



DERSLERİN İÇERİĞİ VE YARARLANILACAK KİTAPLAR CONTENT OF THE COURSES AND BOOKS TO BE BENEFIT

MGMT101 - Introduction to Business I	(3-0-3)
Course outline: In this course, students will explore all of the primary disciplines in business on an introductory level: economics, human resource management, finance options, managerial accounting principles and marketing strategies. At the end of this course, a student will be able to understand the business system, global context of business, conduct business ethically and responsibly. Textbooks: Business: A Changing World, NINTH Edition.By Ferrell, Hirt, and Ferrell. McGraw-Hill, 2014.	
ECON101 - Introduction to Economics I	(3-0-3)
Course outline: This course introduces students to the key concept and topic of microeconomics such as demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly, monopolistic competition, oligopoly and factor markets. Textbooks: Michael Parkin , ECONOMICS (12th Edition), Pearson.	
MATH111 - Mathematics for Business I	(3-0-3)
Course outline: This course is designed to review and improve certain mathematical concepts needed by the student to follow a subsequent course in Mathematics (MAT102). Students succeeding both courses will be able to easily follow other area core courses that necessitates a certain level of mathematics. MAT101 includes the topics of algebraic operations, equations, functions together with area related application problems. Textbooks: Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences.13th Edition, Ernest F. Haeussler, Jr., Richard S. Paul. Prentice Hall.	
COMP111 - Information Technologies I	(3-1-3)
Course outline: Introduction to information technology and its significance for business, economics, and society. Understanding how computers work, introducing fundamental concepts relating to hardware, software, central processing unit, input and output, storage, networks and internet. Basic PC, Windows, and MS Office skills, and intermediate-level Word and PowerPoint skills. Textbooks: Diane Coyle,Computers, Are Your Future, Complete, 10th edition, Prentice Hall.Windows Office Skills for word processing, power point presentations, spreadsheet software (excel), and database management (access) as covered by Robert Grauer, Exploring Microsoft Office 2010, Volume 1, 2/E.	
ENGL111 - Academic English I	(3-0-3)
Course outline: ENGL 111 is a first semester freshman academic English course. It is designed to help students improve the level of their English to B1 level, as specified in the Common European Framework of Reference for Languages. The course connects critical thinking with language skills and incorporates learning technologies such as Moodle. The purpose of the course is to consolidate students' knowledge and awareness of academic discourse, language structures and lexis. The main focus will mainly be on the development of productive (writing and speaking) and receptive (reading) skills in academic settings. Textbooks: Headway Academic Skills , Reading, Writing, and Study Skills Level 3 Student Book, Oxford University Press, Sarah Philpot and Lesley Curnick, Liz and John Soars, 2011 English Grammar, Language as Human Behavior, CourseSmart eTextbook, 3rd Edition, Anita Barry: Pearson Education	
ECON102 - Introduction to Economics II	(3-0-3)
Course outline: This course examines the differences between the economy in the short run and in the long run. A number of macroeconomic models, determination of national income, problems of inflation, unemployment and growth are considered, and the results are used to conduct macroeconomic policy discussion on stabilization policies and government debt. By the end of this module, the students will be able to understand, the relationships between different economic variables, presentation of economic issues with graphs, tables and essays, identify economic issues both in theory and practice. Textbooks: Michael Parkin , ECONOMICS (12th Edition), Pearson.	
MGMT102 - Introduction to Business II	(3-0-3)
Course outline: This course will enable the student to learn about the stock market, personnel management, leadership and motivational techniques. This course is a survey of the functions of business, role of motivation and leadership leadership, a comparison of the forms or organizations and methods of administration and the interdependence of production, distribution and finance in modern business. Textbooks: Business: A Changing World, NINTH Edition.By Ferrell, Hirt, and Ferrell. McGraw-Hill, 2014.	



