: Scientific law, Causation; Objectivity, Subjectivity, and Universality in Social Sciences; Basic Approaches in Social Sciences: Theory/ Paradigm/ Model/ Approach; Macro-

micro-middle range theories, Meta-theory (Grand narrative), Verification/falsification; Positivist Methodology; Hermeneutic Methodology: Interpretative, Ethnomethodology, Oral history; Critical Methodology; Feminist Methodology; Postmodernism and Social Sciences

**SHY 508 Air Traffic Management 3+0 6,0**

History of Air Traffic Control and International Authorities; Air Traffic Management Definitions and Components: CNS/ATM concept, Air traffic control services, Alerting services, Information services, Air traffic flow management, Airspace management; Elements of Air Traffic Control System: Airspace, Technique equipment, Staff, Aero plane; Operational Air Traffic Management: Air traffic management functions, Organization, Planning-control, Co-ordination; Capacity and Efficiency: Recent problems and solution techniques in air traffic management, Simulation models and SIMMOD; Free Flight Concept; EATCHIP Programme.

**SHY 511 Airline Management Strategies 3+0 6,0**

Management Principals; New Management Concepts Used in Airlines: System approach, Outsourcing, Empowerment, Virtual airlines; Strategic Management in Airlines: Strategic management, SWOT analysis, Porter's competitive strategies, Strategic alliances; Fleet Planning; Network Structures Used by Airlines; Route and Scheduling Planning; Scope and Density Economies; Revenue and Cost Structures of Airlines; Pricing and Yield Management in Airlines.

**SHY 514 E-Business Applications in Aviation 3+0 6,0**

E-Business, E-Commerce, Digital Business Concepts; Overview of E-Business Applications; Ethical, Legal, Social, Cultural, Economic and Global Dimensions of E-Business; Knowledge Management in Aviation; E-Business Tools; Use of Information Technology in Business Processes; E-Business Applications in Airlines: E-ticket, Reservation systems, Customer relationship programs; E-Business Applications in Airports: TAMS, E-security; E-Business Applications in Other Aviation Enterprises: Logistics, Supply chain, Design, production and maintenance programs; Opportunities, Threats and Problems; Case Studies.

**SHY 517 Aviation Safety Management 3+0 6,0**

Safety Fundamentals; Factors Affecting Aviation Safety; Human Factors: SHEL model, Factors affecting human performance; Error Management Models: Reason model, Threat and error management model; Resource Management Programs: Communication, Leadership, Team work, Stress management, Conflict management, Situational awareness; Improving Safety Culture of Aviation Organizations; Safety Management System; Accident and Incident Investigation; Case Studies.

**SHY 527 Air Transportation Economics 3+0 6,0**

The Concept of Air Transportation Economics; Structure of Air Transportation Industry; Economic Regulations in International Air Transportation Industry; Supply; Demand

and Balance in Transportation Service; Market Structure and Competition; Airline Costs; Traffic Forecast and Capacity Management; Network Management: Network design; Scheduling; Fleet management; Tariff Structure and Pricing; Revenue Management; Airline Operations Performance; Case Studies: Network carriers; Low cost carriers; Other models.

**SHY 528 Airport Finance and Management 3+0 6,0**

Patterns of Airport Ownership and Management; Public Private Partnership; Airport Investments and Finance; Airport Infrastructure Problems; Economic Characteristics and Financial Structures of Airports; Airport Revenue and Cost Structure; Airport Marketing; Aeronautical Charges and Pricing Policies; Relationship Between Airport Design and Revenue: Developing airport commercial strategies; Technological instruments; Airport Security Management; Airport Management Information Systems; Measuring Airport Performance; Future of Airport Management.

**SHY 529 Cost Management in Aviation Companies 3+0 6,0**

Introduction to Cost and Management Accounting; Cost Concepts: Definition of cost; Variable; fixed; and mixed costs; Cost Behavior and Cost Allocation; Activity Based Costing; Cost Volume Profit Relationship; Profit Planning and Budgeting; Overview to Cost Management Systems in Services; Cost Elements of Airlines and Airports; Cost Control Techniques; Cost Analysis and Assessment in Aviation Industry; Relevant Costs and Decision Making; Management Control Systems and Performance Measurement; Case Studies.

**SHY 531 Crisis and Risk Management in Aviation 3+0 6,0**

Concepts of Crisis and Risk Management; Understand the Linkage Between Crisis, Risk Management and Organization; Effect of Ethics; Corporate Governance; Internal Control and Regulation; Risk Management Policy and Framework Development; Risk Management Principles and Methods; Identify Risks; Risk Situation is Influenced by Human-behavior and Culture within the Firm; Develop the Competencies and Capabilities to Both Manage Risk and Crisis; Crisis Management; Develop and Implement Organization-based Framework Models for Aviation Organizations; Best Practice of the Process are Investigations.

**SHY 534 Service Marketing in Airline Industry 3+0 6,0**

The importance of the concept of service and the service sector; Airline industry and services; Classification of services; Airline marketing mix and elements of product; Distribution and price; Promotion and advertising; Sales promotion; Public relations; Personal selling and direct marketing; Personnel; Airline service and the customer; Physical evidence; Capacity and demand management; Service quality; Service encounters and real life experiences; Relationship marketing.

**SHY 536 Aviation and The Environment 3+0 6,0**

The State of Aviation Industry; ICAO, EASA, ACI, SHGM latest trends, developments and challenges on environment; Regulatory Framework; Overview of regulatory issues; International and national bodies involved in the development of aviation environmental policy; Operational Measures; Managing the growing demand and increasing adverse traffic impacts; Economic Measures; The role of external costs and economic measures on environmental policy; Technological Measures; Technological advancements and approach to environmental issues; Social, Economic and Environmental Impact; Social and economic contributions of aviation related activities and main environmental impacts of each actor in this industry; Environmental Management System; Guidelines for developing airline and airport environmental management systems; Sustainable Aviation; Contributions of Aviation to sustainable development; Environmental vision for the near and far future; Case studies among aviation stakeholders.

**SHY 537 Managerial Leadership 3+0 6,0**

Leader and leadership: Concepts of Manager and Leader; Importance of leadership in management; Leadership development process; Approaches to Leadership: Neo Classical Approach, Contingency Approach; The Relationship between Ethics and Leadership: Power and trust; Leadership Behavior and Comparative Evaluation; Review of Literature; Leadership Examples in Civil Aviation Sector and Analysis of Leadership Practices.

**SHY 538 Case Studies in Aviation Management 3+0 6,0**

Airline Business Models; Traditional Carriers, Low Cost Carriers, Regional Carriers, Unscheduled Carriers; Airline Competition and Competitive Strategies; Boeing and Airbus Competition; Relationship between Airports and Airlines; Airline Markets in Selected Countries; Current Issues in Airline Management; Airline Alliances; Successful Cases in Airline Industry.

**SHY 539 New Trends in Management 3+0 6,0**

The Concept of Management: Evolution of Management Science; Characteristics of Management Science; Paradigm Shift in Management: Change Management; Introduction to Post-modern Approaches; Core Competencies and Outsourcing; Causes of Restructuring in Organizations and New Organization Forms; Learning Organizations; Benchmarking and Benchmarking Process; New Approaches in Leadership; Evolution of New Management Approaches; Information Management; Strategy; Strategic Mind and Strategic Management.

**SHY 540 Air Transportation Management 3+0 6,0**

Concept of Air Transportation; History of Air Transportation Industry; Cost and Production Analyses; Airline Infrastructure; International Economy and Aviation; Open Skies and Global Alliances; Structure of Air Transportation Market; Pricing and Revenue Management; Low Cost Carriers; Charter Airlines; Regional Airlines; Air Cargo Airlines.

**SHY 541 Marketing Management in Airlines 3+0 6,0**

The Marketing Concept; Airline Industry-Marketing Environment; Airline Marketing and Features; Customer Marketing Strategies; Product in Airline Market Pricing and Yield Management; Distributing the Product; Airline Advertising and Promotional Policies; Brand Management in Airline Marketing; Evaluation of the Air Transportation Market.

**SHY 543 Working Capital Management in Airlines 3+0 6,0**

Introduction to Working Capital in Airlines; Types of Working Capital; Importance of Working Capital; Working Capital Operating Cycle; Estimation of Working Capital Requirements; Management of Cash; Receivables Management; Inventory Management; Cash Flow Cycle; Cash Flow Analysis; Financing of Working Capital; Short-Term Forecasting and Cash Budgeting; Sources of Short-Term Financing.

**SHY 601 Human Resources in Aviation 3+0 7,5**

Importance of Human Resources in Aviation; Classifications of Human Resources in Aviation; Organization of Human Resources Department in Aviation; Planning of Employment in Aviation: Methods, Instruments, Job analysis in aviation activities; Employing, Training, and Education in Aviation Industry; Employee Evaluation: Methods, Evaluation Errors; Motivation; Wage Management: Job evaluation, Wage determination methods; Human Factor in Aviation; Other Implications of Human Resources.

**SHY 604 Forming Managerial Vision 3+0 7,5**

Concept of Postmodernism and its Relation to Vision; Leadership and Vision; Relationship Between Vision and Strategic Planning; Vision Establishment Process in Companies; Variation and Vision: Concept of variation, Reasons for variation, Process and pattern of variation, Classifications and characteristics of variation, Resistance to variation; Information Management and its Relation to Vision: Concept of information, Information systems, Basis of Data-Information-Model and science, Strategic importance of information; Relationship Between Mission and Vision; New Approaches in Management; Examples of Successful Vision Implications in Turkey and in the World.

**SHY 605 Airline Alliances 3+0 7,5**

Need for Global Operations; Globalization Strategies of Airline Companies; Strategies for Airline Alliances: Reaching and entering global markets, Globalization of routes, Creating new resources and strategies for sharing resources; Types of Airline Alliances; Classification of Airline Alliances; Outcomes of Airline Alliances; Impacts of Airline Alliances into Air Transportation System; Regulations on Airline Alliances; Global Airline Alliances.

**SHY 608 Information Systems&Cost Analysis in Aviation 3+0 7,5**

Decision Making Process and Factors Effecting Decision Making; Concepts of Information Systems; Data,

knowledge/information, database management and communication; Components of Information Systems; Electronic Commerce; Information Systems Methods; Management Information Systems; Information Systems in Airlines and Airports; Information Systems in Aviation Supporting Companies; Development of Information Systems; Measurement of Operations in Service Industry; Costing Methods; Determination of Costs in Airlines and Cost Analysis; Determination of Costs in Airports and Cost Analysis; Costs and Cost Analysis in Supporting Companies.

**SHY 609 Airport Planning 3+0 7,5**

Airport Planning: Airport system planning, Airport master planning, Airport site selection; Impact of Aircraft Characteristics into Airport Design; Financing Airport Construction; Airport Capacity; Demand Forecasting Methods in Air Transportation; Airport Components and Layout; Geometric Design of Airport Airside; Design of Passenger Terminal; Design of Cargo Terminal; Heliport, STOL Port, and Vertiport.

**SHY 610 Airport Operations and Management 3+0 7,5**

Airport Organizational Structure; Airport Revenues and Expenses; Airport Marketing; Service Quality and Its Measurement; Public Relations; Management of Passenger and Cargo Terminal Buildings; Ground Handling of Passengers and Baggage; Airport Capacity And Delay; Sustainable Airports Management; Social Impacts of Airports, Economic impacts of airports, Environmental impacts of airports; Environmental Management System; Airport Privatization; Airport Benchmarking.

**SHY 611 Advanced Aviation Research 3+0 7,5**

History of Aviation Research: American Aviation Research; NASA and FAA; European Aviation Research and Space Strategy; Turkish Aviation Research; Needs for Aviation Research; Aviation Research Vision; R&D Politics and Strategy; R&D Methodology; R&D Resources: Human Resources; Finance; Technical Infrastructure; Know-How; Regulations; etc.; Innovation and Entrepreneurship; Intellectual and Industrial Property Rights; R&D Culture and Education; R&D Organization and Cooperation; R&D Software; R&D Strategic Management; R&D and Economic Development Relationship; Aviation Industry Innovation; Sample Research Studies.

**SHY 612 Corporate Strategies in Aviation Business 3+0 7,5**

The Nature of Corporate Strategy: Concepts and approaches; Concentration Strategies; Integration Strategies: Vertical integration and horizontal integration strategies; Diversification Strategies; Geographical Expansion Strategies: Internationalization and globalization strategies; Entry and Exit Strategies; Aviation Industry Analysis; Industry structure, Current trends and problems; Major Drivers of Corporate Strategy in Aviation Businesses; Corporate Strategy Formulation and Execution in Aviation Businesses; Case studies.

**SHY 613 Fleet Planning and Aircraft Selection Practices 3+0 7,5**

General specifications of airline transportation and importance of fleet planning; Structure of market, Types of fleet planning, Fleet planning elements, Fleet planning phases, Financial dimension of fleet planning; Determination of flight network and agreements; Factors IN aircraft selection in fleet planning; Aircraft specifications: Performance specifications, Aircraft characteristics, Technological specifications, Aircraft evaluation; Safety and maintenance in fleet planning; Fleet planning analyses and aircraft selection practices.

**SHY 615 Current Marketing Practices Air Transportation 3+0 7,5**

New Approaches to Airline Marketing; Postmodern Marketing; Value-Based Marketing; Market Orientation; Customer Satisfaction; Niche Marketing; Database Marketing; Direct Marketing; Internet Marketing; Customer Relationship Management; Mobile Marketing; Event Marketing; Social Marketing; Marketing Communications.

**SHY 616 Current Management Practices in Air Transportation 3+0 7,5**

Historical Development of Management Approaches and Practices; External Factors Affecting Air Transport Management Practices; Industry and Internal Dynamics of Air Transportation; 20th Century Management Philosophy and Practices in Air Transportation; 21st Century Management Philosophy and Practices in Air Transportation; Effects of Industrial Structure and Characteristics of Air Transportation on Management Practices; Successful Practices in Air Transportation; Relationship between Strategic Choices and Management Practices in Air Transportation; New Developments Affecting Air Transportation Management Practices; Air Transport Dynamics in the Future; Management Practices.

**SHY 618 Postmodern Approaches to Management 3+0 7,5**

Concept of Management; Management Processes; Paradigm Shift in Management; Change Management; Introduction to Postmodern Approaches; Core Competence and Outsourcing; New Organization Styles; Learning Organizations; Benchmarking; New Approaches to Leadership; Comparison of New Approaches to Management.

**SHY 790 Thesis 0+1 30,0**

**SHY 890 Thesis 0+1 30,0**

**SNT 501 Early Byzantine Monumental Sculpture I 3+0 6,0**

Characteristics of the Early Byzantine Art-4th-6th century; Late Roman and early Byzantine Era beliefs and visions as reflected in the Arts; Artistic and philosophical Evaluations

and discussions of the transition period from pagan beliefs with multi gods to beliefs in one God; The Religious reasons in the start and finish of the Sculpture-Bust tradition in Byzantine Art and its reflections-samples studied and evaluated in a comparative approach; The exploration and inventory studies of samples in sites and in the Museums.

**SNT 502 Early Byzantine Monumental Sculpture II 3+0 6,0**

Characteristics of the Early Byzantine Art-4th-6th century; Late Roman and early Byzantine Era beliefs and visions as reflected in the Arts; Artistic and philosophical Evaluations and discussions of the transition period from pagan beliefs with multi gods to beliefs in one God; The Religious reasons in the start and finish of the Sculpture-Bust tradition in Byzantine Art and its reflections-samples studied and evaluated in a comparative approach; The exploration and inventory studies of samples in sites and in the Museums.

**SNT 503 Researches in Byzantine Art in the Middle Ages I 3+0 6,0**

Study of Byzantine art in its main titles of Architecture, Monumental Architecture, Painting, Handcrafts for each different region; The study of the samples of every region of Anatolia as the most important geographic settlement of the Byzantine Empire; The study and evaluation of Samples in Sites and Museums according to their subjects; The study of resources; The comparative evaluation of samples from the regions outside of Anatolia within the Geographic History of the Byzantine Empire.

**SNT 504 Researches in Byzantine Art in the Middle Ages II 3+0 6,0**

Study of Byzantine art in its main titles of Architecture, Monumental Architecture, Painting, Handcrafts for each different region; The study of the samples of every region of Anatolia as the most important geographic settlement of the Byzantine Empire; The study and evaluation of Samples in Sites and Museums according to their subjects; The study of resources; The comparative evaluation of samples from the regions outside of Anatolia within the Geographic History of the Byzantine Empire.

**SNT 517 Local Searching's in Anatolian Turkish Art I 3+0 6,0**

Habitations in Turkish Period in Anatolia: Konya, the Capital city of the Seljukids and the other important cities such as Kayseri, Sivas, Niğde, Aksaray, Tokat, Amasya; Buildings made in the period of the Seljukids, Provinces and the Ottoman inner and outer of the cities; Architectural, establishment and embellishment programs of the buildings; Research of the little habitation areas outer of the cities, Determination of the historical buildings; Area, source, form.

**SNT 518 Local Searching's in Anatolian Turkish Art II 3+0 6,0**

Habitations in Turkish Period in Anatolia: Buildings made in the period of the Seljukids, Provinces and the Ottoman in the cities of Eskişehir, Afyon, Kütahya, Bilecik, Manisa,

İzmit and the other cities; Architectural, establishment and embellishment programs of the buildings; Research of the little habitation areas outer of the cities, Determination of the historical buildings; Study and comparative evaluation of the buildings as Area, source, form, material technic, architectural establishment, embellishment.

**SNT 532 Anatolian Turkish Architecture's Relations with Other Cultural Circles 3+0 6,0**

Comparison of architectural structure and decorations of Seljuk and the principalities era architecture with other influential cultures. i.e. Mesopotamia, Central Asia, Rome and Byzantium. Discussion on concrete examples of religious, social, political and cultural differences and their direct reflections on architecture.

**SNT 534 Anatolian Turkish Urban Patterns 3+0 6,0**

Examination of Anatolian Turkish Urban Patterns in the aspect of architectural development between 12 nd and 16 th centuries and research and evaluation of the relations among the urban pattern and the military, religious, commercial and social institutions which form the urban pattern. In Anatolian Turkish cities: the relationship between military structures and the urban pattern. The relationship between religious structures and the urban pattern. The relationship between commercial structures and the urban pattern. The relationship between social structures and the urban pattern. The relationship between social structures and residences and the urban pattern.

**SNT 536 Studies Over Turkish Urban Patterns 3+0 6,0**

Examination of Anatolian Turkish Urban Patterns in the aspect of architectural development between 12 nd and 16 th centuries and research and evaluation of the relations among the urban pattern and the military, religious, commercial and social institutions which form the urban pattern. In Anatolian Turkish cities: the relationship between military structures and the urban pattern. The relationship between religious structures and the urban pattern. The relationship between commercial structures and the urban pattern. The relationship between social structures and the urban pattern. The relationship between social structures and residences and the urban pattern.

**SNT 539 Areas Influenced By Anatolian Turkish Architecture 3+0 6,0**

Comparison of architectural structure and decorations of Seljuk and principalities era architecture with Abbasids, Umayyads of Egypt, North Africa, early islamic period in Spain. Comparison of architecture of almost contemporary Karakhanlis, Ghaznavids, Great Seljuks, Ayyubids, İlkhanlis and discussion of intercultural influence. Evaluation of medieval Turkish Architecture and its evolution.

