

ADMINISTRATION AND ORGANIZATION DEPARTMENT - BUSINESS MANAGEMENT PROGRAM
LESSON CONTENTS (2020-2021)

0102101 The Principles of Ataturk and History of Revolution-I (2-0)2

Reading the course "History of Turkish Revolution and Kemalism" purpose and the concept of revolution, the collapse of the Ottoman Empire and Turkish your revolution prepared to reasons collective view, Ottoman of the State fragmentation, Mondros Truce Treaty, invasions against your country status and Mustafa Kemal Pasha's reaction, Mustafa Kemal Pasha's reaction Exit to Samsun, organization through congresses, Kuvayi National and Pact-I National. of the TGNA opening up and Independence of the war management hand to receive, Sakarya The War of Independence, the Battle of Sakarya and the Great War Offensive, National Struggle in education and culture, social and economic in the field National Struggle and from Mudanya to Lausanne.

0103101 English-I (3-0)3
Speech, listening, understanding, writing, reading and understanding.

5204101 General Accounting-I (3-1)5
Basis concepts and accounting system; balance accounts; income table accounts.

5204103 General Law Information (2-0)3
Legal systems, Turkish legal system, branches of law and resources; Turkish judicial system, Judicial institutions and types of cases; Legal events, Relations and transactions; Personality concept, Classification of persons and their qualifications; Heritage concept and legal heirs; Property right, subject, scope and types; The concept of debt and contract types; Independent accounting and financial consultancy legislation.

5204105 General Business (3-0)4
Basic concepts of business, its aims and relations with the environment; classification of enterprises; establishment studies, size and capacity of enterprises; business functions.

5204107 Organizational Behavior (3-0)4
Organizational your behavior scientific foundations; organizational your behavior historical its development; research techniques; organization the individual and personality in it; attitudes and job satisfaction; individual your differences basics biographical characteristics abilities and learning; organizational culture, group and processes; techniques of working with groups in organizations and participatory administration; in organizations motivation process and theories; in organizations leadership and theories; in organizations conflict; stress and its management in organizations; organizational environment and technology; organizational changing, development, set studies; in organizations strength and policy; in organizations ethic behaviours, management and control.

5204109 General Economy (2-0)3
Economy with relating to basis concepts and economic systems; price theory and price formation; consumption and production theories; market varieties and company balance analyses; factor prices and general equilibrium. national income and employment; monetary and monetary policies; foreign trade; economic growth, economic fluctuation and income distribution.

0102102 The Principles of Ataturk and History of Revolution-II (2-0)2
New Turkish of the State foundation the one which reforms and date origin, Republic of your regime being seated studies, Mustafa Kemal Atatürk's domestic and

foreign policy in Turkey single party management age, lots party political to life transition attempt and results, geopolitics and Turkey's geopolitics status, university to your youth oriented psychological movement threat. Kemalism definition and importance, "Ataturkist Thought System" formation and basis properties, Ataturk and idea vital, Ataturk and economy, secularism and religion.

0103102 English-II (3-0)3
Taught structures using true pronunciation and with intonation suitable in the environment able to speak, any a send understanding what you are listening to.

5204102 General Accounting-II (3-1)5
Basic concepts related to inventory transactions; accounting female and accounting intra- inventory studies (balance and income table accounts); financial (financial) your tables arrangement.

5204104 Commercial Mathematics (2-0)2
Percentage accounts; buying, cost, sales and snow accounts; proportional division and calculations on companies; mixture, compound and alloy problems; interest accounts; discount.

5204106 Production Management (2-0)2
Your lesson content this at lesson, production concept over with emphasis on the production system and its environment. parallel to the flow in the "input-process-output" process and above said learning outputs students by giving the necessary information to be understood by techniques will be taught.

5204108 Commercial Law (2-0)2
Commercial business law; corporate law; valuable paper law.

0112100 Digital Literacy (2-0)3
Understanding the digital world, taking advantage of its opportunities, using technology effectively and efficiently, being aware of its risks, being protected from threats and dangers. Information literacy, digital education, effective use of mobile devices and internet (conscious approach to social media, useful applications, basic internet skills such as online information search and safe use), digital rights and responsibilities, information security and privacy in the digital world, protection of consumer rights in the digital environment, fight against fake news, health effects of digital technologies, social asociality.