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COMP112 - Information Technologies II	(3-1-3)
Course outline: Introduction to business applications of information technology and related issues, including electronic commerce, computer security and privacy, database management systems, programming languages, systems analysis and design, and expert systems. Intermediate-level Windows and MS Office skills, and advanced-level Excel skills. Textbooks: Diane Coyle, Computers, Are Your Future, Complete, 10th edition, Prentice Hall. Windows Office Skills for word processing, power point presentations, spreadsheet software (excel), and database management (access) as covered by Robert Grauer, Exploring Microsoft Office 2010, Volume 1, 2/E.	
MATH112 - Mathematics for Business II	(3-0-3)
Course outline: The main objective of the course is to provide the mathematical background needed for the solution of business and economics problems. Subjects are supported by some selected real life application problems. Textbooks: Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences. 13th Edition, Ernest F. Haeussler, Jr., Richard S. Paul. Prentice Hall.	
ENGL112 – Academic English II	(3-0-3)
Course outline: ENGL 112 is a second semester freshman academic English course. It is designed to help students improve the level of their English to B2 level, as specified in the Common European Framework of Reference for Languages. The course connects critical thinking with language skills and incorporates learning technologies such as Moodle. The purpose of the course is to consolidate students' knowledge and awareness of academic discourse, language structures and lexis. The main focus will mainly be on the development of language skills in reading, writing, listening and speaking and the improvement of general academic study skills necessary in an academic setting. Textbooks: Headway Academic Skills , Reading, Writing, and Study Skills Level 3 Student Book, Oxford University Press, Sarah Philpot and Lesley Curnick, Liz and John Soars, 2011 English Grammar, Language as Human Behavior, CourseSmart eTextbook, 3rd Edition, Anita Barry: Pearson Education	
TURK100 - Turkish	(2-0-2)
Course outline: The course takes an integrated skills approach to teaching oral and written communications. It introduces language grammars at a basic level for students who are taking Turkish course for the first time. Textbooks: Elementary Turkish (Dover Language Guides), Apr 1, 1986 by Lewis V. Thomas and Norman Itzkowitz: Dover Publications	
HIST100 - History of Turkish Republic	(2-0-2)
Course outline: A general survey of Turkish history from about the mid-19th century until World War II with a particular focus on the early Republican era. A comparative and analytical account of Westernization and Ottoman reform attempts, the economic and social transformations, diplomacy and foreign policy, World War I, the rise of Turkish nationalism, social, economic and cultural reforms in the 1920s and 1930s with special emphasis on the Kemalist principles. Textbooks: Türkiye Cumhuriyeti Tarihi, Temuçin Faik Ertan, Siyasal Kitabevi, 2011. Atatürk İlkeleri ve İnkılâp Tarihi, Komisyon, Gazi Kitabevi, 2011.	
ACCT201 - Principles of Accounting I	(3-0-3)
Course outline: This course revisits topics covered in Financial Accounting, with a focus on the asset side of the balance sheet: Cash, accounts and notes receivable, inventory, marketable securities, equity investments, and intangibles. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of the financial statements. Textbooks: Belverd E. Needles., Marian P., Susan V. Crosso., Principles of Accounting 12th Edition	
STAT211 - Business Statistics I	(3-1-3)
Course outline: Business Statistics is the science of collecting, organizing, and summarizing data to provide Information, stated in numerical form, for the purpose of making objective business decisions. Descriptive statistics, sampling, sampling size estimation, hypothesis testing will be the focus of the course. Textbooks: Elementary Statistics: Picturing the World, Fifth Edition, Ron Larson ,	
MGMT201 - Organizational Theory	(3-0-3)
Course outline: To provide an integrated view embracing both theory and practice. To indicate ways in which organisational performance may be improved through the better use of human resources. To examine the process of management and the behaviour of people at work. To analyse the different methods of structuring, organizing and managing organizations Textbooks: Organization Theory, Design, and Change, 6th edition, Gareth R. Jones and Mary Mathew	



MGMT203 - Behavioral Science

(3-0-3)

Course outline: The main goal of this course is to bring together perspectives of psychology and sociology. This course introduces the students behavioral of societies, groups, and individuals, behavior at work, interpersonal relationships, well being and health of others to show empathy to others.

Textbooks: Society in Focus, An Introduction to Sociology, Census Update, CourseSmart eTextbook, 7th Edition, William Thompson, Joseph Hickey: Pearson Publishing
Introduction to Psychology (2010). 9th edition, James W. Kalat, Cengage Learning.

MGMT205 - Business Law

(3-0-3)

Course outline: Introduces the sources and basic principles of the law as it relates to business, the Constitution, sources of the law, business ethics; and studies a variety of applications of the law in contracts, torts, agency, and government regulation of business.

Text Book : Adams, A. (2006). "Law for Business Students". Pearson Publishing, Third Edition

ACCT202 - Principles of Accounting II

(3-0-3)

Course outline: This course examines the principles, techniques, and uses of accounting in the planning and control of business organizations from a management perspective. Identified are the budgetary process and related performance evaluation techniques, cost-volume-profit relationship, product costing methods, Just-In-Time (JIT) manufacturing, and Activity Based Costing (ABC). Related theory and application will also be reviewed.