**SNT 540 Medieval Numismatics for Anatolia 3+0 6,0**

Anatolian Coins in Medieval; States and rulers; Coins where minted; their number; Circulation; Place of economic domain and regarded their carats; Dimension; Decoration

and mint technique; Strike of Coins and Circulation at International Commerce; Interaction and Problems.

**SNT 543 20 th Century Turkish Architects I 3+0 6,0**

Western style architectural education in Ottoman Empire: The School of Sanayi-i Nefise and School of Hendese-i Mülkiye; The first architecture teachers: Vallaury, Jasmund, Mongeri; School of İnas Sanayi-i Nefise and Mihri Müşfik Hanım; Ottoman Union of Engineers and Architects; The First National Architectural Era and its Artists: The works and styles of Vedat Bey, Kemalettin Bey, Muzaffer Bey, Arif Hikmet Koyunoğlu, Necmettin Emre, Tahsin Sermet; New Architecture: 1930's Architecture; Architectural problems starting with the foreign architects Ernst Egli, Paul Bonatz, Bruno Taut, Theodor Post, Martin Elsaesser and Clemenz Holzmeister.

**SNT 544 20 th Century Turkish Architects II 3+0 6,0**

The two fundamental institutions: Academy of Fine Arts and School of Higher Engineering; The First Turkish Journal of Architecture Mimar; The works and styles of Sedat Çetintaş, Zeki Sayar, Münevver Belen, Leman Tomsu, Abidin Mortaş, Seyfi Arkan, Şekip Akalın, Şevki Balmumcu, Selim Sayar, Aptullah Ziya; The Union of Istanbul Fine Arts and The Society of Turkish Architects; The Second National Architectural Era and its artists; Saded Hakkı Eldem, Emin Onat, Orhan Arda; New architectural developments and artists after 1950: The works and styles of Altuğ-Behruz Çinici, Şevki Vanlı, Turgut Cansever, Doğan Tekeli, Sami Sisa, Kemal Ahmet Aru, Cengiz Bektaş.

**SNT 545 Studies of Byzantine Minor Arts 3+0 6,0**

Byzantine Minor Arts; Its sources and matters; Material; Techniques and decoration; Classification according to their functions; Composition and characteristic style; Dating problem; Location of Manufacture; Domestic or Abroad Museums Which Have Present Byzantine Minor Arts (Ivory; Ceramic; Metal; Glass; Fabric; Wooden); Works; Variation; Development; Similar and distinct feature; Dating problem.

**SNT 546 Ottoman and European Relations in Art 3+0 6,0**

Art and Cultural Relations between the Ottoman State and Europe between the Early 15th Century and the Late 19th Century; Fundamental Interpretations about the European Influence on the Ottoman Art and the Ottoman Influence on the European Art; Major Trends; Diplomatic Gifts, Illustrated Manuscripts, Costume Books, Travel Books, Paintings, Buildings and Wall Paintings; Relations and Interaction between Ottoman Sultans and European Emperors; New Approaches and Transformations in the Art, and Their Reflections on Painting and Architecture; Interest of the Ottoman Palace in Arts, European Painters and Architects.

**SNT 549 Research on the Ottoman Painting Art in the 18th and 19th Century 3+0 6,0**

Social, Cultural, Historical Situation in the 18th and 19th Century; Ottoman Painting Artists; Canvas Paintings; Illustrated Manuscripts and Wall Paintings in the 18th and 19th Century; New Models and Trends in Painting and Factors Leading to the Emergence of New Trends; Interactions between European and Ottoman Painters; Cultural Centers in the Ottoman Palace; Muslim, Levantine and Non-Muslim Ottoman Artists; Ottoman Painting Art During the Westernization Period.

**SNT 618 Studies on Traditional Turkish House Architecture II 3+0 7,5**

Examination of traditional Turkish houses, which have examples in Anatolia and out of Anatolia in terms of architecture, examination and evaluation of the development and applications of the architectural and ornamental components in relation with the house architecture. Examination and evaluation of Geography, social structure, religious systems and building materials, which shaped the traditional Turkish house architecture. Evaluation of traditional houses in the physical patterns of the city.

**SNT 623 Regional Researches of Byzantine Period 4+0 7,5**

Byzantine Period of Anatolia; Regions: Strategies, Cities, Castles, Other settlements; Cultural Heritage; Maps of the Region: Ancient maps, Contemporary maps; Survey: Surface survey of the region, Establishment of the settlement on the map, documentary, inventory; Establishment of the cultural heritage: Architectural sculpture, Architectural remains: Wall architecture, Rock architecture, Architectural typology, construction techniques, embroidery features, Painting decoration.

**SNT 625 Anatolian Historical Geography in the Middle Age-Byzantine Period I 3+0 7,5**

The research of the Anatolian historical geography of the Middle Age Byzantine Period primarily in historical sources; the comparative study of the names of settlements in numismatic and epigraphic sources with the current names; depicting of the changes, after the study of every region in this way (source scanning) collecting samples of new inscriptions architectural elements and architectural sculpture and registering all the data; attempts of dating based upon the evaluation as to the current position of regions, preparation of maps with computers.

**SNT 627 Researches in Byzantine Period in Anatolia 3+0 7,5**

History of Byzantine Empire, Written sources: First hand sources, Byzantine historians; Visual sources: Manuscripts, Minor objects; Historical Geography of Byzantine Empire: Regions, Organization system of the Regions, government system; First traveler and the researchers in the Regions; Routes of the Byzantine Empire: roads, pilgrim roads, trade roads; Settlements that interest with this routes: Its ancient names, contemporary names.



**SNT 631 Byzantine Art and Environmental Cultures I** **3+0 7,5**

Neighbours of Byzantine Empire From 4th Century To 7th Century; Political Relation; Artistic and Cultural Interactions; Settlements of Empire in Terms of Political, Geographical and Cultural; Relations With Russia /Kiev, Bulgarian, Georgian, Armenian and Islamic States; Reflections on Art; Example; Architecture, Painting, Manuscript, Ceramic, Metal, Eccetera.

**SNT 632 Byzantine Art and Environmental Cultures II** **3+0 7,5**

Political Border of Byzantine Empire From 4th Century to 7th Century; Environmental Culture of Empire With Politic Relation and Military Relation; Relations With Seldjuqs, Armenians, Georgians and Latins; Reflections On Art; Example; Architecture, Painting, Manuscript, Ceramic, Metal, Eccetera.

**SNT 635 Anatolian Turkish Architecture Studies I** **4+0 7,5**

Analysis of Anatolian Turkish Architecture used for Religious and Social Functions; Classifications Upon Structural and Artistic Specifications; Differences and similarities within the cultural environment; Comparison of period architectural works and their contribution to Turkish art in general.

**SNT 636 Anatolian Turkish Architecture Studies II** **4+0 7,5**

Analysis of Anatolian Turkish architecture used for commercial and military functions; Their classification within their structural and artistic specifications; : Floor plans, Use of space, Mass and facades, Technical and artistic specification, Stylistic analysis; Differences and similarities within the cultural environment; Comparison of period architectural works and their contribution to Turkish art in general.

**SNT 637 Research on the Architecture of Anatolian Seljuk I** **4+0 7,5**

Detailed analysis of Anatolian Seljuk architecture in the capital city of Konya: Floor plans, Use of space, Mass and facades, Technical and artistic specification, Stylistic analysis; Differences and similarities within the cultural environment; Comparison of period architectural works and their contribution to Turkish art in general.

**SNT 638 Research on Anatolian Seljuk Architecture II** **4+0 7,5**

Broader analysis of Anatolian Seljuk buildings made outside of the capital city Konya and in another settlement areas; : Floor plans, Use of space, Mass and facades, Technical and artistic specification, Stylistic analysis; Differences and similarities within the cultural environment; Comparison of period architectural works and their contribution to Turkish art in general.

**SNT 639 Ottoman Architecture in the 19th Century** **3+0 7,5**

Art and Architecture in the Periods of Sultan Mahmud II, Sultan Abdülmecid, Sultan Abdülaziz and Sultan Abdülhamid; Cities and Architectural Approaches Changing with the Industrial Revolution in the West; Changing Relationships between Patron and Architect; New Types of Buildings; Effects of the New European Art on the Ottoman Art: Neo Classical, Neo Baroque, Neo Gothic, Orientalism, Eclectic, Art Nouveau; Establishment of Sanayi Nefise (School of Fine Arts) and Changing Art Approaches; Balyan Family, Vallaury, Daronco and Other Architects and Their Works; 19th Century Industrial Exhibitions and Representation of the Ottoman Architecture in These Exhibitions.

**SNT 640 Studies on Traditional Turkish House Architecture** **3+0 7,5**

Architectural Analysis of Traditional Turkish Houses in Anatolia and out of Anatolia; Examination and Evaluation of the Development and Applications of Architectural and Ornamental Components in House Architecture; Examination and Evaluation of Geography, Social Structure, Religious Systems and Building Materials That Affected Traditional Turkish House Architecture; Place of Traditional Houses in the Physical Structure of the City.

**SNT 642 Art Orientalism Researches** **3+0 7,5**

History of Relations Between West and East; Defining Orientalism; Birth of Orientalism; Orientalist Traditions in Visual Arts in the Western World; Representation of Middle Eastern and North African People and Places in Visual Arts; Orientalism in Art; Architecture Design and Photography; Eastern Scientists; European Painters; Travelers in the Middle East; Historical and Social Conditions of Orientalist Art; Orientalist Ideologies and Edward Said's Orientalism; Orientalism and the Ottoman Empire in the 19th-Century Painting; Ottoman Palace; Cultural Centers such as Pera in Istanbul; Muslim and Non-Muslim Ottoman Artists.

**SNT 790 Thesis** **0+1 30,0**

**SNT 890 Thesis** **0+1 30,0**

**SOB 501 Research Methods in Social Sciences Seminar** **3+0 6,0**

Fundamental Concepts; Definition of Science; Classification of Science; Characteristics of Science; Scientific Research; Scientific Method; Paradigms of Science: Qualitative, Quantitative, Composite; Scientific Research Process: Determining the research question, Problem specification, Purpose, Importance, Hypothesis, Limitations, Definitions, Literature Review; Research Models: Survey, Causal Contrastive, Essay, Ethnographic; Universe and Sample; Data Collection: Data collection tool, Levels of measurement, Data collection process, Validity and reliability; Data Analysis Techniques: Descriptive and

inferential techniques, Qualitative data analysis techniques; Reporting: Types of reporting; Presentation of Findings; Citations and References; Ethical Considerations.

### **SOB 501 Research Methods in Social Sciences**

#### **Seminar 3+0 6,0**

Fundamental Concepts; Definition of Science; Classification of Science; Characteristics of Science; Scientific Research; Scientific Method; Paradigms of Science: Qualitative, Quantitative, Composite; Scientific Research Process: Determining the research question, Problem specification, Purpose, Importance, Hypothesis, Limitations, Definitions, Literature Review; Research Models: Survey, Causal Contrastive, Essay, Ethnographic; Universe and Sample; Data Collection: Data collection tool, Levels of measurement, Data collection process, Validity and reliability; Data Analysis Techniques: Descriptive and inferential techniques, Qualitative data analysis techniques; Reporting: Types of reporting; Presentation of Findings; Citations and References; Ethical Considerations.

### **SOS 503 New Perspectives on Organizational Behavior**

**3+0 6,0**

Developments in International Organizational Behavior World; Individual Behaviors in Organizations; Job Satisfaction in Organizations; New Perspectives in Organizational Culture; Job Design in Organizations and Its Importance from Organizational View and Examination; Organizational Development and Change; Conflict in Organizations and Positive Solutions in Management; Organizational Environment and New Perspectives in Technology; Learning Organizations and New Perspectives in Leadership; Ethics Behaviors and Management in Organizations; Current Issues in Organizational Behavior: Organizational Empowerment, Individual Trust Development, Positive Perspectives in Working Life, Improvement of Working Relationships.

### **SOS 504 Sociology of Social Problems**

**3+0 6,0**

Approaches to social problems: Health problems, Sexuality as a social problem, Homosexuality, Prostitution, Alcohol and Drug addiction; Crime and Criminals: The nature of Crime and its control; Rape and violence; Poverty and Richness; The nature of poverty and its consequences, resistance to poverty; Discrimination and Prejudices: Gender Inequalities; Aging and its problems; Sociological approaches to aging, aging problems in the world; Premature ages in marriage; Problems of education; Urban and Urban problems; Population and Migration; War and Terrorism.

### **SOS 507 Contemporary Theoretical Developments in Sociology I**

**3+0 6,0**

Capitalism and Modernity; Post-Capitalist Paradigms; Post-Modern Approaches; Fordism and Post-Fordism; Organized and Disorganized Capitalism, and "New Times": Scot Lash and John Urry; Late Modernism; Structuration and 3th Way: Anthony Giddens, Globalization and Localization; Integration and Diversification at local, regional and global levels; Post-Colonialism.

### **SOS 508 Contemporary Theoretical Developments in Sociology II**

**3+0 6,0**

Race, Ethnicity, Nation and Nationalism: Nation-state and Globalization; Nationalism(s); Naive nationalism, Ethnic Nationalism, Cultural Nationalism etc. Historical Roots of Nationalism and Discovery of Tradition: Eric Hobsbawn, Emergence of State and Nation, Anthony Smith, Nations and Nationalism, Ernest Gelner, Imaginary Communities: Benedict Anderson, Modernity, Space and Information Society: David Harvey and the concept of Post-Modern Cities, Space, Flexibility and Capital accumulation process; Information society and the rise of Network society; Manual Castells, Risk society: Ulrich Beck.

### **SOS 523 Sociology Of Identit(ies)**

**3+0 6,0**

The concept and theories of identity: construction of identity, formation and transformation of identity and its relations with modernity, nation state, mass-media and globalization: forms and definitions of identities; nationalism, race, ethnicity, religion, gender, citizenship; the relations between class and identities: increasing importance of non-class based identity politics.

### **SOS 524 Gender Studies and Cinema**

**3+0 6,0**

Introduction; Patriarchy: Theoretical Approaches; Gender; Family; Motherhood; Honour; Sexuality; Violence; Representation of Women in Cinema; Women's Films; Women in Turkish Cinema; Representation of Men in Cinema; Men's Films; Men in Turkish Cinema

### **SOS 529 Art Sociology**

**3+0 6,0**

General and Contemporary Theories of Sociology; The Relation between Theory and Art; The Social Dimension of Art; Art as a Sociological Practice; Artist as a Social Individual; The Artistic Perception of Society; The Social Perception of an Artist; Relations of Production and Art; Art as a Reproduction; The Effect of Art on Social Transformation; Art as a Social Institution; The Sociological Analysis of Art.

### **SOS 530 Consumption, Culture and Surveillance in the Post-Industrial Society**

**3+0 6,0**

Transformation of capitalism; Globalization and the determinant role of the technology; Structural and conceptual constituents of the post-industrial society; Transformation of the money and instruments of exchange; New economy new man: The flexible morality of the post-industrial relations of production; Cyber-intimacy towards remote relationship; distant closeness and sterilized contact; Modernization; rationalization; standardization; Cultural dimensions of globalization; The projection of the global fluency onto artworks; The intellectual openings of the late-modernity or post-modernity; The strategy of the self and the identity as designed life-style; The context of consumption-life-style-identity-borrowing; The promotional discourse and the forms of resistance; Technological development and risk; The place of the technology in the post-industrial society: Centralization and capitalization; Technological consciousness between

emancipation and surveillance; The consumption-surveillance relation: Voluntary adherence; internalization and horizontal surveillance Territories of enclosing as new forms of surveillance.

**SOS 536 Organizational Behavior 3+0 6,0**

Foundations of Organizational Behavior; Individuals and Personality in Organizations; Attitudes and Job Satisfaction; Abilities and Learning; Leadership in Organizations; Conflict in Organizations; Organizational Change; Organizational Stress; Ethical Behavior and Management in Organizations; Power and politics in Organizations.

**SOS 538 Postmodernism and Space 3+0 6,0**

Modernity, modernism and the city; Postmodern urban space; Relations of production, capitalism and geography; The relationship between time and space: Historical and social analysis; Production of space and spatial organization of city; The relationship between gender and space; Urban design and architecture: Examples of world cities; Culture of consumption and spaces of consumption; Daily life and spatial practices.

**SOS 540 Media and Social Theory 3+0 6,0**

Media and Social World; Early Media Theory; Media Sociology: Dominant Paradigm; Marxism and Mass Communication Research; Frankfurt School: From Culture Industry to Public Sphere; Media Industry and Political Economy of Media: Gramsci: Hegemony; Cultural Studies School; Agency, Meaning and Effect: Critical Perspectives within Audience Research; McLuhan: Technology and Communication Devices in Global Village; Postmodernity and Media: Baudrillard; Globalization, Network Society and New Media: Schiller, Castells, Virilio; Social Media, Social Networks and Daily Life.

**SOS 541 Nation-State, Nationalism and Globalization 3+0 6,0**

Nation: Pre-Modern or Modern Provenance?; Rhetoric of Nationalism, or Nationalism as a Discursive Formation; Symbolic Dimension of Nationalism; Identity, Belonging and National Identity; Banal Nationalism; New Challenges to the Nation State; Globalization and Nationalism; Beyond Nationalism; Turkish Nationalism and Discourses of Nationalism in Turkey; The Ottoman Legacy; The Construction of Turkish Nation; Nationalism and Discourses of Nationalism in Turkey in the post-1980 Period.

**SOS 542 Welfare State and Sociology of Social Politics 3+0 6,0**

Basic Notions of Social Politics: Poverty, Public responsibility, Trust, Justice, Equality; Theories of Welfare State: John Maynard Keynes; Historical Development of Welfare State; Basic Tools of Social Politics: Social security policies, Social aid programs, Social service policies; Problems of Social Aid Policies in Turkey: Clientalism, Charity and Patrimonialism; Neoliberalism, Postfordism and New Working Relations: Informalization,

Discrimination, Subcontractorism and Precariousness; Social Politics and Target Group: Disabled, Women, the Poor; Problems of Working Life in Turkey; Unemployment, Women employment, Child labor; Globalization and Transformation of Social Politics; Transformation of Structure of Social Politics in Turkey.

**SOS 543 Theories of Violence and Sociology of Violence in Turkey 3+0 6,0**

Psychoanalysis and Violence: Sigmund Freud and Jacques Lacan; Power, Discipline and Violence: Michel Foucault; Theories of Collective Violence: Charles Tilly, Norbert Elias, Zygmunt Baumann, Gustave Le Bon; Philosophical Thesis on Violence: Thomas Hobbes, Jacques Derrida, George Agamben; Walter Benjamin; Collective Lynch Activities in Turkey; Sport, Fanaticism and Violence in Turkey; Media and Violence in Turkey; Traffic, Public Life and Violence in Turkey; Politics, Authority and Violence in Turkey; Additives, Mafia Relations and Violence in Turkey; Poverty and Economic Violence in Turkey.