0101101 Turkish Language-I (2-0)2
Spelling rules, punctuation (use and examples) with general information about the composition (description, types, activity, plan and variants). Moment, attention in applying the definition matters to be considered; historical and literary value. Definition of language and types. Language information and sections. Turkish your tongue date development. Language groups in the world and Turkish place in between. Types of spoken language, types of written language. Sound events; chat, definition, in practice Caution will be features and examples.

5204201 Packet Programs-I (3-1)5
Basic concepts and accounting system; Balance sheet and income table; Package program use of.

5204203 Cost Accounting (3-1)5
Cost accounting with relating to basis concepts and classification of costs; cost elements; cost locations and methods of cost distribution; cost calculation systems.

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5204205 Marketing Management (3-0)3
Basis concepts; consumer markets and industrial markets; market partitioning and aim market selection; product; price; distribution channels and physically distribution; promotion; marketing research; marketing management and international marketing.

5204207 Financial Management (3-1)4
With financing relating to basis concepts and financial analysis tools (rates); business capital management; investment (capital) budgeting and investment decisions; source cost.

5204209 Corporate Accounting (2-0)2
Company concept, types and person companies, person characteristics of companies and their accounting records, capital companies, cooperatives and accounting records.

0101102 Turkish Language-II (2-0)2
Stress and accent types in Turkish; selective emphasis, of course emphasis. Verbs (simple and compound tenses). Verb roofs; additional verbs, correspondence, letters and their types. Petition, resume. Word, name and verb roots. appendices, production affixes and varieties; shooting attachments and types. to their structures, predicates, to their line-up and to their meaning by sentence varieties. Criticism.

5204202 Packet Programs-II (3-1)5
Business account of the basis package in the program its implementation; employee follow-up and insurance transactions; card transactions.

5204204 Financial Tables Analysis (3-1)5
Definition, scope and types of financial analysis; your financial statements varieties and regulation; financial analysis techniques.

5204206 Strategic Management (3-0)4
Introduction to strategic management, external environment analysis: general environment, industry environment, interior environmental analysis, basic strategies and bottom group strategies, senior management strategies, portfolio analysis, work administration strategies: rivalry strategies, sectional strategies: functional strategies, sample event analyses presentation.

5204208 Entrepreneurship (2-2)5
The concept of entrepreneurship and its emergence; small business varieties; small businesses establishment process; small in businesses administration, production marketing and financing; small businesses problems and solution ways.

OPTIONAL LESSONS

0104101 Physical Education-I (1-1)2
The purpose of physical education and sports lesson, history of sport its place and importance in society, types of sports, sports sociology and null time education, of the organism to the sport preparation; warming up, athlete health, physical education in different environments and Sport.

0105101 Music-I (1-1)2
Definition of music, social in life importance, your music formation and history, orchestra instruments, West music types, West music composers and of these concerts, music of the types sample songs to tell

524010 Customer Relations Management (2-0)2
Customers with contact to create, customers to the classification helper to be, online consumer behaviours with relating to information interpret, traditional consumer behaviours with relating to information interpret, meeting to organise and to watch, customer to host, customer value create about contribution to ensure.

524011 Knowledge Management (2-0)2
Information administration concept, information under the management approaches, information administration process, information administration techniques and strategies, corporate information management and processes.

5224012 Enterprise Skills and Group Work (1-1)2
Business under the management problem solving; contact; human relationships and group work; self-development and self managing.

524013 Statistics (2-0)2
Basic concepts; collecting and organizing data and submission; central disposition and distribution dimensions; indexes; possibility theory and random variables; regression, trend and correlation.

524014 Office Programs (1-1)2
Word process program; study table preparation; Internet and electronic mail.

0104102 Physical Education-II (1-1)2
Physical education and human organism of sport on you effects, athlete health; nutrition, first help and rehabilitation, health and training, training principles, sports law, sports philosophy, life-long sports. Applications.