Textbooks: Belverd E. Needles., Marian P., Susan V. Crosso., Principles of Accounting 12th Edition

STAT212 - Business Statistics II

(3-1-3)

Course outline: The aim of this course is to familiarize students with the basic concepts and techniques in statistics. To enhance the analytical skills of students to interpret data and to produce information for decision making in functional areas of business and economics. To help students think statistically and to motivate students to study further in areas of challenge offered by statistics.

Textbooks: Elementary Statistics: Picturing the World, Fifth Edition, Ron Larson ,

MGMT204 - Business Communication

(3-0-3)

Course outline: This course will provide an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace. By the end of this module, the students will be able to develop their skills in verbal and nonverbal communication, communicate in teams, compose different kinds of business messages, preparing CVs and interviewing for jobs.

Textbooks: BCom2: Student edition, Authors: Lehman and Dufrene, Publisher: South-Western Cengage Learning

MGMT206 - Entrepreneurship

(3-0-3)

Course outline: This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Student will be able to recognize the entrepreneurial potential within them and others in their environment, appreciate the role of entrepreneurship within society, at the level of the organization, and in their own personal life, understand the process nature of entrepreneurship, and ways to manage the process.

Textbooks: Innovation and Entrepreneurship (2006). Reprint edition, Peter F. Drucker: HarperBusiness.

MGMT202 - International Commerce

(3-0-3)

Course outline: The course focus on the trade theories (no trade model, Ricardian model, Heckscher-Ohlin theory, factor price equalization theorem, Stolper Samuelsen theorem, Rybczynski Theorem), international trade and its importance, compare the free trade with autarky, and policy implications.

Textbooks: E-Commerce (2014). 10th edition, Kenneth C. Laudon & Carol Traver, Prentice Hall.

MARK301 - Principles of Marketing

(3-0-3)

Course outline: An understanding of consumer decision processes is developed through application of behavioral sciences. Organizational decision-making processes are also considered. The main subjects of this course are market segmentation, product development policies and methods, distribution decisions, and international marketing. Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies



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Textbooks: Principles of Marketing with MyMarketingLab, Global Edition, 16th Edition, Philip Kotler, Gary Armstrong: Pearson Publishing.

FINA303 - Business Finance I

(3-0-3)

Course outline: Introduction to financial management; financial institutions & money markets; analysis of financial statements; discounted cash flow analysis; project cash flow analysis; analysis of flow of funds; risks and returns.

Textbooks: James C. Van Horne & John M. Wachowicz, Jr. "Fundamentals of Financial Management" 12th Ed., Prentice-Hall, 2003.

MGMT301 - Production and Operation Management

(3-0-3)

Course outline: This course covers the translation of product and services requirements into facilities, procedures, and operating organizations. Includes product design, production alternatives, facilities location and layout, resource requirements planning, quality control, and project management.

Textbooks: Introduction to Operations and Supply Chain Management with MyOMLab, Global Edition, 4th Edition, Cecil Bozarth, Robert Handfield: Pearson Publishing.

MGMT303 - International Business

(3-0-3)

Course outline: This course provides an overview of the international businesses, economic development and international trade theories, social, political, economical and cultural differences and their importance, international marketing, international dimension of management, importing and exporting activities, country risk analysis and product differentiation.

Textbooks: International Business (2013). Ricky W. Griffin & Michael W. Pustay, 7th Edition: Pearson Ed. Ltd.

MGMT305 - Management Information System

(3-0-3)

Course outline: Business information systems study examines how to bring about business benefits through technology-enabled change while recognizing the role of people in this process. On this course topics include fundamentals of MIS, computing, algorithms and data structures, database management, application of MIS and simulation of MIS will be covered and the students will gain the knowledge and experience required to help businesses and organizations react to new challenges with the right technology.

Textbooks: Management Information Systems, Global Edition, 13th Edition, Kenneth Laudon, Jane Laudon: Pearson Publishing.

MGMT302 - Quantitative Analysis for Management

(3-1-3)

Course outline: The main aim of this course is to provide students with an introductory yet comprehensive overview of quantitative tools that can be used to analyze management related problems. It also provides an opportunity to learn the application of some of the basic models used for business forecasting.