**SOS 544 International Migration in Globalised World 3+0 6,0**

Globalisation and Mobility, History of International Migration, International Migration Theories, International Migration and Economy, Identity-Nation State and Citizenship in the Context of International Migration; Integration Debates; Migration Policies; International Migration and Turkey, International Migration and Global Security; International Migration and New Media, Global Order and Forced Migration; Global Migration Systems; International Migration and Social Stratification; International Migration and Sociology of Space; Problems in International Migration: Discrimination, Racism, Nationalism and Xenophobia.

**SOS 546 Interdisciplinary Gender Debates 3+0 6,0**

Feminism and Gender: The concept of gender in feminist theory; Queer and Gender: the concept of gender in queer theory; Sociology and Gender: debate on gender in sociology; Archeology and Gender: the concept of gender in archeology; Anthropology and Gender: Debates on gender in anthropology; Politics and Gender: gender-woman opposition in politics; History and Gender; Art and Gender: the object of art and the artist; Economy and Gender: female labour or gender labour; Law and Gender: woman and gender in law.

**SOS 547 History, Space and Memory 3+0 6,0**

Time and Space: Sociological analysis of the relationship between history and geography; Relationship among Modernity, Postmodernity and Memory; Spatiality of the Relationship between Capitalist Production and Reproduction; Construction of Social and Individual Memory: Forgetting and Remembering; Spatial Experiences and Practices in Formation of Memory; History and Structure of Urban Space; Reconstruction of the Past: Concept of Heritage and Value of Heritage; Heritage Industry and Tourism.

**SOS 548 Sociology of Social Problems 3+0 6,0**

What is the meaning of Social Problems?: Different sociological perspectives on social problems; Health and illnesses; mental Health; Poverty, and the causes of poverty; Race and ethnic Problems; Discrimination and prejudice; Alcohol, drugs and Gambling; Population and hunger; Violence, war and terrorism; Family disorganization, single-parent family; Domestic Violence and divorce; dying cities, collective violence in cities and urban homelessness.

**SOS 549 New Approaches in Organizational Behavior and Case Studies 3+0 6,0**

Positive Organizational Behavior: Positive Psychological Capital, Psychological Resilience and Job Performance; Emotional Labor: Emotional Events Theory, Positive and Negative Affectivity, Well-Being; Workplace Discrimination: Attitudes and Perception towards Women, Homosexuals and the Disabled; The Effect of National Culture to Human Resource Practices and Turkish Management Culture; Organizational Silence and Organizational Cynicism; Deviant Behaviors in Workplace: Workplace Stealing, Workplace Rudeness and Cyber-Loafing; Negotiation Process and Tactics; Organizational Trust, Predictors and Results; Organizational Diversity, Cultural Intelligence and Its Effect on Team Working; The Dark Side of Leadership: Critical Perspectives about Paternalistic Leadership and Ethical Leadership; Social Capital, Network Management and Career Success.

**SOS 550 Methodological Problems in Sociological Research 3+0 6,0**

Observation-Theory relation, Conceptualization; Operationalization; Instrumentalization; Problem and Hypothesis Formulation; Designing Instruments for Measurement; Developing and Testing Scales; Realization of Validity in Measurement; Reliability in Quantitative Research, Trustworthiness in Qualitative research; Implementation of Methodological Pluralism.

**SOS 552 Multicultural Society Debates 3+0 6,0**

Culture and Society: Theoretical Approaches, Cultural Diversity in the Premodern Era; Cultural Contact and Interaction, Cultural Diversity in the Modern Era; Orientalism, Occidentalism, Modern Nation-State, Development of Understanding of Multicultural Society and Multiculturalism, Approaches to Multiculturalism, Multiculturalism Policies: the USA, Canada, Europe, Australia and India, Identity in Multicultural Society, Discrimination, Racism, Nationalism, Xenophobia, Homophobia and Ethnocentrism in Multicultural Society, Communication in Multicultural Society, New Debates on Diversity: Multiculturalism and Interculturalism, Transculturalism

**SOS 601 Applied and Theoretical Problems of Sociology 3+0 7,5**

Fact and value problem in sociology, knowledge-fact relation, characteristics of theory, comparative theories, paradigm and theory relation, verification and falsification, subjectivity-objectivity, applied and theoretical studies,

quality and quantity of sociological knowledge, multi-disciplinarity, problematic of conceptualisation, discussions on academic ethic.

**SOS 602 Research and Project Development 3+0 7,5**

Formulation of A Research Topic: Designation and limitation of a research topic; Formulation of A Research Problem: determination of the aim of research and limitation of the research problem, conceptualization and formulation of hypothesis; Selection of An Appropriate Type of Study: Selection of an appropriate study type and research techniques; Sampling: Determination of the population of research, selection of the appropriate sampling techniques; Data Gathering: selection of appropriate data gathering techniques; Data Analysis: selection of appropriate data analysis techniques; Interpretation and Reporting: critique issues on interpretation of the findings of research, use and presentation of social research.

**SOS 603 Capitalism and Postmodernity 3+0 7,5**

Capitalism and modernity; The critiques of modern society and post capitalist approaches; Structuralism, Post-structuralism and Post-modernism: J. Derrida, M. Foucault, J. Lacan, and others; Culture and Ideology, Stuart Hall and Cultural Studies, Post-colonization and New Imperialism; Theoretical approaches, Pro-globalisation, Thomas L. Friedman: The World Is Flat, Deleuze and Guattari: Capitalism and schizophrenia, Mary Joe Frug and Postmodern feminism, E.Said: Orientalism, Alain Touraine: Crisis and Depression of Modernity.

**SOS 604 Art and Sociology 3+0 7,5**

Theories of Sociology of Art; Debates on Aesthetics; Social Organization of Art; Social Change of Art; Social Transformation of Art; Art and Production; Art and Reproduction; Art and Everyday Life; Artist and Sociality; Artist and Everyday Life; Different Dimensions of the Relation Between Art and Society.

**SOS 605 Social Problems of Turkey 3+0 7,5**

The East-West Problem in Turkish Modernisation, Right and Left Ideologies in Turkey in turn of the 2000s, Atatürkism(s), Political Islam and Public Sphere, Religious Communities, Conservatism in Turkey, Ethnicity, Turkism, Kurdism and Alevis in Turkey, Minority Groups, Rural and Urban Poverty, Working Poor, Unemployment and Other Forms of Poverty in Turkey, Urbanisation and Social Segregation, Political Violence and Crime in Turkey.

**SOS 607 Theories of Everyday Life 3+0 7,5**

Epistemological elements of theories of everyday life, everyday life studies as a perspective, Heller's theory of everyday life: the sphere of everyday life, the sphere of thought, the sphere of institutions; Habermas' theory of communicative action: social integration, systemic integration; Lefebvre: rhythm analysis, everyday life and modernity; Schutz: phenomenology of the social world; micro-sociology and the concept of everyday life: Goffman and Garfinkel; unconscious, practice, and power: Freud,

Bourdieu, and Foucault; feminism and everyday life: Smith; comparative studies.

**SOS 610 Quantitative Data Analysis Methods 3+0 7,5**

Preparation of a research problem, scale development, determination of sample, preparation of questionnaires, main functions and commands in SPSS program: forming data files, data entry, select case, split-file, compute, recode commands; Data Analysis: Statistics related to the existence, direction and strength of relations between the variables: Lambda, Goodman ve Kruskal's Tau, Cramer's V, Phi Coefficient, Contingency Coefficient, Somer's D, Gamma, Pearson's r; Statistics related to the differences between groups: T-test, Anova; Statistics related to estimation: Regression; Advanced data analysis: Reliability Analysis, Factor Analysis; Interpretation of data and drawing up report.

**SOS 611 Sociology and Women Studies 3+0 7,5**

Feminist Theories; Feminist Methodology; Qualitative Methods in Women Studies; Quantitative Methods in Women Studies; Women Research; Theory-Practice relation in Women Research; Methods in Women Research; Critiques of Method in Women Research, Examples of Different Studies; Women Research in Rural Area.

**SOS 612 Middle East Woman Studies 3+0 7,5**

Some findings of the sociology of the Middle East; social history of woman and gender in the Middle East; main problems of studying Middle Eastern Women: much-applied and less-applied approaches; Middle East Woman Studies and feminist approach; Islamist movements and the condition of womanhood in the Middle East; Woman, Islam and the state in the Middle East; new paradoxes: Islam, patriarchy, and modernity; Islamist women and modernist women in the Middle East; Islamic feminism and the radical feminist critique of Islam.

**SOS 618 Debates on Patriarchy and Class 3+0 7,5**

Feminism; Capitalism; Discussions About Patriarchy in Feminist Theories: Radical Feminism and Socialist Feminism; Patriarchy and Capitalism: Dual System and Unique System Discussions; Transition From The Concept of Patriarchy to The Concept of Gender; Gender and Class Relations.

**SOS 619 Class, Ethnicity, Religion, Gender and Politics 3+0 7,5**

Concept, Definition and Approaches of Class; Class-Centred Politics; Concept, Definition and Approaches of Ethnicity; Ethnicity-Centred Politics; Religion-Centred Politics; Definition of Gender and Approaches to Gender; Feminist Politics; Intersection of Class, Ethnicity, Religion and Gender Politics; Intersection of Class, Ethnicity, Religion and Gender Politics in Turkey.

**SOS 621 Culture and Globalization 3+0 7,5**

Theorizing Culture; Culture Industry; Criticisms of Mass Culture; Culture, Power and Hegemony: Theory of Hegemony; Popular Culture as an area of Hegemonic

Struggle; Debates on Globalization; Globalization, Modernity and World System; Transformations of Culture in the Era of Globalization; Culture, Media and Globalization or Cultural Globalization; Cultural Imperialism; Cultural Homogenization, McDonaldisation; Globalization / Localization: Glocalization; Cultural Hybridization; Deterritorialization; Cultural Globalization in Turkey; Popular Football Culture; Football and Globalization.

**SOS 622 Sociology of Poverty and Social Inequality 3+0 7,5**

History of Poverty, Classical Social Theory and Explanation of Poverty; Poverty Definitions; Poverty Measurements; Sociological Criticism of Poverty Definitions and Poverty Measurements; Theoretical Approaches to Poverty: Individual explanations of poverty, Structural explanations of poverty, Culture of poverty; Class Centred Criticism of Poverty; Gender-Related Criticism of Poverty; Poverty in Turkey; Sociological Analysis and Criticism of Poverty Studies in Turkey.

**SOS 623 Political Ideologies in Turkey 3+0 7,5**

Young Turks and Political Legacy of Order and Progress: Statism; Liberalism and Its Imagination of Society in Turkey; Conservatism and Its Imagination of Turkish Society: Justice Party and Democratic Party; Leftist Movements in Turkey: the "Kadro and Yön" Movement, Republican People's Party; The Socialist Experience of Turkey and Their Imagination of Turkish Society: Workers' Party of Turkey and The Discourse of National Democratic Revolution; Nationalist Ideology in Turkey and Its Imagination of Turkish Society: Nationalist Movement Party, The Discourse of Ülkücülük and Ulusalcılık; Kurdish Question and Discourse of the Nation-State; Political Islamism and Its Imagination of Turkish Society: Welfare Party and Justice and Development Party.

**SOS 624 Media, Culture and Politics 3+0 7,5**

Media and Modernity; Media, Culture and Communication; Media and Ideology: Culture, Media and Ideological effect; Media Industry and Political Economy of Media; Media, Power and Ideology or Cultural Studies School; Critical Perspectives in Audience Research; Feminist Approaches to Media; Culture, Media and Globalization; Media and Politics; Media and Public Opinion; Media and Democracy; New Media/Social Media as an Alternative Public Sphere; New Media/Social Media and New Social Movements; Representation of Cultural Identities in Media; Cultural Identities and Hate Speech in Media.

**SOS 626 Body, Power and Biopolitics 3+0 7,5**

Social Control Mechanisms and Construction of the Normal; Regulation of Everyday Life: Anato-mo-Politics and Bio-Politics; Market and the Body: Biocapital, Bioeconomics, Biopower; Ethical Problems in Construction of the Self and the Other: Life crisis, Human rights, Ethics and Biopolitics; Discrimination: Race, Ethnicity, Class, Gender and Biopolitics; Others' Body: Fear, Terror and Disability; Technology and the Body: Neuromarketing,

Cyborgs and Humans; Making Live and Letting Die: Politics of birth, Illness and Death; Science and Biopolitics: Human experiments, Genetic reproduction and ethics.

**SOS 790 Thesis** 0+1 30,0

**SOS 890 Thesis** 0+1 30,0

**SPY 501 Sport Management Approaches** 3+0 6,0

Management, Basic concepts, Characteristic of sport activities; Historical Development of Management Science; Early Scientific Period, Scientific management, Movement of scientific management, Management process approaching, Bureaucracy approach; Human Relationship Approach: Research of Hawthorne, Studies of Harwood; Modern Management: System approach, Modern management approach; Sports Management: Basic concepts, Development of sport management, Sport management and manager, Planning in sport management, Organization of sport management, Leadership in sport management, Coordination and controlling in sport management.

**SPY 502 Sports Economy and Analysis** 3+0 6,0

Importance of Economics in Effective Sport Management, Current Issues in Sports Economics, The Economist's General Approach to Issues, Basics Tools: Supply and Demand, Applying Supply and Demand: Optimal Ticket Pricing Strategies, Market Structures: Measuring the Competitiveness of an Industry; Industrial Organization of Sports: Identifying Revenues, Expenses, & Profits, Effects of Revenue Sharing on Team Behavior, Importance of Leagues, Monopolistic Practices of Leagues, Competitive Balance Issues; Labor Economics of Sports: What Determines Players' Salaries?, Attempts to Restrict the Competition for Players: Monopsony, Labor Unions and Labor Relations, Discrimination: Causes, Forms, and Effects; Public Finance and Sports: Competition for Teams across Cities.

**SPY 506 Event Management and Sport Applications** 3+0 6,0

Definition of Event; Event Types Based on Classifications; Sport Events and Categories; Process of Strategic Sport Event Management; Developing Event Plan; Determining Event Objectives; Strategies for Human Resource Management; Financial Administration of Event; Event Leadership; Event Coordination: Managing vendor contracts, On-site management, Accommodation of special needs; Event Risk Management: Legal and financial safeguards, morality, law and ethics in event management; and Implementing of Event; Measuring Event Management; Sport Event Marketing Strategies; Event Promotion Methods.

**STV 502 Media Aesthetics** 3+0 6,0

The Visual Surfaces That Have Used in the History; The Structural and Technical Specialties of the Visual Surfaces;

The Effective Elements on Aesthetizing Visual Surfaces; Concepts of Light, Color, Surface, Visual Dimension, and Time and Motion on Photography, Film and Video; Concepts of Technology, Ideology and alienation About the Visual Instruments and the Society.

**STV 504 Documentary Cinema** 3+0 6,0

Dziga Vertov: The Theory of Cine-Eye; Formal Experiments on Camera Using and Editing at Documentary Cinema; Robert J. Flaherty: Human at Nature; Production Process in Documentary Cinema; John Grierson: Institutionalisation and Text Preparation in Documentary Cinema; Direct Cinema and Cinema-Verite: Reality in Documentary Cinema and Daily Life in Front of the Camera; Today's Documentary Cinema: Examples and Discussions.

**STV 507 Social Gender and Media** 3+0 6,0

Mass media and the definitions of mass media; power of mass media; Definition of gender; The institutions and devices that are effective on the formation of gender; The role of media on the formation of gender; Social movements that effects gender identity; Critical view about gender identity.

**STV 513 Social Research in Cinema** 3+0 6,0

Sociological Point of View of Cinema: Basic Elements of Cinema-Society Relationship, Cinema as a Mass Media and Reflection of Culture, A Short History of Cinema-Society Relationship Studies; The Question of Method in Sociological Approach of Cinema: Viewing Sample Films and Evaluation; Cinema and Ideology: The Definition and Usage of The Ideology, Ideological Approaches to Cinema, Understanding of a Film's Ideology: Films According to Their Ideological Representation, Key Comparisons of Ideological Status of Films; Feminism; The Politics and Ideology of Hollywood Cinema.

**STV 514 Cultural Studies On Television** 3+0 6,0

The Construction of Everyday Life; Culture And Ideological Dominance; Race, Prejudice And Stereotype; Role Models, Values And Norms; Youth Culture; Television Stars And Stardom; Representation of Gender And Abnormality; Audience; Consumer Culture And Advertising; News Culture And News Programs; Music Videos; Postmodernism And Identity; Representation of Violence; Entertainment.

**STV 517 Film Critique I** 3+0 6,0

Criticism As A Practice And Concept; Artist, Work of Art And Audience; Types of Critique And Methods; Technique, Aesthetic, Social, Psychological And Philosophical Criticism; Relationship Between Art And Philosophy: Philosophy and film; Distinction between analytical philosophy and continental philosophy; Film and Existentialist Philosophy; Film Criticism And Philosophy of Life; Cinema And Ethics; Phenomenological View And Cinema; Phenomenological Method And Film Criticism; Distinction Between Ideological And Philosophical Criticism; Cotemporary Narration In Cinema.

**STV 518 Film Critique II 3+0 6,0**

Concept of Criticism; Development of Film Criticism; Historical Process of Film Criticism; General Outlook To Methods of Film Criticism; Film Criticism And Semiotic Perspective; Film Criticism And Sociological Perspective; Film Criticism And Ideological Perspective; Studies On Film Criticism; Original Screenplay And Adapted Screenplay In Film Criticism; Current Problems In Film Criticism.

**STV 519 Periods and Directors in Turkish Cinema I 3+0 6,0**

Early Years In Turkish Cinema; Early Directors; Periods And Directors Before Muhsin Ertugrul; Muhsin Ertugrul And Stage Performers; Transition Period; Transition Period And Directors; Period Of Cinematographers I (1950-1960); Period of Cinematographers II (1960-1970); Erotic Films In Turkish Cinema; New Generation In Turkish Cinema; Producer Directors In Turkish Cinema; Actor And Actress Directors in Turkish cinema; Women Directors in Turkish Cinema.

**STV 520 Periods and Directors in Turkish Cinema II 3+0 6,0**

Turkey After September 12 And Turkish Cinema In The First Half of The 80's; Turkish Cinema In The Second Half of The 80's; American Cinema Versus Turkish Cinema; Turkish Cinema In 1990's; Turkish Film Directors Living Abroad And Their Cinema; Different Expressions And Language In Cinema; Advertisement And Music Video Directors In Turkish Cinema And Their Films; Simplicity Approach Or Search For Simplicity In Turkish Cinema: Nuri Bilge Ceylan And His Cinema; Turkish Cinema As A Product In The Market; Different Tendencies In Turkish Cinema And Their Representations; Women In Turkish Cinema And Women Directors.

**STV 522 Ethical Problems In Television 3+0 6,0**

What Is Ethics; Media And Ethics; The Effects of Television On Society And Ethics; Limitations of Television Broadcasts Related To Children And Youth And Ethics; Sexuality And Ethical Problems On Television; Violence And Ethical Problems On Television; Television Commercials And Ethical Problems; Sexuality And Violence In European TV Programs: Examples of different research done in the area and responsibilities of broadcasters; Sexuality and Violence on the TV Programs in the USA: Examples of different research done in the area and responsibility of broadcaster; Ethical Problems in Turkish TV Programs; Research done concerning ethical problems on television in Turkey.