105102 Music-II (1-1)2
Definition of music, social in life importance, your music formation and history, orchestra instruments, West music types, West music composers and of these concerts, music of the types sample songs to tell

5204020 Electronic Commerce (2-0)2
Electronic of trade date its development; Internet and electronic by trade relating to basis concepts; Internet over marketing and advertising; electronic trade applications.

5204021 Public Finance (2-0)2
Public of the finances definition, subject, development and financial events, the importance, types and distinction of public expenditures, importance, types and distinction of public revenues, budget, Turkish budget system, state debts, finance policy.

5204022 International Business (2-0)2
International business administration scope, historical development, international to business transition reasons, international business administration types, international business administration affecting factors, internationalization process, international markets entry methods, international environment, multinational companies, international administration, electronic trade and international to business effects.

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5204023 Management and Organization (2-0)2
with management relating to basis concepts; Management of theory its development; Management functions; of organizations establishment shape and Administration with its applications relating to various approach of the forms examination. Modern Administration currents; Administration thought and organization theory; to compare and evaluation; administration system; in management decision taking; authority and strength concepts; properties; authority migration; organization concept: properties, principles, organization process and planning process with to compare, partitioning, staffing; properties, staffing process; orientation: properties, orientation process; organization structures; classical from the approach to the present organization in their structures change; to compare; coordination; audit: properties, audit process.

5204030 Foreign Trade Transactions (2-0)3
Turkish foreign trade regime and foreign exchange legislation; foreign trade chart of accounts in transactions; currency, securities and advances transactions accounting; imports and export transactions and accounting.

5204031 Tax Law (2-0)3
Tax of the law basis principles, tax related basis concepts and taxation transactions; tax administration and duties; tax offenses and penalties; tax disputes solution ways.

5204032 Sales Management (3-0)3
Sales power concept and sales power management, sales management and activities planning, sales of your strength organization, request measurement and sales calendar, sales their budgets; sales quotas and regulation of sales quotas, creation of sales territories; sales force representatives selection and education, of salespeople remuneration, sales motivation, demand measurement and forecasting; sales potential, firm potential, sales forecast and used methods, strategic sales planning, preparation, sales speech and phases, objections welcome, sale realization, follow-up and control.

5204033 Professional Practices-I (2-1)3
In order to complete the missing aspects of the student's education, research in areas that he feels lacking and is curious about to do, report to prepare and presentation to do. Plan, preparation and explanation.

5204034 Total Quality Management (2-0)2
The concept of quality, standard and standardization, standard and standardization, standardization in the production and service sector importance, management quality and standards, management quality and standards, environment standards, environment standards, quality management system models, quality management system models, strategic management, strategic management, management participation, process management system, resource management system, EQM excellence model.

5204035 Public Relations (2-0)2
Public relations with relating to basis concepts and date its development; public relations basis principles, used vehicles and methods.

5204040 International Marketing (3-0)3
International marketing and international trade; international definition and importance of marketing; to international marketing directing reasons; international marketing in his research will gather informations; international integrations; internationalization process; international marketing its surroundings; international marketing strategies; market segmentation and selection of target market; international export and insurance transactions in marketing; bank transactions; marketing mix: product decisions and strategies, brand selection, brand and strategies, packaging and labeling; pricing strategies; distribution strategies; promotion strategies; international marketing organization.

5204041 Capital Market Transactions (3-0)3
Basis concepts, of the stock market date development and functions; capital market legislation; capital market institutions; capital market activities; capital market instruments (movable values); movable values of the marketfunctioning.

5204042 Labour and Social Security Law (2-0)3
The historical development, concepts, sources and application area; individual work law; collective work law; social security law and the Turkish social security system application.

5204043 Turkish Tax System (2-0)3
Income tax, corporate tax, property tax, inheritance and succession tax, motorized vehicles tax, additional value tax.

5204044 Human Resources Management (3-0)3
Human sources to the management entrance, employee with human sources between differences, human sources planning, job analysis: job descriptions, job requirements, personnel finding and selection, human resources training and orientation, career development, performance evaluation, fee management, discipline, health and safety at work, human sources information system.

5204045 Professional Practices-II (2-1)3
In order to complete the missing aspects of the student's education, research in areas that he feels lacking and is curious about to do, report to prepare and presentation to do. Plan, preparation and explanation.

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