Textbooks: Quantitative Analysis for Management, 8th Edition, Render, Stair and Hanna

MGMT304 - Organizational Behavior

(3-0-3)

Course outline: The study of human behavior in organizations. Emphasizes theoretical concepts and practical methods for understanding, analyzing, and predicting individual, group, and organizational behavior. Topics include work motivation, group dynamics, decision making, conflict and negotiation, leadership, power, and organizational culture. Ethical and international considerations are also addressed.

Textbooks: Essentials of Organizational Behavior, Global Edition, 13th Edition, Stephen Robbins, Timothy Judge: Pearson Education.

MGMT306 - Human Resource Management

(3-0-3)

Course outline: An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management. Topics cover personal planning, performance management and appraisal, managing employee retention, pay for performance etc.

Textbooks: Human Resource Management, 13/E, R. Wayne Mondy, 2014: Prentice Hall

FINA302 - Money and Banking

(3-0-3)

Course outline: This course offers analysis of monetary theories, importance and structure of the financial system, functions of money, money supply and money demand, determination of interest rate, monetary and fiscal policies and its effects, money and inflation and applications.



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Textbooks: Money, Banking and the Financial System, International Edition, 2nd Edition, R. Hubbard, Anthony O'Brien: Pearson Publishing.

FINA401 - Financial Statement Analysis (3-0-3)

Course outline: Provides the knowledge and skills necessary to take full advantage of financial reports and analysis. Topics that will be covered include financial statement, ratio analysis, comparative analysis, and the management of operation funds.

Textbooks: Financial Statement Analysis, Valuation - Credit Analysis - Executive Compensation, Thomas Plenborg, Christian Petersen: Pearson Publishing.

MGMT403 - Research Methods (3-0-3)

Course outline: This course is an introductory course in the theory and practice of economic research. The course focuses on the design, development, and implementation of research projects. The course is centered on tools and techniques of research and their application to the development of a formal research design. The course introduces the student to some of the uses of computer resources in research methods in economics. The topics includes research process and techniques; data collection, processing and evaluation of the findings.

Textbooks: Research Methods for Business Students (2012). 6th edition, Mark N.K. Saunders, Philips Lews and Adrian Thornhill: Financial Times.

ECON402 - Managerial Economics (3-0-3)

Course outline: The course deals with the application of economic theory and quantitative methods to managerial decision-making problems. Topics include demand and supply analysis, production, cost analysis, forecasting, pricing, market structures, break-even analysis and capital budgeting.

Textbooks: Managerial Economics (2012). 7th edition, William F. Saelson and Stephen G. Marks: Wiley.

MGMT402 - Strategic Management (3-0-3)

Course outline: To explore conceptual frameworks and models which will assist students to analyse competitive situations and strategic dilemmas and gain insight into strategic management. This course will provide a synthesis of previous course materials within the business programs. It will be taken in the last term of the undergraduate program. Class lectures are supplemented with case studies.

Textbooks: Strategic Management: Concepts and Cases, Global Edition. 15th Edition, Fred David: Pearson Publishing.

MGMT404 - Customer Relation Management (3-0-3)

Course outline: This course introduces students how to develop customer loyalty in businesses. Main topics covered in the course include customer loyalty and discussing its benefits, CRM types, goals and process, preparation and implementation of a cost efficient CRM program, automated system and eCRM. **Textbooks:** Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009

SEÇMELİ DERSLER

Business Management Electives:

MGMT410 - Insurance & Risk Management (3-0-3)

Course outline: This course surveys risk fundamentals, the risk management process, and insurance as a systematic approach to transfer and finance risk. It examines how insurance offers financial protection against major risks individuals face, how the insurance market is structured, and how and why the industry is regulated. This course also provides the theories and practical applications from the industry as well as issues related to the furtherance of insurance as a viable risk management solution.

Textbook: Principles of Risk Management and Insurance (2013) (Pearson Series in Finance). George E. Rejda & Michael McNamara: Prentice Hall.

MGMT411 - Non-Governmental Organizations (3-0-3)

Course outline: This course explores concepts, analytical tools, management practices in NGO's. NGO's goods and services to business markets in domestic and global environments.

Textbook: Non-Governmental Organizations and Development (2009; Routledge Perspectives on Development). David Lewis and Nazneen Kanji, 1st edition, Routledge.

MGMT412 - Corporate Governance & Family Business (3-0-3)

Course outline: Nature of corporate governance and family business. How to manage the family business. Research, presentation and debates about corporate governance and family business.



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Textbook: Governance in Family Enterprises: Maximising Economic and Emotional Success (2014). Alexander Koeberle-Schmid & Denise Kenyon-Rouvinez & Ernesto Poza: Palgrave Macmillan.