**STV 524 Modern Cinema 3+0 6,0**

Basic Concepts: classic, modern, modernity, modernism, modern art, post-modern art, means of expression, form, style, convention; Classic Narrative; impression of reality; Modern Narrative; Modernist Cinema: manifestoes, trends; Modern Film: stylistic continuity and change, formal differences, post-modern film; Themes in Modern Cinema.

**STV 531 New Media Theories 3+0 6,0**

What is New Media; What is Digital Culture; What are New Media Applications; Differences Between Conventional and New Media; Social Media and Social Change; New Media Society; New Media Art; Re-mediation; What are Conventional Media Theories; How to Re-analyze Conventional Media Theories within the New Media; Latest Discussions on New Media; What is New Media Art.

**STV 533 Narrative and Cinema 3+0 6,0**

Ancient Narratives: Fairy tales, Fables, Epopees, Mythos; Homer: The Illiad and Odyssey; Romances, Birth of Novel; Dramatic Structure; Epic Structure; New Narrator and New Reader, Italo Calvino, If on a Winter's Night a Traveler; Biography, Autobiography, M. Forman, Amadeus / Oğuz Atay, Bir Bilim Adamının Romanı; Horror, Thriller: N. Shayamalan, 6th Sense; Crime/Detective/Mystery: A. Christie's or S. Holmes's novels; Fantastic: Lord of the Rings, Game of Thrones; Science-fiction: Utopia, Dystopia, A. Huxley, Brave New World, S. Kubrick, Space Odyssey: 2001.

**STV 602 Film Language And Analyses 3+0 7,5**

Visual Construction and the Tools of Expression in Cinema; Framing/Composition: Fragments from Casablanka (M. Kurtiz) and Rio Escandido (E. Fernandes); Lighting: Rembrant-Director: A. Korda; Perspective; Time; The Position and Point of View of the Camera; Turnalar Uçarken- Director: M. Kalatozof; Director of Photography; Art Director; Editing; Sound; New Yendencies and Trends: Koyaanisgatsi by G. Redgio, Father and Son by A. Sokurov, Dogville by Lars Von Trier.

**STV 604 Theoretical Dimension of Editing 3+0 7,5**

Definition of Concept Of Editing And Montage; Structural Characteristics of Editing-Montage And Its Relativeness To Visual Design; Structuring The Story And The Context of The Film Through Editing-Montage; Parallel Editing; Relativity Editing; Thematic Editing; Different Editing Theories In Narrative; Theories And Principles of Editing Through Philosophies; Soviet Constructivism; Methods of Kuleshov, Pudovkin And Eisenstein In Editing; Dialectics And Montage-Meaning; Intellectual Editing.

**STV 606 Thought and Cinema 3+0 7,5**

Establishing a Research Methodology: Basic concepts, Movement, time, space and measurements, Whole, duree and sets, Matter image, memory, interval and plane of immanence, Virtual, actual, possible and real; Duree and evolution; Difference and Philosophy of Being; Theses on Movement: Movement and instant, privileged instant and any other instant, Movement and change; Image, Movement, Matter and Light; Three varieties of movement image; Duree, Whole and Sets; Organic And Dialectic Montage; Time-Image And Bergson's Memory Concept; Screen And The Body; Virtual Image; Rhizomas And Trees.

**STV 608 Video Art 3+0 7,5**

Introduction To Video Art; Early Video Art; Pioneers of Video Art; Different Approaches To Video Art; A Critical View of Video Art: Video Installation; Video Art Today; Experimental Video Designing: Discussion of the proposals, evaluation, Presentation of the proposals, Application the Project, Watching and evaluating.

**STV 609 Media Analysis 3+0 7,5**

Life, Knowledge and Media: Reconstructing Knowledge, The Process of Socialization; Media and Ideology; Basic Approaches on Media Analysis; Media and Representations; Media and Violence; Media and Crime; Media and Audience; Media, Identity and Image; Media and Entertainment; Language and Media Messages; Lifestyle, Values and Media; Media and Agenda Setting; Postmodernism and Media.

**STV 612 Visual Culture 3+0 7,5**

Concept and strategies of media culture. The development of visual media (photography, motion picture, video) principles of evaluation and appreciation, examples from the past and present. Social, cultural and technological analysis of media an overview of technological and aesthetical development of photography, motion picture and video. Media as a mechanical reproduction and as an art.

**STV 613 Populer Cinema and Ideology 3+0 7,5**

The Concept of Genre; Film Genre; Studio Systems and Hollywood Cinema; Basic Elements of Genre Films; Why and How did Genre Films Emerge?; Genre Analyzing; Theoretical Approaches; Relations between Genre Films and Cultural Systems; Genre and Myth; "Family" "Success", "West", and "Entertainment" in Hollywood Cinema; Genre and Ideology; Changes in Genre Films.

**STV 614 Philosophy of Art 3+0 7,5**

What is the art?; The aim and function of the philosophy of art; Aesthetic and philosophy of art; Relation between philosophy and art, common points and differences; Difference between the knowledge acquired from art and the knowledge acquired from philosophy; Art as reflection, expression, imagination and play; Functions of art; Work of art and audience; Evaluation of the art work, criticism and methods of philosophical criticism; Ontology of art; Contemporary art and philosophy.

**STV 615 Directors and the World of Their Cinema 3+0 7,5**

Structural Similarities between Films of "Auteur" Directors and a Symphony (or a Novel), Filmmaking or Novel Writing as a Architectural Design Processes: Theoretical background, Practice.

**STV 616 New Challenges in Cinema 3+0 7,5**

Postmodernism: Postmodern, Postmodern Art; Postmodern Narrative; Postmodern Approaches and Techniques at Cinema; Digital Technologies and Fiction Films: Cinematographic and Thematic Innovations.

**STV 617 Film Studies 3+0 7,5**

Basic Concepts; Film As a Narrative Art; Realism and Spectacle: Sound and Colour; Realism and Spectacle: Off Screen; Language or Language; Faciality and Deterritorialization; Modern Art Cinema; Styles in Modernist Film Narratives; Cinematic Apparatus Theory; Suture; Two Voyeurisms: History; Two Voyeurisms: Discourse; Screenings; Screenings

**STV 618 Virtual Reality and Theoretical Approaches 3+0 7,5**

Main Approaches: Newtonian Approach, Quantum Approach; Relativity Theory; Special Relativity; Time ? the Fourth Dimension; Relativity of Space and Time; Syber Space; Virtual Reality; Virtual Reality and Postmodernism; Virtual Reality Applications.

**STV 790 Thesis 0+1 30,0****STV 890 Thesis 0+1 30,0****SYR 510 Recreation Management and Techniques 3+0 6,0**

Concept of Recreation; Recreation Theories; Causes Affecting the Development of Recreation Activities; Recreation Management; Recreation Management Process; Principles of Recreation Management; Recreation Organizations; Leadership in Recreation Organization; Management Approaches to Recreation Organizations; Indoor Recreation Management; Outdoor Recreation Management.

**SYR 511 Sport Media Applications and Analysis 3+0 6,0**

Individual and Mass Communication Strategies in Sports as a Leisure Activity, a Recreational Activity and a Profession: Definition of sport, History, Development in the world and Turkey, Definition of communication, Mass media tools, Its characteristics, Functions, Scope and Definitions; Athlete-Manager, Athlete-Athlete, Athlete-Spectator, Athlete-Referee, Athlete-Primary and Secondary Groups in Sports, Personal and Interactive Communication.

**SYR 512 Customer Relationship in Sport 3+0 6,0**

Definition of Customer Relationship Management in Sports; Components in Customer Relationship Management in Sports; Characteristics of Customer Relationship Management in Sports; Customer Relationship Management Process in Sports; Strategies in Customer Relationship Management; Data Mining; Customer Orientation in Sports; Relationship Marketing; Purposes and Benefits of Customer Relationship Management in Sports; Electronic Customer Relationship Management in Sports; Fan Relationship Management; Electronic Fan Relationship Management; Relationship Quality Concept in Sports; Characteristics of Relationship Quality in Sports.



**SYR 513 Leisure and Recreation Analysis 3+0 6,0**

Etymological Definitions of Leisure; Experiential Definitions of Leisure; Work and Leisure; Uses of Leisure: Essential elements of leisure, Abnormal leisure, Serious, casual and project-based leisure; Leisure and Consumption: McDonaldization or Ikeaization; Yin-Yang Theory in Leisure Researches: Qualitative and quantitative approaches, Uses of qualitative and quantitative approaches in recreation, Objective and subjective approaches; Life Style and Leisure.

**SYR 514 Brand Management and Sports 3+0 6,0**

Changing Competition and Brand; Brand and Branding Process from Past to Present; Basic Concepts Related to Brand: Associations, Awareness, Image, Personality; Brand Management in Sports and Configuration: Brand identity planning models in sports, Communications strategies, Brand positioning in sports and factors affecting brand positioning; Brand Management in Sports and Integrated Communications: Features of sports consumers and brand, Corporate communications and brand management; Case Studies of Sports Brands.

**SYR 515 Recreation Project Management 3+0 6,0**

Project and Introduction to Project Management: What is project?, Classification of projects, What is project management?, The basic functions of project management, Project stakeholders, Project life cycle; Project Initiation: Project initiation document, Identifying stakeholders, Project kick off meeting; Project Planning: Time management, Planning process, Creating an effective project team, Types of cost, Budgeting, Risk management and planning; Execution of the Project; Project planning, Technical management and approaches, Quality management in project; Project Monitoring and Control: Establishment of project monitoring and control system, Monitoring and control of risks; Project Closure; Project closure formats, Sub-processes of project closure, Termination of the project.

**SYR 610 Event Planning and Project Management 3+0 7,5**

An Overview of Sports Events and Planning; Structure and Types of Sports Events; Development of Sports Organizations; Phases and Planning of Sports Organizations and Events; Project Management and Basic Terms Related to Project Management; Effective Project Management Techniques; Characteristics of Project Management and a Project Manager; Process of Project Management: Planning, Monitoring; Control Related Methods, Approaches, Applications; Project Teams; Project Budgeting.

**SYR 611 Contemporary Approaches in Sport Management 3+0 7,5**

An Overview of the Concept of Management; Concept of Organization and Its Importance; Classical and Neoclassical Management Approaches; Contemporary Management Approaches and Contingency Theory; System Approach; Characteristics of a System; System Model; Post-modern

Management Theories; Transformational Management and Transformational Leadership; Learning Organizations; Coaching Style Management Approach; Charismatic Leadership Approach; Effects of Contemporary Management Approaches on Sports.

**SYR 612 Modern Sport Marketing Applications 3+0 7,5**

Paradigm Changes in Marketing; Analysis of Environmental Changes Influencing Marketing in the New Era; Projections Towards Sports Marketing; Newly Emerging Areas of Marketing in Sports Business; Relationship between Management and Customer Relationship Marketing (CRM) in Sport; Database Marketing and One-to-One Marketing; Data Mining Application in Sport Contexts; Consumer Behavior Models in Sports; Electronic and Mobil Sports Marketing Applications; New Sports Marketing Trends in the Future.

**SYR 613 Fiscal Management in Sport 3+0 7,5**

Fundamentals Principles of Sport Finance and Fiscal Structure in Sport; Financial Management and Account Procedures; Logic of the Budget Process; Financial Reporting Rules in Sports Business; Sources of Financial Information in Sports; Debt Markets in Sports; Financial Statements: Annual report layout, Balance sheet, Asset sheet, Liabilities, Capital stock, Reading income statements, Analyzing income statements; Revenue Generation in Sports Sector; Operating Cost Management in Sports; Yield Management Systems in Sports.

**SYR 614 Risk Management in Sport Organizations 3+0 7,5**

Relationships Between Sport Organizations and Risk Management; Identification of Risks; Valuation: Valuation of Risk; Decision Making and Risk Management; Problems in Risk Management; Developing and Implementing Risk Management; Medical Emergency Action Plans; Protecting Children; Lightning Safety; Drug Testing; Equipment, Premises, Construction and Supervision; Ground Safety; Insurance in Sports Activities and Its Applicability.

**SYR 615 Stratagic Sport Communication 3+0 7,5**

Relationships Between Sports Management and Sports Communications; Growth and History of Sports Communication; Strategic Sports Communication Model (SSCM) in Sports Communication; Personal Sports Communications; Organizational and Leadership Communication in Sports; Integrated Marketing Communications in Sports; Publishing and Print Communication in Sports; Electronic and Visual Sports Communications; Online Sports Communication and New Sports Media; Social Media; Sports Advertising; Public Relations and Crisis Communication in Sports; Sports Communication Research.

**SYR 790 Thesis 0+1 30,0**

**SYR 890 Thesis 0+1 30,0**

**TAR 513 Relations of Turkey with Its Neighbors 3+0 6,0**

Definition of borders of Turkey and related treaty articles; Relations with USSR: Treaty of Friendship and Impartiality, Relations of two countries in 1930's; Relations of to countries during Second World War; Relations with Greece: Relations of two countries during and after Laussane; Relations with Iraq: Border Of Turkish-Iraq and question of Moussul in and after Laussane; Relations with Iran: Border question and treaties and protocols signed, Iran as an example for modernisation of Turkey; Relations with Syria: Question of Antioch in and after Laussane, Annexation of Antioch to Turkey; Political, Military, Economical and Cultural Relations with Bulgaria.

**TAR 514 Turkish Historiography 3+0 6,0**

Main Sources of Turkish Historiography; Manuscripts and Catalogues; Basic Bibliographies; Turkish Historiography and its Basic Characteristics in XV. and XVII. Century; Historians in XVIII and XIX. Century: History of Naima, Sadullah Enveri, Vasif, Asım, Şanizade, Esat Efendi, Ahmet Cevdet Pasha, Lütfi, Abdurrahman Seref; Historiographic Works Published in XIX. Century; Studies of Ottoman Historiographic Council; First Studies in Republican Era.

**TAR 521 Settlement Policy of Ottoman Empire 3+0 7,5**

Passing of Ottomans to the Balkans: Ottoman Conquest Policy, Conquest of the Balkans, Migration to the Balkans and Settlements, Ottoman Establishments in Balkans: Factors facilitating Balkans Settlement: Dervishes and Zaviyes, Endowments and Temliks, Organisation of Derbent; Exile Policy: its causes, First Exiles; Exiles of Nomads, Exiles of Beys and Sipahis; Results of Exile Policy: Turkification, Islamification, Advancing of Conquests; Settlement Policy of the Nomads and Results in XVII. Century in the Ottoman Empire; Settlement Policy in XIX century and Settlement of Nomadic Tribes and Results.

**TAR 522 Sources of History of Turkish Republic 3+0 6,0**

Archives and their Characteristics: Ottoman Archive of Prime Minister, Republican Archive of Prime Minister, Archive of Turkish Grand of National Assembly, Archive of President, Archive of Military History, Archives of Ministers and other Institutions; Press: Press of National Struggle, Press of Istanbul, Press of Anatolia, Press of Republican Era; Documentary Sources: Düstur, Resmi Gazette, Ayn Tarihi, Institution Statistics, Minutes of Meclis-i Ayan and Turkish Grand National Assembly, Secret Minutes of Turkish Grand National Assembly, Minutes of Republican Senate, Minutes of Advisory Assembly; Minutes of Congress; Speech: Speeches and Statements of Atatürk, Tamim Telegrams and Declaration of Atatürk; Memoirs; Chronologies.

**TAR 535 History of Turkish Democracy XIX. yy. 3+0 6,0**

Historical Development of Western Democracy; Source of political power and using of law, legislation and execution powers till the XIX. Century; First movements in favour of Democracy in the Ottoman Empire, Beginning of participation of people to administration in the XIX. Century, Declaration of First Constitution: Movement of New Ottomans and reactions to the political power, Preparation and Declaration of Kanun-i Esasi, Formation of general assembly; Period of Despotism and Organisation of opponent; Declaration of second Constitution: Elections.

**TAR 536 History of Turkish Democracy XX. yy. 3+0 6,0**

Armistice Era: Istanbul Governments and their Programs, Political Organisations and Ideologies, Elections of 1919 and Meeting of Parliament; Period of Emergence of New Power in Anatolia: Organisation of National Movement in Anatolia; Establishment of Turkey State: Meeting of Turkish Grand National Assembly, Structure and Characteristics of Assembly, Composing of Parts of Turkey State; Constitution of New State: Constitution of 1921; Abolishment of Sultanate; Re-arrangement of the State: Declaration of Republic, Constitution of 1924; Political Developments in Republican Era: Elections, Governments, Political Organisations.

**TAR 551 Roman Civilization in the Early Empire 3+0 6,0**

Sources; Decline and Fall of the Republic; Augustan Age and Pax Romana; A Mediterranean Empire; Economy, Cities, Land Management; Social Hierarchy, Family and Household; Slaves, Women and Children; Law; Social Relations; Religion; Cult of the Emperor, Mystery Cults, Judaism, Christianity; Philosophy; Latin Literature; Roman Army; Architecture and Engineering; Art; Decline of the Empire.

**TAR 552 Political Thoughts and Systems in the Ancient World 3+0 6,0**

Political Thought and Systems As a General Concept; Ziggurat, Pyramid and Agora; From the Mythology to the Scientific Thought or from Teocentrism to Homocentrism; Era of Freedom and Disorder, Chaos and Inquiry in the Thought; Changing and Transformation, Human, Ethics and State; Monarchy, Timocracy, Oligarchy, Democracy, Tyranny; God-King or Autocracy; Era of Compliance and Order; Principatus and Dominatus; Return to the Teocentrism.

**TAR 553 Administration of the Ottoman Provinces 3+0 6,0**

Ottoman Provincial Administration, Centralization and Decentralization; Administrative and Financial Transformation from Classical Period to Tanzimat and from Tanzimat to Meşrutiyet (the First Constitutional Era); Regional Differences in Ottoman Administrative Approaches.

**TAR 554 Urbanization in Ancient Times 3+0 6,0**

Urbanization in Ancient Anatolia in the Bronze Age: Kültepe, Achemhöyük, Hattuşa; Urbanization in Ancient Anatolia in the Iron Age: Tuşpa, Gordion, Sardis; Urbanization in Ancient Greek and Roman Times: City walls, Houses, Sacred places, Stoas, Bouleuterions, Agoras, Gymnasions, Theaters, Stadions, Water Systems, Nymphaions, Baths, Necropolis.

**TAR 555 Written Sources of Ancient Times 3+0 6,0**

Written and Unwritten Sources of the Ancient History; Writing Tools and Materials in Ancient Times; Antique Libraries; Chronology; Calendar Systems Used in Ancient Times; Ancient Historians: Historians Writing in Greek: Hekataios, Herodotos, Thukydides, Ksenophon, Ephoros, Theopompos, Timaios, Demosthenes, İsokrates, Aristobulos, Ptolemaios, Berossos, Manetho, Polybios, Poseidonios, Diodoros, Nikolaos, Dionysios, Strabon, Josephus, Plutarkhos, Appianos, Arrianos, Cocceanus, Pausanias, Eusebios, Zosimus, Prokopius, Q. F. Pictor; Historians Writing in Latin: P. Cato, L. Macer, G.J. Caesar, M. T. Cicero, C. Nepos, G.S. Crispus, A. Hirtius, G.A. Pollio, T. Livius, P. Trogus.

**TAR 556 War and Peace 3+0 6,0**

Ottoman Wars with Russia, Austria, England, France in the 18th and 19th Centuries; War Economy; Military Technology: Arms production Use of weapons, Logistics, Changing war strategies, Effects of historical geopolitics on war; Actors of Wars and Effects of Wars on the Population, Education and Health; War and Diplomacy; Peace Treaties and the Changing Conjuncture; Globalization, Alliances and Concert of Europe.

**TAR 557 Supply Service Institutions in Ottomans 3+0 6,0**

Organisation of Supply Service Institutions; Their Legal and Financial Status; Scope of Function and Authority, Responsibilities and Exemptions; Supply Service Institutions in the Ottoman Army: Yaya-Müsellems, Yürüks, Tatars, Gypsies, Canbaz, Voynuks, Martosos, Eflaks, Celeps; Stationary Supply Services Institutions: Dermentçis, Rangers, Miners, Doğancıs, Yağcıs, Çeltikçis, Tuzcus, Boatmen, Water carriers, Bridgers, Sidewalk Workers; Corruption of Supply Service Institutions: Reasons of corruption, Reformation attempts; Abolishment of Supply Service Institutions.

**TAR 558 Source Languages II 3+0 6,0**

Grammar of the Source Language: Noun, Noun derivatives, Adjectives, Adverbs; Special Letters; Sentence Construction and Analysis; Active and Passive Sentence Structures; Exercises and Practices: Text samples, Analysis and translation techniques; Analysis of Historical Texts: Analysis of manuscripts, Print text analysis, and Translation practices.

**TAR 559 Source Languages I 3+0 6,0**

Grammar of the Source Language: Noun, Noun derivatives, Adjectives, Adverbs; Special Letters; Sentence

Construction and Analysis; Active and Passive Sentence Structures; Exercises and Practices: Text samples, Analysis and translation techniques; Analysis of Historical Texts: Analysis of manuscripts, Print text analysis, and Translation practices.

**TAR 560 Modernisation Movements in Turkey 3+0 6,0**

A General View to Ottoman Reform Movements; Modernisation in Social and Cultural Fields in Tulip Era; Modernisation Attempts in the Periods of Mahmud I, Mustafa III and Abdülhamit I: Era of Selim III and Nizam-ı Cedit; Political, Social and Cultural Reforms in the Period of Mahmud II; Modernisation Movements of Tanzimat Era; General Criticism of the Ottoman Modernisation; Comparison of East and West: Image of West in the Eastern People and Image of East in the Western People; National and Universal Values; II. Constitutional Era: Modernisation According to Intellectuals of the Era.

**TAR 561 National Chief Period in Turkey 3+0 6,0**

Political Developments in Turkey After Atatürk's Period, Election of İsmet İnönü as president, Establishment of Refik Saydam's government; Internal and Foreign Policies in the National Chief Period: Turkish foreign policy during the Second World War, Turkish foreign policy after the war, Internal Political changes after the war, Transmission into a multi-party system, Elections in 1946, Opposition government relations, Elections in 1950 and the end of the national chief period; Economical Developments in the National Chief Period: Enactment of Turkish national security law, Establishment and work of advisor to food service, Rationing practice, Wealth tax and its results, Economy after the war; Social and Cultural Developments in the National Chief Period.

**TAR 609 From an Empire to a National State 3+0 7,5**

Century; Invasion of the Land after First World War; Solutions for Saving the Land: Mandate, Regional Salvation, Thought of National Independence; Period of Double Sovereignty: Organisation of Thought of National Independence in Anatolia and Committee of Represent, Istanbul Governments; Opening of Turkish Grand National Assembly and Period of Nationalisation: Composing of Organs of State, Composing of Administrative and Military Bureaucracy, Appearance of New Political Regime after Independence War, Abolishment of Ottoman Institutions.

**TAR 621 Ottoman Law System 3+0 7,5**

Basic Concepts of Law; Foundations of Ottoman Law System; Relation of Shari and Traditional Law; Characteristics of Ottoman Law System; Ottoman Public and Private Law; Court Registers, Edicts; Ethnic Structure of the Ottoman Empire: Legal Conditions; Law Reforms in XIX. Century; Meclis-i Valay-ı Ahkam-ı Adliye, Assemblies and Judgement in Provinces, Laws of Penalty, Laws of Land; Courts of Nizamiye and Trial Examples; Interferences in the Field of Law Education.

**TAR 622 Cultural Institutions in Republican Era 3+0 7,5**

Definition and Comparison of Culture and Civilisation; First Steps to enliven a National Culture in Republican Era: Culture, Writing Revolution and Public Schools in the Government Plan; Modernisation of Turkish Music: Opening of Institutions to develop Polyphonic Western Music; Spreading of Turkish Revolution to People: Establishment of The People's House and their Works; Studies of History and Language: Foundation of Institutions of Turkish History and Turkish Language and their Works; From Darülfünun to the University; Composition of New Cultural Institutions in Ankara.

**TAR 628 Reactions Against Modernization in Turkey 3+0 7,5**

Kadızaades; Reactions against the Takiyüddin's observatory; Tulip Era; Reactions against social and cultural developments: Rebellion of Patrona Halil; Reactions against the Reform movements and Modern Institutions in the 18. Century; Ulemas' reactions Modernisation Movements of Selim III's period and Nizam-ı Cedid; Rebellion of Kabakçı Mustafa, Criticising of Rebellion Socially and Culturally; Event of Alemdar Mustafa Pasha; Reactions against the Eshkinji Ocagi; Rebellion against Palace: Abolishment of Janissary forces; Reactions against Modernisation Movements o Mahmud II's period; Tanzimat Movement and Ulemas' reactions against Tanzimat; Rebellion of Ulema Students; Ulemas' reactions against Modern Education; Ideology of Committee and Progress Party; Declaration of the Second Constitution and Reactions: Organisation of the Opponents, Event of 31 March, Segregation movements in the Period of Second Constitution; Declaration of Republic and Revolutions: Reactions against the re-arrangement

**TAR 641 Rulers and the Ruled in the Ottoman Empire 3+0 7,5**

Sultan, Prince, Grand Vizier, Divan-ı Humayun in the Ottoman Empire; Authorities and Responsibilities in the Central and Provincial Organization; Establishment of Bab-ı Ali, Heyet-i Vükela, Meclis-i Vâlâ, Meclis-i Umumi; Changes in the Relationship between the State and Individuals; Local Council Members; Representation of the Ruled in the Establishment of Municipal Organization and the Parliament.

**TAR 643 Ottoman Social Life 3+0 7,5**

Cultural Diversity in the Ottoman Empire; Coexistence of Moslems and Non-Moslems; Characteristics of Settled and Nomad Population in Rural Areas; Urban Life; Differences between Urban Life and Rural Life; Perception of War and Military in the Society; Comparison of the Life of Tımarlı Sipahi and Jannissaries; Impacts of İlmîye and Medrese System on the Society; Reactions to Medrese in Rural Areas; Effects of Foreigners on the Ottoman Social Life; Social Structure in the 19th Century: Population, Ethnicity, Religious structure and Institutions; Rural Life; Urban Life.

**TAR 645 Foundations of Modern Europe 3+0 7,5**

Changes in Western European Countries in the New Age: Economical, Social, Political, Philosophical; Renaissance: Emergence and spreading; Humanism; Philosophy of Renaissance: Orientation to the Antiquity, Orientation to human, Orientation to nature, Losing of power of religion, Searching and discoveries, Neo-Platonism; Art of Renaissance; Religious Changes; Political Thought: Commentaries of Reform, Theorists of absolute monarchies, Utopians thinkers, Enlightenment philosophers; Scientific Development in the 17th and 18th Centuries: Developments in science, Developments in social and humanities sciences; Philosophy and Nature Sciences; Ideas Developing in the Enlightenment Era; Evaluations in Religious Thoughts; French Revolution: Use of scientific data in technical fields, Power of steam; Modernisation in Human Life, Human Beings Traveling around the World and in the Space.

**TAR 646 Source Languages IV 3+0 7,5**

Grammar of the Source Language: Noun, Noun derivatives, Adjectives, Adverbs; Special Letters; Sentence Construction and Analysis; Active and Passive Sentence Structures; Exercises and Practices: Text samples, Analysis and translation techniques; Analysis of Historical Texts: Analysis of manuscripts, Print text analysis, and Translation practices.

**TAR 647 Source Languages III 3+0 7,5**

Grammar of the Source Language: Noun, Noun derivatives, Adjectives, Adverbs; Special Letters; Sentence Construction and Analysis; Active and Passive Sentence Structures; Exercises and Practices: Text samples, Analysis and translation techniques; Analysis of Historical Texts: Analysis of manuscripts, Print text analysis, and Translation practices.

**TAR 650 Press in Turkey 3+0 7,5**

Printing House of İbrahim Müteferrika in Tulip Era and Our Cultural World: First works published; Printing House of the School of Engineering and First Published Works; Foreign Printing Houses: Printing house of the French Embassy; Opening of Printing House of the Ministry of War; Printing House of Bulak in Egypt and Vakayi Mısıryye (Events of Egypt); First Turkish Newspapers: Takvim-i Vekayi, Ceride-i Havadis, Tasvir-i Efkâr; Magazines Published in the Ottoman Empire: Mecmuai Fünun, Servet-i Fünun, Malumat; First Journalists and Their Intellectual Roles: Şinasi, Agah Efendi, Namık Kemal, Ali Suavi, Ziya Pasha; Censorship in the History of Press; Press in the Tanzimat Era: First newspapers and magazines.

**TAR 652 Nation, Nationalism, Nation State 3+0 7,5**

What is Nation: Emergence of nation as a political entity; Basic Nationalism Theories: Historical origins, Descriptive features and typologies of nationalism; Nation-State: Rise of nation states, Characteristics of nation states, Nation-state □ citizens relations, Nation state □ culture relations; Turkish Nationalism and Turkish Republic: Origins of Turkish nationalism, Historical development of Turkish

nationalism, End of the Ottoman Empire and Rise of the new state, Turkish republic and ideology of nationalism, Social and political problems during the foundation and development of the Turkish nation state; Globalization and the Future of Nation States.

**TAR 790 Thesis** **0+1 30,0**

**TAR 890 Thesis** **0+1 30,0**

**TDE 501 Poetry in Republican Period I** **3+0 6,0**

A General View of the Conditions of R.P. poetry; Poetry between 1923-1940: Poets from the traditional approach (Abdülhak Hamit Tarhan), Poets of landscape, Seven meşaleciler, Independent poets (Ahmet Muhip Dıranas, Ahmet Hamdi Tanpınar, Cahit Sıtkı Tarancı, Behçet Necatigil, Asaf Halet Çelebi, Fazıl Hüsnü Dağlarca).

**TDE 502 Poetry in Republican Period II** **3+0 6,0**

Turkish Poetry between 1940-1960: 'Garip?' community (Orhan Veli Kanık, Oktay Rifat Horozcu, Melih Cevdet Anday), Hisar poets (Munis Faik Ozansoy, Bekir Sıtkı Erdoğan, İlhan Geçer), Poets on the foot steps of Nazım Hikmet (Hasan İzzettin Dinamo, Arif Damar, Hasan Hüseyin Korkmazgil, Ahmet Arif vb.), İkinci Yeni; Post 1960 Turkish Poetry.

**TDE 503 Works on History of Literature in Turkey** **3+0 6,0**

The Emergence of The Works On History of Literature; And Its Development; Theoretical Problems of History of Literature; Practice On Historical Studies; Developing Students? Scientific Thinking Abilities; Scientific Approaches And Methods In Literary Works; Evaluation of The Literary Works Within The Approaches And Methods Given.

**TDE 507 Theoretical Linguistics** **3+0 6,0**

Linguistics: Scientific study in language research; Structure of language; Sound in natural languages; Generative Grammar: General principals; Grammatical Categories; Grammatical Structure; Functions of Grammar; Semantics: General principals; Semantic Structures: Lexical and sentential semantics; Generative morphology: General principles; Derivational vs. Inflectional morphology; Pragmatics: Context, Presupposition and inference; Discourse analysis: Textuality, Anaphoric relations, Cohesion and coherence.

**TDE 519 Poetic Language** **3+0 6,0**

The terminology of ordinary and literary language; The role of poetry in literary language; Main sources of poetic language, Elements of poetic dictum: rhythm, figurative devices, rhetorical techniques; The use of poetic language in the history of Turkish literature: as first example Uygur poetry; The language of Divan poetry; The books of belagat/rhetoric, Close study on language and style of

selected texts from classical Turkish literature; Westernization and change of poetic language.

**TDE 520 Ottoman Turkish Texts** **3+0 6,0**

General Knowledge About Texts Written in Ottoman Turkish; Literary Texts: Ottoman Turkish Texts Written in Prose; Ottoman Turkish Texts Written in Verse; Reading-Understanding Exercises on Chosen Texts; Literary Analysis Practises on Chosen Texts; Describing the Process of Historical Development and Evolution of Ottoman Turkish through Chosen Texts; the Syntax, Lexis and Ortography of Ottoman Turkish.

**TDE 521 Şerh (i.e Literary Commentary)** **3+0 6,0**

TDE 521 Şerh (i.e Literary Commentary) 3+0 3, 0 'Şerh' as a concept; Şerh as a literary term; The origin of şerh tradition in Turkish literature: Persian şarh; Şerh in mysticism; The Commentaries on Mesnevi; The Commentaries of Divan of Hafız; The Commentaries of other Persians Poets' Divans; The Commentaries of Turkish Poets' Divans, The importance of commentaries in literary research; The methods of literary commentary: focus on beyt, literary devices; Close readings of selected texts.

**TDE 522 Readings in Folk Literature** **3+0 6,0**

This course is concerned with recent texts on folk literature. The course is aimed to give examples of research subjects and researching technics of folk literature means of these texts. A new research plan on the similar topics is developed and written after critical reading of these selected texts.

**TDE 523 Folk Literature and Culture** **3+0 6,0**

This course is focused an oral and written products of folk literature which are used by different cultural groups. The aim of this course is to teach the dynamics of a community for producing and continuing verbal cultural products. Collected verbal products are studied in terms of new features and in terms of the points that effected by classical folk literature. Besides, the functions of folk literature materials are examined in their cultural context.

**TDE 524 Mesnevi** **3+0 6,0**

The origin of Mesnevi form; Mesnevi in Arabic literature; Mesnevi in Persian literatur;, First mesnevis in Turkish literature: Kutadgu Bilig and its importance; Formal peculiarities of mesnevis; The topics and themes of mesnevis, Narrative techniques employed in mesnevis, The role of mesnevis in Turkish literature as fictional narrativess, Historical development of mesnevis in Turkish literature; A close examination of selected Mesnevis.

**TDE 525 Syntax** **3+0 6,0**

Generative transformational grammar; Therotical foundations of grammar; phrase structure rules; Transformations; Principles and parameters; X-bar hypothesis; Government and binding; Case filters; Movements; Theta Roles; Argument structure; studying on cross linguistic data

**TDE 526 Modern Turkish Syntax 3+0 6,0**

The role of sentence in linguistics and grammar; sentence and its components; verb; subject; real subject, nominal subject, indefinite subject, hidden subject, common subject; complements; object, definite object, indefinite object; types of complements; indirect complement, adverb complement, prepositional complement; sentence types; sentences according to their judgements, simple sentence, compound sentence, sentence fragment, sentence pattern, complex sentence.

**TDE 527 Chagatay Turkish 3+0 6,0**

Chaghatays; The Importance of Chaghatay Turkish Among Historical Turkish Dialects; Language Analysis Practises on the Prose and Poetry in pre-Nevai Period; the Poet Nevai, His Contemporaries, and Language Analysis Practises on Their Poetry; Language Analysis Practises on the Poetry and Prose in post-Nevai Period; the Evolution Period from Chaghatay Turkish to Modern Ozbekh, and Language Analysis Practises on the Works of That Period.

**TDE 528 Historical Dictionaries 3+0 6,0**

A General information on dictionaries; A survey of history of Turkish dictionaries; Divanu Lugati't-Türk as the first Turkic dictionary; Turkish dictionaries written in Anatolia, Translated dictionaries; original Turkish dictionaries; Turkish dictionaries written by foreign scholars; The methods and techniques used in composing a dictionary writing; The importance of the historical dictionaries for literary research; Work studies on selected texts.

**TDE 529 Style in Ottoman Divan Literature 3+0 6,0**

Studies on concept of style. Different viewpoints and comments of style definition. Importance of the style studies from literary point of view; Historical sources of classical Ottoman Divan poetry style: Rhetorical books; Individual style; Term style; Term stylizes in Persian Literature and its effects on the Ottoman Classical Literature (Sebk-i Horasani, Sebk-i Iraki, Sebk-i Hindi, Baz-geşt) Style elements in the Ottoman Divan Literature.

**TDE 530 Sufism and Ottoman Literature 3+0 6,0**

General Knowledge on Sufism; the Relation Between Sufism and Literature throughout History; the Effect and Reflection of Sufist Symbolism on Literature; Vahdet-i Vücut and Its Effect on Literature; the First Sufist Poets in Persian Literature; the Place of Sufism in Turkish Literature; the First Representatives (Ahmet Yesevi and Yunus Emre); the Effect of Sufist Love Comprehension on Non-Religious Poetry; Commentary Practises on Sufist Poetry.

**TDE 531 Legend Studies 3+0 6,0**

We try to understand our society by legends in this course. Legends reflect the cultures of communities in which they are narrated. Legends appear with the effect of a specific event and diffuse according to "multi-conduit theory". As a result, nobody can know every legends. Legends are about current affairs so, the new variations of some old legends can be created. In order to see the relationship between the

legend and the society, legends are studied in terms of their current aspects, motives and social value

**TDE 532 Semantics 3+0 6,0**

What is meaning? Components of meaning; The notion of meaning in logic and analytic philosophy; Form and meaning; Lexical semantics: grammatical and meaning and implicature; lexical features: Theories of metaphor; Sentence meaning; syntax and semantic structures; morphology and semantic structures.

**TDE 533 Prose in Turkish Literature 3+0 6,0**

Turkish Prose in the Period Before the Adoption of Islam (Orkhon Inscriptions and Uigur Texts); the Evolution of Prose in Turkish Literature After Adoption of Islam; Early Turkish Prose Texts Written by Arabic Letters: Syntax and Characteristics of Style; Practices on Chosen Texts; Examples of Turkish Prose Evolving in Anatolia (Regional Texts, Tezkires, Chonograms, Seyahathame's (Book of Travels)); the Place and Importance of Westernization Movements in the Evolution of Turkish Prose.

**TDE 534 Research in Linguistics and Literature 3+0 6,0**

Scientific research: Positivism and basics of positivist approaches; Qualitative research: basics and theoretical foundations; Qualitative research in language studies: Phase1: Constructing research questions and design; Phase 2: Qualitative data collection: Spoken and written data, working on visual signs; Phase 3: Analyzing data: Classical content analysis; Discourse analysis; Rhetorical analysis; Semiotic analysis; Phase 4: Evaluation of

**TDE 535 Literary Theories I 3+0 6,0**

Meaning of literature and its place among other arts; A survey of literary theories in Western world; The function of literature; The aims of literary analysis; A basic information on literary theory, literary criticism and literary theory; The role of other disciplines in literary analysis: philosophy, history, biography, sociology, psychology; Literary criteria in literary analysis; The term 'belagat' and its place in Turkish literature.