MGMT413 - Small Business Seminar

(3-0-3)

Course outline: How to start and manage your own business. The types of small business enterprises. Establishing and managing a small business. Preparing business plans. Presentations and case studies.

Textbook: Small Business Management (2014). Justin G. Longenecker & J. William Petty & Leslie E. Palich, 17 edition: Cengage Learning.

MGMT414 - Contemporary Issues in Business

(3-0-3)

Course outline: New developments in management and business forms. Research, presentation and debates about the new issues in business.

Textbook: Contemporary Business (2012). Louis E. Boone & David L. Kurtz, 15th edition: Wiley.

MGMT416 - Supply Chain and Management

(3-0-3)

Course outline: Supply chain operating practices and principles (i.e., the fundamentals of materials and logistics management). Studies and analyzes the dynamic nature of supply chain management for products and services and addresses the impact of the global economy on the management process. The course also develops a solid grounding in the theory of supply chain design, which includes strategies for customer service, quality, logistics, inventory management, and integrated supply chain management. Includes forecasting, postponement, sourcing (in particular, global sourcing), network design, and virtual integration (web-centric) and illustrates these concepts through cases.

Textbook: Supply Chain Management (2012). Sunil Chopra & Peter Meindl, 5th Edition: Prentice Hall.

MGMT417 - Cross Cultural Studies in Organizations

(3-0-3)

Course outline: Asian, American and European multinationals are studied on a comparative basis to understand similarities and differences in company objectives, company cultures and managerial practices.

Textbook: Managing Organizations in a Global Economy: An Intercultural Perspective (2004). John Sae, 1st edition, South-Western College Pub.

MGMT418 - Workshop in Export and Import

(3-0-3)

Course outline: This course examines the basics of exporting and importing management, an introduction to the intricacies of how export and import deals function, procedures and documentation, identifying an international trade opportunity and bring the opportunity to fruition

Textbook: John J. Capela, Import/Export for Dummies. Wiley Publishing, 2008

- Jennifer Dorsey, Start Your Own Import/Export Business, 2nd ed. Entrepreneur Press. 2007

MGMT419 - Consumer Behavior

(3-0-3)

Course outline: Blending both concepts & applications from the field of consumer behaviour; presenting theoretical concepts, stressing the applications of these conceptual materials to marketing strategy and decision making in the private, public & non-profit sectors.

Textbook: Consumer Behavior, 10th edition, Leon G. Schiffman, Leslie Lazar Kanuk: Pearson Publishing.

MGMT420 - Logistic Management

(3-0-3)

Course outline: Nature of logistics management. Institutional & functional analysis of distribution channels; selecting, evaluating & managing distribution channels. Location facilities, international transportation, customer service, material handling, Incoterms, export-import transactions and international payment methods.

Textbook: Contemporary Logistics, 10th edition. Coyle, Langley, Murphy & Wood.

MGMT421 - Leadership and Organizational Culture

(3-0-3)

Course outline: The course focuses on understanding the critical leadership competencies and characteristics necessary for guiding organizations. This course will use leadership self-awareness tools developed especially for organizational leaders. Students will deepen their understanding of traditional and contemporary leadership theories and practices; and, explore the organizational contexts where work, management and leadership happen. Guiding organizations through strategic and operational change initiatives requires an understanding of organizational culture and change. This course will enable students to study organizational theories, systems thinking, and the relationship between cultural issues and successful change implementation. They will experiment with taking on the role of a change agent through simulations, case studies, and studying changes in their own work place.

Textbook: Northouse, P. G. (2013). (6th ed.) Leadership: Theory and Practice. Thousand Oaks: CA: Sage Publications.



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MGMT422 - Service Quality Management

(3-0-3)

Course outline: This course introduces the key concepts in managing service organisations and their operations. The focus is on creating value and customer satisfaction. This course covers in-depth discussions of services, value creations, service strategy, and the issues related to the development of a service system. This course also addresses topics crucial to effectively and efficiently operating a service system, such as managing capacity and demand, and service quality management.

Textbooks: 1. R. Woods and J. King, Quality Leadership and Management in the Hospitality Industry. AHLA.
2. Jay Kandampully, Connie Mok, Beverley A. Sparks Service Quality Management in Hospitality, Tourism, and Leisure
Routledge, 2001

MGMT424 - Business Ethics

(3-0-3)

Course outline: This course exposes the student to both sides of past and present ethical dilemmas facing the world. Course content includes an overview of individual ethical development, ethical issues in business today, the opportunity and conflict of ethical decision-making framework, and the development of an effective ethics program in a corporation.