**TDE 536 Literary Theories II 3+0 6,0**

The importance of tezkires, introduction of poetry collections and rhetorical books as major theoretical basis of classical Turkish literature; The rules of literary compositions in Arabic and Persian literatures; Close reading of Turkish selected sections from rhetoric books written until Tanzimat Period; Close reading of rhetoric and literary theory books written after Tanzimat Period; Theoretical analysis of selected texts from Turkish literature in reference to Ottoman Turkish rhetorical tradition.

**TDE 538 Criticism in Ottoman Literature 3+0 6,0**

The Concept Literary Criticism; A General Look on the Theories of Literary Criticism; the Sources and Basic Principles of Literary Criticism in Classical Turkish Literature; Literary Criticism in Arabic and Persian Poetry (General Sources and Thoughts); Basic Terminology of Poetry Criticism; Tezkire as the First Examples of Criticism

in Classical Turkish Literature, Divan Forewords and Rhetoric Books; Analising Ottoman Poets? Thoughts on Word and Poetry as Literary Criticism; Practises on Chosen Texts.

**TDE 539 Poetry in Servet-i Fünun Period 3+0 6,0**  
General Characteristics of Servet-i Fünun Period; Genres in Servet-i Fünun Literature: Beginning of westernization in poetry in Servet-i Fünun period, Translation in poetry (Tevfik Fikret, Cenap Şahabettin); Literature Out of Servet-i Fünun Literature: Poetry (Rıza Tevfik, Mehmet Emin, Mehmet Akif); General Characteristics of Fecr-i Ati Period; Genres in Fecr-i Ati Literature.

**TDE 540 Comparative Karluk Group of Turkish Polish Textual Analysis 3+0 6,0**  
Common Historical Written Language of Karluk Group Turkish Dialects; Characteristics of Karluk Group Turkish Dialects; Exercises with Selected texts; General Differences between Karluk Dialects and General Turkish; Differences among Karluk Dialects; Distinctive Characteristics of the Uzbek Dialect; Distinctive Characteristics of the Modern Uighur Dialect. Exercises

**TDE 541 Methods of Criticism 3+0 6,0**  
Basic Concepts: Criticism, Analysis, Structure, theme, fiction, plot, narrative method in literary works; Methods of Criticism by Literary Genres: Novel analysis: novel theories, theoretical background, novel analysis based on basic criteria; Poetry analysis: poetry theories, poetry analysis based on basic criteria, structure in poetry, methods and techniques, Modern poetry analysis: examples and application.

**TDE 542 Literary Theories 3+0 6,0**  
Basic Concepts; Literary Theory; Art Theory; Literary and Artistic Movements; Discussions on Function of Literature: Function of Literature in Modern Societies; Changes in Structure of Literary Works Based on Function; Discussions on the Quality of Literature; Text Analysis in the Light of Literary Theories: Novel, Short story, Poem, Play analysis.

**TDE 543 Dialects of Turkish Language Outside The Political Borders of Turkey 3+0 6,0**  
Linguistic Peculiarities of the Kirkuk Turkoman Dialect; Exercises with Selected Texts; Linguistic Peculiarities of Cyprus Turkish; Exercises with Selected Texts; Turkish Dialects in the Balkans: Bulgaria; Greece and Former Yugoslavian Republics; Exercises with Selected Texts; Linguistic Peculiarities of Gagauz Turkish; Exercises with Selected Texts in Gagauz Turkish.

**TDE 544 Modern Turkish Short Story 3+0 6,0**  
General characteristics of Turkish storytelling; Memduh Şevket Esenal's stories; Kenan Hulusi Koray's stories; Cevat Şakir Kabaağaçlı's (Halikarnas Balıkcısı's) stories; Sabahattin Ali's stories; Sait Faik Abasıyanık's stories; Aziz Nesin's stories; Haldun Taner's stories; Ferit Edgü's stories;

Bilge Karasu's stories; Mustafa Kutlu's stories; Nazlı Eray's stories; Füzûzan's stories; Nazan Bekiroğlu's stories.

**TDE 545 The Second New Poem 3+0 6,0**  
Social, political and cultural environment in the second new period; the Birth of the Second New Poem; Contribution of the second new movement to Turkish Poetry; change of poetic language with the Second New Poem; Poets of the Second New Poem: İlhan Berk, Turgut Uyar, Edip Cansever, Cemal Süreya, Ece Ayhan, Sezai Karakoç; ; the Role of these Poems in the Second New Poem; Text Analysis of Selected Poems by the Pioneer Poets.

**TDE 790 Thesis 0+1 30,0**

**TRZ 501 Common Problems in Tourism Sector 3+0 6,0**  
Development of Tourism and factors that effect development; New trends at international Tourism, sustainable Tourism; Technological developments in Tourism, Tourism and Ethic; Women employees in Tourism; Terrorism and Tourism; Inbound Tourism; Middle East and World Tourism; Tourism Establishments; Blue Flag Applications in Tourism.

**TRZ 510 Structure of Tourism Industry 3+0 6,0**  
Structure of tourism industry. A global overview of the industry; social and cultural influences that affect the tourism industry; structure and operation of various tourism organization; interrelation skip and interdependence between travel, tourism and hospitality industries; the economic effect tourism has on the local, regional and national level. Tourism policy and planning in structure of economy. Analysis of tourism industry in development planning.

**TRZ 514 Sustainable Tourism 3+0 6,0**  
Historical Background: The Concept of Sustainability, Developments and Current Issues; Nature and Scope of Sustainable Tourism; Three Dimensions of Sustainable; Economic Dimension; Social Dimension; Environmental Dimension; Environmental Management in Hospitality Businesses; Ecologic Tourism; Sustainable Tourism and New Forms of Tourism; Discussion on Research Questions; Research Design; Research Design.

**TRZ 537 Current Issues in Tour Guiding 3+0 6,0**  
Tour Guiding and Planning: Tour Guiding and Its Principles, Tour types, Tour design; Tour Guiding Research: Research types and methods, Research in guiding; Tourism and Tour Guiding; Tour Guiding and Tourist Behavior; Tour Guiding and Geography; Tour Guiding and Culture; Tour Guiding and Inter-Cultural Tourist Behaviour; Tour Guiding and Communication; Tour Guiding and Social Skills; Tour Guiding and Operator Relations; Tour Guiding and Field Information; Tour Guiding and Intellectual Skills; Ethical Issues in Tour Guiding.

**TRZ 539 Critical Tourism Studies 3+0 6,0**

Tourism and the "Gaze"; Tourism and the Elements of the "Gaze"; The Tourism and Travel Experience; The Touristic Attraction and the Representation; Tourism and the consumption; Tourism and the Symbolic Consumption; Tourism, Space and Consumption; Tourism Gentrification and the Commoditization; Tourism and Macro Level Studies (The Societies/ Culture/ Sectors); Tourism and Social Effects; Tourism and Cultural Effects; The Interaction Among the Sectors and Tourism, Tourism and Meso Level Studies (Organizations); Organization Theories and Tourism Organizations; Tourism and Micro Level Studies (The individual/ Group); Designing a Critical Research in Tourism

**TRZ 541 Research Writing in Gastronomy 3+0 6,0**

Gastronomic Research; Cultural Studies: National and international cultural studies; Academic Research: Tourism researches, Gastronomy researches; Interdisciplinary Research: Sociologic, Cultural, Folkloric Studies; History Research; Comparative Studies; Gastronomy Writing Transcribing Researches; Principles of Writing; Original Writing; Structural Differences in Writing Styles; Criticism: Firm critics, Situation critics, Food critics; Special Topics; International issues

**TRZ 543 New Policies and Strategies in Tourism 3+0 6,0**

Conceptual Approach to Politics and Planning; Means and Targets of Tourism Politics ; Tourism Movements in the World and Turkey; Target Diverters in Tourism Politics; Outstanding Tourism Types in the World and Europe; The problems in Tourism Education; Foreign Politics and Tourism; Foreign Capital in Tourism; 2023 Strategies of Turkey; The Importance of Alternative Tourism within Diversification of Tourism; Planning of Tourism Products and Services; Planning of Tourism Transportation Systems; Negative Effects of Tourism and Sustainable Politics; The Problems in Implementation of Tourism Politics.

**TRZ 545 Travellers and Travel Books 3+0 6,0**

Travel, Culture of Travel and The First Travelogues; Travel and Travelogues in The Middle Ages; The First Western Travelogues in Ottoman Empire; Trade and Travel Europe in Enlightenment and Travelers; Technical Experts in Ottoman Service and their writings; Industrial Revolution, Technology and Travel; Sacred places, Pilgrims and missionaries; Wars and Travel; Litterateurs, Journalists and travel; Diplomats and Travel in Country.

**TRZ 546 Tourism and Media 3+0 6,0**

Basic Concepts: Tourism, media and communication; Mass Communication and Tourism: Mass communication tools, Fundamentals of mass communication; Cases in Media Related to Tourism Sector: Movies, Advertising, TV programs, Articles; Social Media Applications in Tourism: Swarm, City maps, Instagram, Facebook, Twitter; Message Contents in Tourism Media: News stories, Columns, Interviews, Television programs and Other tourism-related publications.

**TRZ 548 Supply and Demand Analysis in Tourism 3+0 6,0**

Market structures in the tourism industry; supply and deterministic factors in Tourism: Macro and micro determinants; Development of tourism supply; Concentration of tourism supply and economic effects: Regional concentration and competitiveness; Economic effects of tourism investments; Tourism supply in the World and Turkey; demand and deterministic factors in Tourism: Macro and micro determinants; Development of tourism demand; Seasonality of tourism demand and its effects; Tourism demand in the World and Turkey; Economic effects of tourism demand; Forecasting Methods for supply and demand.

**TRZ 550 Social Network Analysis in Tourism 3+0 6,0**

Social Network Theory; Matrices; Graph Theory; Basic Network Metrics; SNA Research Designs; Social Network Research in Tourism; Network Data Collection; Network Visualizations; Network Density; Centrality; Betweenness; Closeness; Ego Networks; Small World Theory and Networks; UCINET; Netdraw; Practice; Presentation.

**TRZ 552 Rural Tourism 3+0 6,0**

Basic Terms About Rural Tourism; The History of Rural Tourism; Development of Rural Tourism; the Facilities of Rural Tourism; The Role of Rural Tourism in the Protection of Natural and Cultural Resources; The Impact of Social Structure on Rural Tourism; The Impact of Rural Tourism on Culture; The Relationship Between National Development Agencies and Rural Tourism; The Relationship Between NGOs' and Rural Tourism; The Relationship Between Local People and Rural Tourism; The Relationship Between Sustainable Development and Rural Tourism.

**TRZ 554 Tourism in Postmodern Period 3+0 6,0**

Introduction to Postmodernism: Definition of postmodernism, Comparison of pre-modern, Modern and postmodern periods, Characteristics of the postmodern society; Conditions of postmodernism: Hyper-Reality, Fragmentation, Reversal of consumption and production, Decentering of the subject, Paradoxical juxtapositions, End of brand loyalty, Pluralism; Relationship between tourism and postmodernism: Change in tourism paradigm, Reflection of postmodernism in tourism industry, Examples of applications of postmodernism in tourism industry: Hotels, Theme parks, Food and beverage operations, Package tours, Transportation services; Postmodern tourist: Tourist in terms of postmodern consumer culture, Postmodern tourist behavior.

**TRZ 556 City and Tourism 3+0 6,0**

Understanding of the Complex Nature of Tourism; Linkages to the Environment; Natural Capital; Symbiotic Relationship ; The Relationship Between Regions; Tourist Destination Areas Evolve and Change Over Time ; Proactive Planning and Management; Acceptance of Limitations on Growth ; Needs of the Host Population ; The Demands of a Growing Number of Tourists; The Need to



Safeguard the Environment; The Designation of National Parks and Wildlife Reserves ; The Effect of Climate Change and Extreme Weather Events on Tourism; Maintain Environmental Sustainability

**TRZ 558 Gastronomy Tourism Development Projects 3+0 6,0**

Concept of Gastronomy; Gastronomy and Tourism Relations; Gastronomy Tourism; Gastronomy Tourism in the world: Gastronomy Tourism in southern and eastern Europe, Gastronomy Tourism in west and north Europe, Gastronomy Tourism in Middle East, Gastronomy Tourism in South and southeast Asia, Gastronomy Tourism in West and east Asia, Gastronomy Tourism in American; Gastronomy Tourism in Turkey; Gastronomy Tourism Potential in Eskişehir; Project Designing.

**TRZ 560 Product Policy in Tourism 3+0 6,0**

Tourism Policy and Planning, General approach to the concept of touristic product, Planning of touristic product supply, Planning of touristic product demand; Touristic Product Diversification Strategy: Touristic product marketing mix, Human relations policy for touristic product, Innovation-oriented touristic product policy; Touristic Product and Health of Tourist; Touristic product and sustainability, Touristic product diversification conditions; Touristic Product Policy in Turkey: Touristic product policy in the European union, Touristic product policy in the world.

**TRZ 601 Change Management in Tourism Companies 3+0 7,5**

Change Management concept, Change and Transformation concepts; change around the world and organizational change; Development of Management approach; Development of organizational change; The factors that effect change management; The factors that rotate organizational change; Organizational change methods; Change process; New management process in Companies; Strategic Change; Change Fields in Companies.

**TRZ 606 Leisure Management 3+0 7,5**

Leisure concept and historical evolution; Contradiction and complementing of leisure concept with working; Life philosophy and leisure; Re-creating necessity and impact on labour productivity; Leisure products; Leisure and tourism industry relationship; Factors affecting leisure use according to the characteristic variables; Leisure planning; Travel and leisure relationship; Combination of leisure products with travel products; Leisure management in public policies; Probable developments in leisure use.

**TRZ 615 Measurement and Scaling in Tourism Research 3+0 7,5**

Empirical Research Concerning Tourism Activities and Related Areas of Investigation; Operational Definitions of Variables; Observational Approaches; Techniques and Approaches of Measurement, and Reliability; Use of Measurement Instrumentation in Tourism Research; Fundamental Scales of Measurement; Empirical Research

Strategies; Multidimensional Scaling and Its Use in Tourism Research; Random and Non-Random Techniques of Sampling; Use of Scale.

**TRZ 616 Destination Development 3+0 7,5**

The Concept of Destination; Characteristics of Destination; Elements of Destination; The Protections of Natural Areas And Cultural Heritage; Classification of Destination; Life Circle of Destinations; Carrying Capacity of Destination; Tourist Behavior And The Choice of Destination; Public Bodies And Regional Establishments; Destination Planning; Destination Marketing; Image Development; Research Methodology Used in Destination Development; Case Studies in Destination Development.

**TRZ 618 Recreational Leadership 3+0 7,5**

Leadership Basic Concepts, Leadership Formation, Leadership Natural Structure, Leadership Definition; Hierarchical Level Leadership, Leadership Approaches, Properties Approaches, Behavioral Approach, Situational Approach, Leadership Functions; Leadership Requirements Basics; Leadership Factors Influencing Variables, Recreation Leadership, Working areas, the Recreation Leader Responsibilities.

**TRZ 620 Leisure Time Management 3+0 7,5**

Concepts: Free Time: History; Free Time and Working Time; Free Time: Leisure Time; Tourism; Idler Time; Life Philosophy; Leisure Time and Tourism Industry; Leisure Satisfaction: Life Satisfaction; Serious Leisure Time; Leisure as a Travel Product; Leisure and City Life.

**TRZ 621 Tourism, Environment and Sustainable Development 3+0 7,5**

Understanding of the Complex Nature of Tourism; Linkages to the Environment; Natural Capital; Symbiotic Relationship ; The Relationship Between Regions; Tourist Destination Areas Evolve and Change Over Time ; Pro-Active Planning and Management; Acceptance of Limitations on Growth ; Needs of the Host Population ; The Demands of a Growing Number of Tourists; The Need to Safeguard the Environment; The Designation of National Parks and Wildlife Reserves ; The Effect of Climate Change and Extreme Weather Events on Tourism; Maintain Environmental Sustainability.

**TRZ 622 History of Tourism 3+0 7,5**

Tourism Phenomenon; Tourism Before the Industrial Revolution; The Reasons of Industrial Revolution; Outcomes of Industrial Revolution; Tourist Type Emerging After the Industrial Revolution; The Emergence of Modern Tourism; Tourism Industry; Tourism in Turkish Society; Tourism History of Turkey; The Great Ottoman Exhibition; Tourism in the Turkish Republic Period; Tourism in the Contemporary Age.

**TRZ 623 Economic Development and Tourism 3+0 7,5**

Concept of Economic Development; Theories of Economic Development: Growth theories, Structural change theories, International dependence, Neoclassical theories;

Development Policies and Plans; The Relationship Between Economic Development and Tourism; Globalization and Effects of Tourism on Development; Effects of Tourism on Macroeconomics: Balance of payments, Employment, Multiplier effect; Negative Economic Effects of Tourism; Economic Crises and Tourism; The Relationship Between Economic Development and Tourism in Turkey.

**TRZ 624 Strategic Marketing and Brand Management for Tourism 3+0 7,5**

The Structure of Industrial Tourism in Tourism System; Strategic marketing for industrial tourism companies, The term strategy and strategic management; Strategic Marketing and Strategic Marketing Plan; The Process of Strategic Marketing Management; Strategic Analysis for Industrial Tourism Companies; Boston Consulting Group (BCG) Analysis, Strength-Weakness-Opportunities-Threats (SWOT) Analysis, Pareto (ABC) Analysis; Marketing Information System; Marketing Research; Qualitative Research, Quantitative Research; The acquaintance of Industrial Tourism Companies with Brand and Brand Terms; Brand Management; Awareness, Preference, Loyalty and Recognition Process; Building Brand Identity; Brand Architecture; Brand Extension, Line Extension.

**TRZ 625 Tourism Transportation and Services Management 3+0 7,5**

Airlines and Tourism Development; The Changing Airport Environment; Cruise Ships: Deterritorialized Destinations; Non-Motorized Transport and Tourism; Contemporary Issues in Tourist Transport in the Twenty-First Century; The Role of Government Policy and Tourist Transport: Regulation Versus Privatization; Analysing the Demand for Tourist Travel; Analysing the Supply Issues in Tourist Transport; Managing Supply Issues in Tourist Transport; Managing Tourist Transport Infrastructure; Global Challenges for Tourism and Transport; Transport and Destination Development; Sustainable Mobility and its Implications for Tourism.

**TRZ 626 Gastronomy in Culture and Arts 3+0 7,5**

The Interaction of Culture, Art and Culinary Arts; The Eating and Drinking Culture; Relationship with Place, Environment and Human Relations and Culinary Culture; The Changes of Eating and Drinking According Area; The Changes According to the Place, The Environment and Human Relations; The Food and Drinks Consumed by Culture and Era; Kitchen Supplies Used According to Culture and Era; The Relationship with Kitchen and Architecture and Interior Design; Kitchen Instruments were Used in Historical Process; The Changes Occurring in the Period; The Impact of Eating and Drinking Culture on Photography; Importance of Culinary Culture for Visual Arts Such as Cinema; The Impact of Kitchen Factor on Plastic Arts.

**TRZ 627 Turkish Cuisine Culture 3+0 7,5**

The History of Turkish Cuisine; Winter Preparedness of Turkish Cuisine; Food Habits and Culture of Turkish Cuisine; Tools and Materials of Turkish Cuisine; Cooking

Methods of Turkish Cuisine; Breakfast Culture in Turkish Cuisine; Beverages in Turkish Cuisine; Soups in Turkish Cuisine; Appetizers in Turkish Cuisine; Meat and Meatless Vegetable Dishes in Turkish Cuisine; Fish Dishes of Turkish Cuisine; Meat and Poultry Dishes in Turkish Cuisine; Pastries, Dumplings, Pasta and Rice in Turkish Cuisine; Desserts in Turkish Cuisine

**TRZ 790 Thesis 0+1 30,0**

**TRZ 890 Thesis 0+1 30,0**

**UAR 701 Research in Area of Specialization 3+0 4,5**

**UAR 702 Research in Area of Specialization 3+0 4,5**

**UAR 901 Research in Area of Specialization 5+0 7,5**

**UAR 902 Research in Area of Specialization 5+0 7,5**

**UBY 701 Research in Area of Specialization 3+0 4,5**

**UBY 702 Research in Area of Specialization 3+0 4,5**

**UBY 901 Research in Area of Specialization 5+0 7,5**

**UBY 902 Research in Area of Specialization 5+0 7,5**

**UÇE 701 Research in Area of Specialization 3+0 4,5**

**UÇE 702 Research in Area of Specialization 3+0 4,5**

**UÇE 901 Research in Area of Specialization 5+0 7,5**

**UÇE 902 Research in Area of Specialization 5+0 7,5**

**UHR 701 Research in Area of Specialization 3+0 4,5**

**UHR 702 Research in Area of Specialization 3+0 4,5**

**UHR 901 Research in Area of Specialization 5+0 7,5**

**UHR 902 Research in Area of Specialization 5+0 7,5**

**UİK 701 Research in Area of Specialization 3+0 4,5**

**UİK 701 Research in Area of Specialization 3+0 4,5**

**UİK 702 Research in Area of Specialization 3+0 4,5**

**UİK 702 Research in Area of Specialization 3+0 4,5**

**UİK 901 Research in Area of Specialization 5+0 7,5**

**UİK 902 Research in Area of Specialization 5+0 7,5**

**UİL 701 Research in Area of Specialization 3+0 4,5**

<b>UİL 702 Research in Area of Specialization</b>	<b>3+0 4,5</b>
<b>UİL 901 Research in Area of Specialization</b>	<b>5+0 7,5</b>
<b>UİL 902 Research in Area of Specialization</b>	<b>5+0 7,5</b>
<b>UİŞ 701 Research in Area of Specialization</b>	<b>3+0 4,5</b>
<b>UİŞ 701 Research in Area of Specialization</b>	<b>3+0 4,5</b>
<b>UİŞ 702 Research in Area of Specialization</b>	<b>3+0 4,5</b>
<b>UİŞ 702 Research in Area of Specialization</b>	<b>3+0 4,5</b>
<b>UİŞ 901 Research in Area of Specialization</b>	<b>5+0 7,5</b>
<b>UİŞ 902 Research in Area of Specialization</b>	<b>5+0 7,5</b>
<b>UKA 701 Research in Area of Specialization</b>	<b>3+0 4,5</b>
<b>UKA 702 Research in Area of Specialization</b>	<b>3+0 4,5</b>
<b>UKA 901 Research in Area of Specialization</b>	<b>5+0 7,5</b>
<b>UKA 902 Research in Area of Specialization</b>	<b>5+0 7,5</b>

**ULİ 501 International-Relations Theories 3+0 6,0**

The Role of Theory in International Relations; Development of Theoretical Studies; A Brief Discussion of Theoretical and Issue-Related History of IR; The Level of Analysis Problem; Realism and Its Basic Premises; Classical Realism and Its Main Figures; The Birth and Development of Idealism; Major Thinkers of Idealism: Immanuel Kant, John Locke; Idealistic Approaches to World Order; Structural (Neo) Realism: Kenneth W. Waltz; The Debate of Idealism vs. Realism; Theories of Stability of the System: Hegemonic Stability Theory; Regime Theory; Use of Force; Expansion and Economic Development; Declinism; Cold War Period and Features of Stability; Neoliberalism and International Cooperation.

**ULİ 502 Turkey in Global Politics 3+0 6,0**

Factors Shaping Turkish Foreign Policy (TFP); Decision-Making Mechanisms of TFP; Turkish Foreign Policy in Historical Context; Change and Continuity in TFP; Turkey's NATO Membership and Security Policy; End of the Cold War and Its Implications for TFP; Turkey's new role in world politics; Turkish-American Relations; Turkey's Relations with Russia; Caucasia and the Central Asian Turkish States; Turkey and the Black Sea Economic Cooperation Organization; Turkey's Balkan and Middle East Policy; International Terrorism and Turkey; New Activism in Turkish Foreign Policy; The So-Called Arab Spring and Turkey's Middle-East Strategy; Turkey in International Organizations; Turkey's Current Security and Defense Policy; Turkey's Energy Strategy and Its Role as an Energy Hub; The Eastern Mediterranean and Turkey; Turkey's Future Role in Global Politics as a Regional and Global Power.

**ULİ 503 International Organization and Organizations 3+0 6,0**

Concept of International Organization and Reasons for the Establishment of International Organizations; Theoretical Underpinnings of International Organizations; World Peace; World Order and International Organization; The League of Nations; Preparations for the Establishment of the United Nations (UN); The UN Charter and UN Institutions; Main Issues in the UN: Membership; Representation; Decision-Making Principles; Peaceful Resolution of Conflicts; Collective Security; International Organizations and International Law: The International Court of Justice (ICJ) and the UN Commission of International Law.

**ULİ 504 International Law and Politics 3+0 6,0**

Interaction Between International Law and International Relations; Contribution of International Legal Studies to International Political Research; Theoretical Approaches to International Law: Realist; Liberal; Cosmopolitan; Statist; The Evolution of International Law and Legal Studies; World Order and International Law; Use of Force in Global Politics and International Law; State Responsibility in International Law; Conflict/Dispute Resolution Techniques in International Law; International Tribunals/Courts and Global Security; Individual Responsibility and Developments in International Penal Law; Human Rights Law; Humanitarian Law; New Technologies; Conflict and International Law; Future of Public International Law.

**ULİ 505 The Middle East 3+0 6,0**

Defining "The Middle East"; Social, Cultural, Political and Economic Structure of the Middle East; The Middle East from a Historical Perspective; The Rise and Fall of the Ottoman Empire in the Middle East; Arab Nationalism and Imperialism; Palestine: Arabs and Jews in Palestine, The Arab-Israeli Conflict; The Baas Regimes; Iran; Iran-Iraqi War; End of the Cold War and the Middle East; Saudi Arabia and the Gulf States; The First Gulf War; Developments in Northern Iraq; The Second Gulf War and US Invasion of Iraq; Turkish Foreign Policy Toward the Middle East; Foreign Policies and Strategies of Great Powers Toward the Middle East; Oil, Energy and the Middle East in Global Politics; International Organization in the Middle East; The Arab Spring; Regime Changes; Debate on Democracy in the Middle East; Future of the Middle East.

**ULİ 506 Russia, Central Asia and The Caucasus 3+0 6,0**

The Rise and Fall of the Soviet Union; Soviet Foreign Policy During the Cold War; End of The Cold War and the Emergence of the Russian Federation; A Historical Review of Soviet-Russian Foreign Policy; Objectives and Instruments of Russian Foreign Policy; Russian Political System and Foreign-Policy Making Process; Central Asia; Cultural, Social, Economic, and Political Structure of the Region; Central Asia Under Soviet Rule; The Emergence of Independent Central Asian Turkish Republics; Russian Economic and Military Power; Russian Influence in Central

Asia Today; Power Struggle in Central Asia: Russia; China; Iran; Turkey; The US; The Role of Oil and Natural Gas in Russian Foreign-Policy Strategy; The Caucasus and Russia; Political Issues in the Caucasus; Russia-Turkey Relations; Economic, Political, Defense and Security Organizations in Central Asia: Shanghai Cooperation Organization.

**ULÍ 507 American Foreign Policy 3+0 6,0**  
 US Foreign Policy and Theories of International Relations; A Review of US Foreign-Policy History; Foreign-Policy Making Process in the US: Main institutions; Role of the President; The Congress; Lobbies; Other State Institutions; The US and Debate on Hegemony and Hegemonic Stability in the International System; World Order and the Issue of Great-Power Leadership; The Cold War and US Foreign Policy in the Bipolar System; End of the Cold War and New Global Role of the US; International Terrorism and the War in Iraq; US Foreign Policy within the Context of Interdependence and Globalization Theories; The US and Big Powers: US-Russia relations, Sino-American relations, US-EU (Transatlantic) relations; Economic and Financial Policies of the US; Energy in Global Politics and US Strategies; The US and the Middle East; Turkish-American Relations; American Power in the 21st Century.

**ULÍ 508 The European Union 3+0 6,0**  
 Reconstruction of Europe Following the Second World War; Integration Theories and Functionalism; A Historical Review of European Integration; Widening and Deepening Phases of European Integration; Birth of the European Union; EU Institutions and Their Structures; EU Programs and Policies; EU Economy; The Euro Zone and Its Future; Debate on Whether EU Is a Global Power; EU Security and Defense Policy; The Western European Union and EU Members within NATO; EU Common Foreign Policy; EU-Transatlantic Relations; Power Struggle within the EU: Franco-German Cooperation; German Power; EU and the Balkan States; EU Policy Toward Turkey; Future of EU and Europe.

**ULÍ 509 International Political Economy 3+0 6,0**  
 Defining the Academic Field of International Political Economy (IPE); Theoretical Approaches to IPE: Realism, Mercantilism, Liberalism; World-Systems Theory; International Relations Theories and the International Economic System; Hegemony: Hegemonic Stability Theory; The Debate on Whether the World Needs a Hegemon for Economic and Political Stability; Hegemonic States in the World History; Hegemon and Declinism; Interdependence Theory; Regime Theory; Neoliberalism: Neoliberalism and world economy; Defining Globalization: Differences between globalization and other liberal theories; Effects of Globalization Process on Economic, Social and Political Issues; Globalization and the Developing States; Development; The North-South Dialogue.

**ULÍ 510 Science, Technology and International Relations 3+0 6,0**  
 How Science and Technology Affect Relations Between States and Global Politics; Historical Role of Science and Technology in the Rise and Fall of States and Civilizations; How Science and Technology Are Linked to Sustainability; Productivity and Competitiveness; Effects of Science and Technology on Existing and Emerging Security Policies; Some Key Issues: Technology and Military Strategy; Technological Innovations and Defense Strategies; Unmanned Aircraft Systems; Nuclear Proliferation and Nuclear Technology; Communication Technologies and Intelligence; Weapons and Weapons Technology; Unconventional or Emerging Security Threats; Asymmetric War; Cyber Security and Cyber Warfare; States' Approaches to Science; Technology; Research and Innovation: Science and technology policy and diplomacy; Science and Technology Policies of International Institutions; The Interaction Among New Technologies; State Authority and Protecting Individual Freedoms and Privacy.

**ULÍ 511 Human Rights and Ethics 3+0 6,0**  
 Links Between Human Rights and Ethics; Main Approaches in Ethics: Happiness and pleasure-based approach, Virtue-based approach, Utility-based approach, Metaethical approach; Ethical Value and Human Rights Relations; Justifications on Human Rights; Concept and Kinds of Human Rights: Human dignity, Tolerance, Laicism, Freedom of thought, Right to life; Global Human Rights Issues and Ethical Problems.

**ULÍ 513 Selected Topics in International Relations: International Criminal Law and Tribunals 3+0 6,0**  
 Historical development: Philosophical background, International Military Tribunals of Nuremberg and Tokyo, International Criminal Tribunal for the Former Yugoslavia and Rwanda; Establishment of the ICC: Jurisdiction, Crimes against humanity, Crime of genocide, Crime of aggression, War crimes; Structure of the Court: The Prosecutor and his authority, Rules of procedure, Duty of cooperation with the Court.

**ULÍ 790 Thesis 0+1 30,0**  
**UML 701 Research in Area of Specialization 3+0 4,5**  
**UML 702 Research in Area of Specialization 3+0 4,5**  
**UML 901 Research in Area of Specialization 5+0 7,5**  
**UML 902 Research in Area of Specialization 5+0 7,5**  
**UMÜ 701 Research in Area of Specialization 3+0 4,5**  
**UMÜ 702 Research in Area of Specialization 3+0 4,5**  
**UOT 701 Research in Area of Specialization 3+0 4,5**

UOT 702 Research in Area of Specialization	3+0 4,5	UTR 901 Research in Area of Specialization	5+0 7,5
UÖH 701 Research in Area of Specialization	3+0 4,5	UTR 902 Research in Area of Specialization	5+0 7,5
UÖH 702 Research in Area of Specialization	3+0 4,5	UTZ 701 Research in Area of Specialization	3+0 4,5
UÖH 901 Research in Area of Specialization	5+0 7,5	UTZ 702 Research in Area of Specialization	3+0 4,5
UÖH 902 Research in Area of Specialization	5+0 7,5	UTZ 901 Research in Area of Specialization	5+0 7,5
USH 701 Research in Area of Specialization	3+0 4,5	UTZ 902 Research in Area of Specialization	5+0 7,5
USH 702 Research in Area of Specialization	3+0 4,5	UUL 701 Research in Area of Specialization	3+0 4,5
USH 901 Research in Area of Specialization	5+0 7,5	UUL 702 Research in Area of Specialization	3+0 4,5
USH 902 Research in Area of Specialization	5+0 7,5	<b>UZE 513 Learning-Teaching Approach</b>	<b>3+0 6,0</b>
USN 701 Research in Area of Specialization	3+0 4,5	Meaning and Process of Learning; The Nature of Learning Theories; Basic Concepts of Learning; Learning Approaches; Behaviorism: Pavlov's Classical Conditioning; Skinner's Operant Conditioning; Cognitivism: Bruner's Cognitive Developmental Theory; Information Processing Theory; Social Learning Theories (Bandura); Constructivism; Implementation of Learning Theories.	
USN 702 Research in Area of Specialization	3+0 4,5		
USN 901 Research in Area of Specialization	5+0 7,5		
USN 902 Research in Area of Specialization	5+0 7,5	<b>UZE 536 Researches in Open and Distance Learning</b>	<b>3+0 6,0</b>
USO 701 Research in Area of Specialization	3+0 4,5	Review of Research Methodologies in Social Sciences; Research Studies on Distance Education; Evaluating Research Articles on Distance Education; Research Topics in Distance Education; Design, Measurement and Analysis Procedures in Distance Education Studies: Qualitative studies, Quantitative Studies, and Mixed method studies; Criticism of Current Research in Turkey and in the World; Developing Research Questions, Theoretical Frameworks, and Appropriate Methodologies for Future Research.	
USO 702 Research in Area of Specialization	3+0 4,5		
USO 901 Research in Area of Specialization	5+0 7,5		
USO 902 Research in Area of Specialization	5+0 7,5		
UST 701 Research in Area of Specialization	3+0 4,5	<b>UZE 537 Foundations of Open and Distance Learning</b>	<b>3+0 6,0</b>
UST 702 Research in Area of Specialization	3+0 4,5	Distance Education in Information Society; Educational Process from Data to Message; History of Distance Education; Theories of Distance Education; Developments in Communication Technology and Educational Demand; Macro and micro factors creating educational demand; Similarities and Differences between Distance and Traditional Education; Similarities and Differences between Distance and Traditional Education Students; Instructional Design in Distance Education; Media Design in Distance Education; Models of Distance Education.	
UST 901 Research in Area of Specialization	5+0 7,5		
UST 902 Research in Area of Specialization	5+0 7,5		
USY 701 Research in Area of Specialization	3+0 4,5		
USY 702 Research in Area of Specialization	3+0 4,5		
USY 901 Research in Area of Specialization	5+0 7,5		
USY 902 Research in Area of Specialization	5+0 7,5	<b>UZE 538 Adult as Learners and Lifelong Learning</b>	<b>3+0 6,0</b>
UTD 701 Research in Area of Specialization	3+0 4,5	Keyterms; Adult, Education, Adult education, Adult educator, Training, Learning, Teaching, Development; Theories of Learning; Pedagogy - Andragogy; Basics of Pedagogy and Andragogy; Basic Principles of Adult Education; Intellectual and Cognitive Development in Adulthood; Learning Styles in Adulthood; Changing World; Changing Role of Adult Educators; Self-directed	
UTD 702 Research in Area of Specialization	3+0 4,5		
UTR 701 Research in Area of Specialization	3+0 4,5		
UTR 702 Research in Area of Specialization	3+0 4,5		

Learning and Psychological Characteristics of Adult Learners; Lifelong Learning; Learning Organization; Learning Society; Social Characteristics of Adult Learners; New Methods.

**UZE 539 Distance Education Technologies 3+0 6,0**

Using Technologies in Distance Education: Importance of using technology; Efficiency in Technology Selection; Traditional Distance Education Technologies: Radio, Television, Computer, Teleconference; New Communication Technologies: Communication satellites, Cable television, Data broadcasting, New television technologies, Internet, Internet TV, Multimedia, Virtual technology; Using Interactive Audio and Video in Distance Education: CD-ROM, DVD Applications; Design of New Communication Technologies for Distance Education.

**UZE 540 Evolution of Distance and Open Education 3+0 6,0**

Introduction to Assessment and Evaluation; Key Concepts; Types of Evaluation; Traditional Assessment Approaches: Norm-Referenced Evaluation, Criterion-Referenced Evaluation; Assessment Tools and Techniques; Construction, Administration and Evaluation of Tests; Construction, Administration and Evaluation of Attitude Questionnaires; Construction, Administration and Evaluation of Check Lists; Modern Assessment Approaches; Return on Investment Evaluation in Distance Education.

**UZE 541 Globalization and International Distance Education 3+0 6,0**

International Relations and International Distance Education: Globalization, Post-Cold War international relations, Developments in information and communication Technologies, and Effects of internet on international society; International Politics and Distance Education: Idealist-realist theories, Dependency theories, Power & stability theories and distance education; Cooperation in International Distance Education: Cooperation models, International distance education organizations; Distance Education Policy of the European Union: Integration and distance education, Projects; Social Constructivist Approach: Constructivism in education and international relations, Cross-cultural education and identity; International Distance Education Projects and Distance Education at Anadolu University.

**UZE 542 Development of Human Resources in Distance Education 3+0 6,0**

Basic Concepts and Definitions; Support Services in Distance Education: Pedagogical, Managerial, Technical, Social; Staff Development for Support Services; Staff Development in Conventional Institutions; Perspectives on Staff Development for Distance Education; Distance Education Staff Development in Different Countries: United Kingdom, India, Australia, Malaysia, Hong Kong, United States of America, Canada, South Africa, Turkey; Future Directions in Distance Education and Staff Development.