Textbooks: 1. Business Ethics (2013). 7th Edition, Richard DeGeorge: Pearson New International Edition.
2. Business Ethics and Values (2012). 4th Edition, Colin Fisher, Alan Lovell, Néstor Valero-Silva: Pearson.

Marketing Electives:

MARK407 - Contemporary Issues in Marketing

(3-0-3)

Course outline: New developments in management and business forms. Research, presentation and debates about the new issues in business.

Textbooks: Contemporary Business (2012). Louis E. Boone & David L. Kurtz, 15th edition: Wiley.

MARK409 - Sales Management

(3-0-3)

Course outline: To build students' understanding of sales management concepts and strategies, organization of sales department, planning sale force activities, operations and evaluation of results.

Textbooks: Sales Management: Shaping Future Sales Leaders, John Tanner, Earl Honeycutt, and Robert Erffmeyer: Pearson Prentice Hall.

MARK410 - Brand Management

(3-0-3)

Course outline: In this course, within the concept of image management and other communicative applications which strengthen the effective consumer perception, the meaning of brand will be explained through case studies. How a brand is created, promoted and developed will be taken into account by both conceptual and analytical framework. Students also understand the similarities and differences between local and international brand managements.

Textbooks: Strategic Brand Management (2007). 3rd edition, Kevin Lane Keller: Prentice Hall.

MARK411 - Marketing Research

(3-0-3)

Course outline: Research can be accepted the most crucial process in all marketing activities, within this concept this course is designed for giving scientific method & techniques used for the systematic data gathering, recording & analysing data about problems related to marketing of goods and services.

Textbook: Modern Marketing Research: Concepts, Methods and Cases, Feinberg F., T. Kinnear, and J. Taylor: Thomson Corporation

Economics Electives:

ECON409 - Turkish Economy

(3-0-3)

Course outline: This course focuses on the overall structure of the economy; sources and use of income; public sector; main sectors; agriculture, industry, services; income distribution; trends in production, employment, inflation, finance and trade;

Textbook: Turkish economy and EU; analysis of the dynamics of change of the Turkish economy and evolution of economic policies within the context of the world economy and globalization.

ECON410 - Industrial Organization

(3-0-3)

Course outline: This course applies microeconomic theory and econometric analysis to study firms and markets. Both theoretical and empirical work is considered, and implications for business strategy and public policy are discussed. Topics include imperfect competition, pricing, advertising, entry and exit, industry evolution, cartel formation, vertical integration, mergers, antitrust, and regulation. Several real world industries are used to focus ideas, provide examples, and test theories.

Textbook: Industrial Organization: Contemporary Theory and Empirical Applications (2013). 5th edition, Lynne Pepall, Dan Richards and George Norman: Wiley.