**UZE 543 Designing Open and Distance Learning 3+0 6,0**

Key Concepts; Definition of Instructional Design; Professional Practice of Instructional Design; Instructional Design Models and Approaches; Designing for Self-Directed Instruction; Constructivist Models of Design; Applying Learning Theory and Motivation in Instructional Design; Universal Instructional Design and Accessibility Issues; Designing for Open and Distance Learning: AnalysisPhase, Goals, Learning outcomes and Student assessment, Design phase, Development and Implementation, Formative and Summative evaluation; Future of and Alternatives to Instructional Design.

**UZE 545 Support Services in Open and Distance Learning 3+0 6,0**

Printed Materials; Radio and Television Programs and TRT Okul; Academic Counselling Services; Computer-Aided Education Services (e-learning portal): e-Book, e-Television, e-Exercise, e-Examination, e-Counselling (Synchronous/Asynchronous), e-AudibleBook; Student Services Given by Bureaus of Open Education Faculty; Examination Services.

**UZE 548 e-Learning Materials Development 3+0 6,0**

Development of e-Learning; Elements of e-Learning; Stages for the Development of e-Learning Materials; e-Learning Needs Analysis; Learning Management Systems and Virtual Learning Environments: Content, interactivity and Assessment and evaluation tools; Design of Interactive Course Content; Structure of Pages in a Unit; Storyboard Preparation; e-Learning Development Tools; Use of e-Learning Development Tools; Production of Content Media; Creating and Managing a Virtual Learning Environment; Uploading Interactive Content to a Virtual Learning Environment; Evaluation of e-Learning Applications.

**UZE 549 Mass Communication Theories and Applications 3+0 6,0**

Communication and Its Relations with Technology; Core Approaches in Mass Communication: Mainstream (managerial) approaches and paradigms, Critical approaches and paradigms; Approaches That Help to Understand Media Selection: Media richness theory, Uses and gratifications theory, Social presence theory; Diffusion of Innovations as a Modernization Theory; Systems Theory; Network Theory; Community of Practice.

**UZE 550 Management of Distance Education 3+0 6,0**

Education as a Service Production System; Management in Production Systems Compared to Management of Education; Scope of Management in Distance Education Systems; Information; Guidance and Enrollment; Management of Resources; Management of Student Support Systems; Management of Academic Counseling; Management of Measurement and Evaluation; Management of Supervision and Assessment; Management of Investment; Developments and Trends in Distance Education and Their Effects on Management.

**UZE 551 Program Developments in Open and Distance Learning 3+0 6,0**

Basic concepts of educational programs; Issues to consider while preparing an educational program; Purposes of a program, Contents of a program, Tutorial schedules of a program, Evaluation of a program, Principles of program development; Project making with regard to educational program development.

**UZE 552 Offline Learning 3+0 6,0**

What is e-Learning?; Educational Communication and Educational Change in e-Learning; Foundation of e-Learning; Hard Technologies and e-Learning; Designing Educational Knowledge with Soft Technologies in e-Learning; Designing Educational Messages with e-Learning; Learning Strategies in e-Learning; e-Learning and Human Computer Interaction (HCI); Evaluation of e-Learning Milieus.

**UZE 554 Television in Open and Distance Learning 3+0 6,0**

Importance of Television in Distance learning; Improvement of Learning Through Television; Traditional Approach in Learning with Television: Learning with one-way communication; Characteristics, Advantages and Limitations of Traditional Television in Learning; Interactive Learning with Television: Learning with two-way communication; Theories and Applications; Synchronous, Asynchronous Education; Technological Infrastructure; VOD (Video on Demand); Enhanced Television; Live Broadcastings and Two-Way Communications; Taped Broadcastings and Two-Way Communications; Comparing Learning Applications in Interactive Television with Internet Applications.

**UZE 603 Social Transformation and Technology 3+0 7,5**

Evolution of technology; the role of technology in human history; social transformation and dominant technologies; history of science; relationship between science and technology; effects of science on social life; social movements that foster the need for distance education; the social effects of distance education as a science and technology.

**UZE 605 Learning With Technology 3+0 7,5**

Basic concepts and definitions regarding learning and technology; differences in learning with technology and learning from technology; learning from internet; construction of technology-supported learning communities; visual learning with technology; learning in hyper environments; learning in virtual and micro worlds; learning in problem-based environments; evaluation of constructive learning with technology.

**UZE 606 Individual Differences in Open and Distance Learning 3+0 7,5**

The importance and role of individual differences in distance education; individual differences: reinforcement, learning style, learning strategies, demographic

characteristics, type of personality, and cultural background; design principles of distance education applications considering individual differences.

**UZE 611 Teaching and Learning in Distance Education 3+0 7,5**

Key Concepts; Roles and Competencies; Teaching in Distance Education: Teaching skills and knowledge, Reflective practice; Understanding Instructional Theory; Understanding Instruction; Principles of Instruction; Situational Principles of Instruction; Conversational Framework; Instructional Approaches: Direct approach to instruction, Discussion approach, Experiential learning, Problem-based learning, Simulation; Learning Environments; Designing for Different Outcomes: Fostering skill development, Fostering understanding outcomes; Affective development: Emotional intelligence; Integrated Learning; Learning Objects; Learning Theories: Motivation, Self-regulation and metacognition, Neuroscience and learning, Teaching-learning interface; Readiness for ODL.

**UZE 613 New Technologies in Distance Education 3+0 7,5**

Audio-visual Technologies Used in Distance Education; Computer-assisted Learning in Distance Education; Internet-based Training; Mobile Learning; Elements of e-learning (content, interaction, measurement and evaluation); Learning Management Systems; Virtual Learning Environments and Virtual Classroom Software; Virtual Reality and Virtual Worlds; Open Source Applications; Open Course Ware; e-learning 2.0 and Social Learning Environments; e-learning 2.0 and Personal Learning Environments; Wearable Computers and Lifelogging Systems; Augmented Reality Applications; New User Interfaces and Sensors.

**UZE 615 Communications in Online Learning 3+0 7,5**

Key Concepts and Definitions in Computer-Mediated Communications; Communicative Foundations of Online Learning; Telecommunication Technologies: Synchronous Technologies, Asynchronous Technologies; Nonverbal Communications in Online Learning; Core Guidelines for Communicating in Online Learning; Online Communication Competencies; Computer-Mediated Communication Theories and Online Learning; Telepresence and Social Presence, Sense of Community, Community of Inquiry, Social Media and Social Interaction.

**UZE 617 Advanced Topics in Open and Distance Learning 3+0 7,5**

Evaluation of Theoretical Developments and Implementations in the Design of Open and Distance Learning Systems; Evaluation of the Theoretical Developments and Implementations in the Management of Open and Distance Learning Systems; Adaptation and Integration of Emerging Technologies into Current Learning Environments; Leadership; Strategic Management; Openness and Open Learning Materials;

Globalization; Research and Development; Decision Support Systems.

**UZE 618 Trends in Open and Distance Learning** 3+0 7,5

Problems Experienced in the Implementation of Distance Learning: Problems regarding quality of education, system design, teacher and learners readiness, infrastructure; Administrative and Legal Issues; Problems in Distance Education Research: Sample and population, Variables Methodologies, and Qualifications of researchers; Trends in Research and Practice of Distance Education; Reflections of the Trends in Turkey.

**UZE 620 Design Processes in Open and Distance Systems** 3+0 7,5

Open and Distance Learning as a Design Process; Design Areas in Open and Distance Learning: System design, Process design, Project design, Content design, Media design, Research design, and Technology design; Functional Relationships among the Concepts of Designing, Modeling, and Planning; Design Processes: Identifying the problem and analysis, Needs assessment and analysis, Consistency of rationale, objective, and goal (internal consistency), Consistency of problem, process, and results (external consistency), Development (test trial), Implementation, Measurement and evaluation; Advanced Design Methods; Reporting; Public Opinion Processes; Examination of Implemented Design Cases.

**UZE 622 Visual Technologies in Open and Distance Learning** 3+0 7,5

Technology and Distance Learning; Communication Technologies Used in Distance Learning; Characteristics of Visual Technologies: Content, Design, Interaction, Production, Delivery; Digital and Analog Technologies; Television Program Creation, Production and Delivery Processes; Production Formats; Visual Elements; Visual Design in Distance Learning; Animation; Photography, CD-ROM, DVD, Internet, Videoconference; Ethical and Legal Aspects of Visual Technologies in Distance Learning.

**UZE 624 Development of Open and Distance Education Learning Materials** 3+0 7,5

Key Concepts and Definitions; Designing Instructional Processes; Instructional Design Theories and Models; Print Materials in Distance Education; Designing Print Materials for Distance Learners: Design, Visual design principles, Distance learning principles; Design and Production of Textbooks for the Open Education Faculty: Analysis, Design, Development, Implementation, Evaluation and Distribution; Roles in Design and Development of Open Education Faculty Textbooks; Trends, Issues and Place of Print Materials in the Future.

**UZE 626 Measurement and Evolution in Distance Education** 3+0 7,5

Concepts of Measurement and Evaluation; Reliability and Validity; Types of Evaluation; Evaluation Approaches; Qualities and Development of Measurement Tools;

Contemporary Evaluation Approaches; Evaluation Models; Evaluation in Distance Education; Cost-Benefit Analyses in Distance Education; Preparing an Evaluation Plan; Evaluation Report; Meta-Evaluation.

**UZE 701 Research in Area of Specialization** 3+0 4,5

**UZE 702 Research in Area of Specialization** 3+0 4,5

**UZE 790 Thesis** 0+1 30,0

**UZE 890 Thesis** 0+1 30,0

**UZE 901 Research in Area of Specialization** 5+0 7,5

**UZE 902 Research in Area of Specialization** 5+0 7,5

**UZÖ 501 Foundations of Open and Distance Learning** 3+0 6,0

Open and Distance Education: Introductory Concepts; Rationale for Distance Learning; Open Learning and Open Systems; Development of Distance Education; Theories and Why We Need Them; Theories Related to Open and Distance Education: Teaching and Learning Paradigms; Communication Theories and Distance Education; Theories of Independence and Autonomy; Theory of Industrialization of Teaching; Communication and Interaction Theories; Adult Learning Theory; Equivalency Theory; Cooperative Freedom Theory; Synthesis of Theories.

**UZÖ 502 Management of Open and Distance Learning** 3+0 6,0

Distance Education and Management from the Systems Perspective; Policy and Planning in Distance Education; Information; Guidance and Registration Management; Management of Open Educational Resources; Assessment in Open and Distance Education; Management and Planning in Networked Education; Cost Issues in Distance Education; Quality and Accreditation in Distance Education.

**UZÖ 503 Semester Project** 3+0 30,0

**UZÖ 505 Distance Education Technologies** 3+0 6,0

Use of Technologies in Distance Education; Traditional Radio and Television Technologies; Traditional Information Networks; Digital Radio and Television Technologies; Digital Satellite Technologies; Digital Information Networks; Digital Mobile Technologies; Interactive Digital Communication Technologies; Internet Television; IPTV; Selection Criteria for Distance Education Technologies.

**UZÖ 507 Development of e-Learning Materials** 3+0 6,0

Development of E-Learning; Elements of E-Learning: Content, Interaction, Assessment, Evaluation; Virtual Learning Environments; Development of E-Learning Materials; Determination of Content, Interactivity and



Assessment Tools; Designing Interactive Course Content; Structure of Pages: Introduction, Objectives, Subject description, Evaluation, Branching, Additional resources, Training, Testing, Summary, Reporting, Closing; Storyboard Preparation; Identifying and Comparing E-Learning Development Tools; Use of E-Learning Development Tools; Production or Acquisition of Written Materials, Audio Materials, Picture, Motion Picture, Animations; Uploading Interactive Content to a Virtual Learning Environment.

**UZÖ 508 Curriculum Development in Distance Education 3+0 6,0**

Characteristics of a Distance Education Program; Curriculum Development as a Research and Development Activity; Designing a Curriculum Development Project; Data Collection and Analysis; Development of Curriculum Goals, Content, Media and Evaluation Strategies; Reimplementation of the Curriculum.

**UZÖ 509 Mobile Application Design for Learning 3+0 6,0**

Basic Concepts of Mobile Learning; Historical Process; Mobile Technologies and Software Tools; Mobile WEB; Mobile Applications; Theoretical Basis and Models of Mobile Learning; MOBIMOOC; Interface Design; Content Design; Visual and Audio Materials for Mobile Learning Applications; Use of Design-Based Research Methodology in Mobile Learning Researches; Global View of Mobile Learning Projects; Pioneer Researchers; Communities; Journals; Conferences and Research Groups in the Field of Mobile Learning.

**UZÖ 511 Class Management of Virtual Classes 3+0 6,0**

Concept of Virtual Class and Its Main Characteristics; Similarities and Differences between Face-to-Face Classes and Virtual Classes; Virtual Classes and Course Management Systems; Psychological Organization and Design of Virtual Classes; Planning Activities for Virtual Classes; Interactions in Virtual Classes; Time Management in Virtual Classes; Technology Management in Virtual Classes.

**UZÖ 512 Research and Development in Distance Education 3+0 6,0**

Quantitative and Qualitative Research Methods and Basic Concepts in Research; Research Design & Paradigms; Introduction-Identifying Research Questions and Variables; Purpose Statement; Literature Review; Sampling; Data Collection Techniques; Reporting; Ethics in Research; Examples of Open and Distance Learning Research; Significance of Research and Development for Organizations; Development and Management of R&D Projects; Fields for R&D in Open and Distance Learning.

**UZÖ 513 Designing Open and Distance Learning 3+0 6,0**

Main Concepts and Definitions; Learning Theories; Generic Instructional Design Model; Development of Instructional Design Projects; Analysis; Identifying Main Goals of Open

and Distance Learning Initiative; Identifying Strategies and Technologies; Development of Assessment Strategies and Tools; Production of Learning Materials; Building Support Services; Establishing Technological Infrastructure; Evaluation and Accreditation of Distance Education Programs.

**UZÖ 514 Distance Education, Globalization and Development 3+0 6,0**

Globalization and Its Dimensions; Globalization and Post-Cold War International System; International Relations Theories and Open and Distance Learning; Distance Education in Idealist-Realist Theories, Dependency Theories, Power and Stability Theories; Globalization and Distance Education: International solutions to educational problems of developing countries; International Collaboration Models in Distance Education; International Distance Education Organizations; Information Communication Technologies; Effects of the Internet on International Society; International Distance Education Projects and Case of Open Education Faculty; Integration Theories and Distance Education; Open and Distance Learning in Europe; Bologna Process and Lifelong Learning.

**UZÖ 516 Quality Assurance and Accreditation in Open and Distance Learning 3+0 6,0**

The Concept of Quality Assurance; Methods of Quality Assurance in Open and Distance Learning such as Accreditation, Evaluation and Audit; Processes Followed in These Methods; Similarities and Differences; Tools and Criteria Used in the Process of Quality Assurance; Major Practices Regarding Quality and Quality Assurance in the World; Elements That Should Be Taken into Account in the Design of a Quality Program or a Course Designed via Open and Distance Learning.

**UZÖ 517 Communications in Open and Distance Learning 3+0 6,0**

Key Concepts and Definitions in Computer-Mediated Communications; Communicative Foundations of Online Learning; Telecommunication Technologies: Synchronous technologies, Asynchronous technologies; Nonverbal Communications in Online Learning; Core Guidelines for Communicating in Online Learning; Online Communication Competencies; Computer-Mediated Communication Theories and Online Learning: Telepresence and social presence, Sense of community, Community of inquiry, Social media and social interaction.

**UZÖ 518 Data Analysis in Open and Distance Learning 3+0 6,0**

Main Concepts and Definitions: Data, Information, Knowledge; Introduction to Databases; Massive Databases; Big Data; Data Mining; Data Mining Theories and Techniques; Algorithms; Clustering; Data Streams; Classification and Regression Trees; Examples of Data Mining in Open and Distance Learning.

**UZÖ 519 Measurement and Evaluation In Distance Education 3+0 6,0**

Concepts of Measurement and Evaluation; Reliability and Validity; Types of Evaluation; Evaluation Approaches; Qualities and Development of Measurement Tools; Contemporary Evaluation Approaches; Evaluation Models; Evaluation in Distance Education; Cost-Benefit Analyses in Distance Education; Preparing an Evaluation Plan; Evaluation Report; Meta-Evaluation.

**UZÖ 520 Educational Television and Video 3+0 7,5**

Definition of Television from the Perspective of Distance Education; Distance Educators in TV Program Processes; Differences between Conventional Television and Interactive Television; Program Processes in Conventional Television: Preproduction, Production and Postproduction processes; Program Processes in Interactive Television: Preproduction, Production and Postproduction processes.

**UZÖ 521 Support Services in Open and Distance Learning 3+0 6,0**

Printed Materials; Radio and Television Programs and TRT Okul; Academic Counseling Services; Computer-Aided Education Services; E-Learning: E-Book, E-Television, E-Exercise, E-Examination, E-Counseling (Synchronous/Asynchronous), E-Audible Book; Student Services Provided by Bureaus of Open Education Faculty; Examination Services.

**UZÖ 522 Mass Communication Processes and Theories 3+0 6,0**

Communication and Its Relations with Technology; Core Approaches in Mass Communication: Main stream (managerial) approaches and paradigms, Critical approaches and paradigms; Approaches That Help to Understand Media Selection: Media richness theory, Uses and gratifications theory; Social Presence; Diffusion of Innovations as a Modernization Theory; Systems Theory; Network Theory; Community of Practice.

**UZÖ 523 Technology Management 3+0 6,0**

Designing and Setting up Open and Distance Learning Systems; Technological Infrastructure for Open and Distance Learning; Setting up Learning Environments; Virtualization Technologies in ODL; Cloud Technologies; Server Services in ODL: Database servers, Application servers, Media servers; Library Systems; Setting up and Integrating Learning Management Systems; Integration of LMS and Student Management Systems: Single Sign on with LDAP, Kerberos, CAS; Performance Improvement Techniques in Infrastructure; Open Source Applications to be Used in ODL.

**UZÖ 527 Learning Management Systems 3+0 6,0**

Learning Management System and Related Concepts; Management and Distribution of Learning Process: Content Management System-CMS; Learning Management System-LMS; Learning Content Management System-LCMS and Virtual Learning Environment-VLE; Components of Learning Management Systems: Communication and Interaction Tools; Productivity Tools; Collaboration Tools; Management Tools; Course Delivery Tools; Content Development Tools; Reporting Tools; Standards of Learning Management Systems: SCORM; Section 508; Aviation Industry CBT Consortium (AICC); IMS; Metadata Standards; Common Cartridge; QTI; Evaluation of Learning Management Systems: Selection of a learning management system according to the given or desired criteria; Installation; Configuration; Management and Evaluation of Learning Management Systems.

**UZÖ 529 Web Programming in Distance Education 3+0 6,0**

Introduction to HTML; HTML Elements; Using Links and Images; Using Tables; Using Lists; Using Forms; HTML Events; Introduction to Cascading Style Sheets (CSS); CSS - Selector Type, Values, Common Properties; CSS - Directory Structure, Some Common Tags; Web Page Layout Techniques; XML; Integrating XML into HTML Documents; Connecting XML Document to Web Page.