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ECON412 - Monetary Theory and Policy	(3-0-3)
Course outline: This course examines the basic workings of the financial system and monetary policy primarily in developing countries. There is an emphasis on understanding the issues relating to interest rates, the tools of monetary policy, and the role of the Central Bank. The general economics and structure of the financial system is also discussed. Textbook: Monetary Theory and Policy (2010). 3rd edition, Carl E. Walsh: MIT Press.	
ECON413 - Project Appraisal and Cost Benefit Analysis	(3-0-3)
This course focuses on the economic, social and environmental appraisal of project options. Considerable emphasis is placed on the application of cost-benefit analysis and the incorporation of multiple objectives in project appraisal in developed and developing countries. Extensive use of relevant case studies will be made throughout the course. Textbook: Cost Benefit Analysis (2007). 5th edition, E.J. Mishan and Euston Quah:	
ECON414 - Environmental Economics	(3-0-3)
Course outline: This course introduces ecological limits on economy and natural resources; environment and ethics; economic growth, population growth and environment; theories of environmental policy instruments, valuation of environmental goods, dynamic aspects of local and international aspects of environmental issues. Textbook: Environmental Economics: An Introduction (2012). 6th edition, Barry Field & Martha k Field: McGraw-Hill/Irwin.	
ECON415 - Comparative Economic Systems	(3-0-3)
Course outline: This course deals with different economic systems and political structures of various countries. Students will be able to compare and contrast different economic systems. Textbook: Comparing Economic Systems (2003). 7th edition, Paul R. Gregory and Robert Stuart: Houghton Mifflin.	
ECON416 - Empirical Economic Analysis The	(3-0-3)
Course outline: course provides students with a grounding in basic econometric methods. The techniques learnt in this course are part of an economist's essential 'tool kit'. It will provide students with an understanding of the basic techniques of multiple regression analysis and enable them to interpret and critically evaluate the results of empirical research in economics. Textbook: Introduction to Econometrics (2011). 3rd edition, James H. Stock and Mark Watson: Pearson Education.	
ECON417 - Agricultural Economics	(3-0-3)
Course outline: An introduction to the principles of economics including production principles; production costs, supply and revenue; profit maximization; consumption and demand; price elasticity; market price determination; and competitive versus noncompetitive market models. These principles are applied to agriculture and the role of agriculture in the United States and world economies. Other topics include a survey of the world food situation; natural, human and capital resources; commodity product marketing; and agricultural problems and policies. Textbook: Agricultural Economics and Agribusiness, Cramer, Jensen, and Southgate, John Wiley	
ECON418 - Contemporary Issues in Economics	(3-0-3)
Course outline: The module aims to develop your ability to apply economic analysis to a range of contemporary economic problems and policies. Textbook: Economics of Social Issues - Ansel M. Sharp, Charles A. Register and Paul W. Grimes (16 th edition) Irwin/McGraw-Hill, 2004.	
ECON419 - Global Economics	(3-0-3)
Course outline: This course offers an overview of various aspects of global economy within the field of economic geography and its linkages to related issues of resources, development, international business and trade. It investigates the phenomenon of globalization and seeks to provide understanding of today's increasingly interdependent world. Geographers are interested in examining the difference location makes to how economic activity is organized as globalization makes small differences among places increasingly important. This course recognizes that economy cannot be treated separately from other domains of social studies so such topics as political economic theories and models, historical context, consumption trends, role of telecommunications, and others will be discussed. Textbook: The World Economy: Resources, Location, Trade, and Development, 5th Edition by F.P. Stutz and B. Warf, Pearson Prentice Hall, 2007. ISBN 0-13-243689-2.	
Accounting Electives:	
ACCT407 - Budgeting Systems & Control	(3-0-3)
Course outline: Modern businesses are an epitome of uncertainty and complexity. Over the period, this uncertainty and complexity in business has led to the development of various managerial tools, techniques and procedures useful in managing	



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business successfully. Of all these, budgeting is the most common and widely used standard device for planning and control. This course provides fundamental understanding of budgeting, budgeting process and includes a practical guide for preparing and mastering financial budgets

Textbook: Sid Kemp and Eric Dunbar, "Budgeting for Managers", McGraw-Hill, 2003.

ACCT408 - Accounting Software Applications

(3-0-3)

Course outline: Computer aided accounting. Theory and application of different types of accounting computer programs.

Textbook: Accounting Information Systems (2014). 13th Edition, Marshall B. Romney & Paul J. Steinbart: Prentice Hall.

ACCT409 - Accounting for Government and NGO's

(3-0-3)

Course outline: Emphasis on accounting, budgeting, auditing and reporting policies and practices for government, state-economic enterprises, municipalities and other non-profit organizations and non-governmental organizations.

Textbook: Accounting for Governmental and Nonprofit Entities Hardcover (2015), Jacqueline Reck (Author), Suzanne Lowensohn (Author), Earl Wilson (Author), McGraw-Hill/Irwin; 17 edition

ACCT410 - Managerial Accounting

(3-0-3)

Course outline: This course teaches students how to extract and modify costs in order to make informed managerial decisions. Planning is covered by topics including activity-based costing, budgeting, flexible budgeting, cost-volume-profit analysis, cost estimating, and the costs of outsourcing. Control is covered by topics including standard costing, variance analysis, responsibility accounting, and performance evaluation. Emphasis is placed on cost terminology (the wide variety of costs), cost behavior, cost systems, and the limitations concerning the use of average costs.

Textbook: Hilton, Ronald W., Managerial Accounting: Creating Value in a Dynamic Business Environment- 10th ed., McGraw-Hill Irwin. ISBN 9780078110917

ACCT302 - International Accounting

(3-0-3)

Course outline: International Accounting is the international aspects of accounting, including such matters as accounting principles and reporting practices in different countries and their classification; patterns of accounting development; international and regional harmonization, foreign currency translation; foreign exchange risk; international comparisons of consolidation accounting and inflation accounting; accounting in developing countries; performance evaluation of foreign subsidiaries.

Textbook: International Accounting (2014). 4 edition, Timothy Doupnik & Hector Perera: McGraw-Hill/Irwin.

Finance Electives:

FINA408 - Commercial Bank Management

(3-0-3)

Course outline: This course is designed to provide an overview of commercial banks, their functions, management, and role in the economy. Topics include: basic asset, liability, liquidity and interest-rate risk management, primary lending functions pricing techniques, risk management bank organisation and familiarisation with international banking. The purpose and functions of central banking are studied with attention to monetary targets and policies.

Textbook: Introduction to Banking, Barbara Casu, Claudia Girardone, Philip Molyneux: Pearson Publishing.

FINA409 - Financial Institutions & Market

(3-0-3)

Course outline: The role of financial markets in economic development and study of financial sector; businesses, consumers and governments in money and capital markets are observed with emphasis on financial instruments, analysis of financial intermediaries and the determination of interest rates.

Textbook: Financial Markets and Institutions (2013). Global Edition, 7th Edition, Frederic Mishkin, Stanley Eakins: Pearson Publishing.



DERS PROGRAMI

1.YIL

1. Dönem					
Ders Kodu	Dersin Adı	T	U	K	ECTS
MGMT101	Introduction to Business I	3	0	3	6
ECON101	Introduction to Economics I	3	0	3	6
MATH111	Mathematics for Business I	3	0	3	6
COMP111	Information Technologies I	3	1	3	6
ENGL111	Academic English I	3	0	3	6
	Toplam	15	3	15	30

2. Dönem					
Ders Kodu	Dersin Adı	T	U	K	ECTS
MGMT102	Introduction to Business II	3	0	3	6
MATH112	Mathematics for Business II	3	0	3	6
ECON102	Introduction to Economics II	3	0	3	6
COMP112	Information Technologies II	3	1	3	6
ENGL112	Academic English II	3	0	3	4
HIST100 / TURK100	History of Turkish Republic / Turkish	2	0	2	2
	Toplam	17	1	17	30

2.YIL

3. Dönem					
Dersin Kodu	Dersin Adı	T	U	K	ECTS
STAT211	Business Statistics I	3	1	3	6
ACCT201	Principles of Accounting I	3	0	3	6
MGMT201	Organizational Theory	3	0	3	6
MGMT203	Behavioral Science	3	0	3	6
MGMT205	Business Law	3	0	3	6
	Toplam	15	1	15	30

4. Dönem					
Dersin Kodu	Dersin Adı	T	U	K	ECTS
STAT212	Business Statistics II	3	1	3	6
ACCT202	Principles of Accounting II	3	0	3	6
MGMT206	Entrepreneurship	3	0	3	6
MGMT202	International Commerce	3	0	3	6
MGMT204	Business Communication	3	0	3	6
	Toplam	15	1	15	30

3. YIL

5. Dönem					
Ders Kodu	Dersin Adı	T	U	K	ECTS
MARK301	Principles of Marketing	3	0	3	6
FINA303	Business Finance I	3	0	3	6
MGMT301	Production and Operation Management	3	0	3	6
MGMT303	International Business	3	0	3	6
MGMT305	Management Information Systems	3	0	3	6
	Toplam	15	0	15	30

6. Dönem					
Ders Kodu	Dersin Adı	T	U	K	ECTS
MGMT302	Quantitative Analysis for Management	3	1	3	6
MGMT304	Organizational Behavior	3	0	3	6
FINA302	Money and Banking	3	0	3	6
MGMT306	Human Resources Management	3	0	3	6
	Non-Departmental Elective 1	3	0	3	6
MGMT300	Internship - 30 calendar days	-	-	-	1
	Toplam	15	1	15	31



4.YIL

7. Dönem					
Ders Kodu	Dersin Adı	T	U	K	ECTS
FINA401	Financial Statement Analysis	3	0	3	6
MGMT403	Research Methods	3	0	3	6
	Non-Departmental Elective 2	3	0	3	6
	Departmental Elective 1	3	0	3	6
	Departmental Elective 2	3	0	3	6
	Toplam	15	0	15	30

8. Dönem						
Ders Kodu	Dersin Adı	T	U	K	ECTS	
ECON402	Managerial Economics	3	0	3	6	
MGMT402	Strategic Management	3	0	3	6	
MGMT404	Customer Relation Management	3	0	3	6	
	Departmental Elective 3	3	0	3	6	
	Non-Departmental Elective 3	3	0	3	6	
	Toplam	15	0	15	30	

Genel Toplam:	
Teori:	122
Uygulama:	5
Kredi:	122
ECTS:	240