




		TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES				
2020-2021 ACADEMIC YEAR CURRICULUM FORM						
Department / Program	Business Administration	Course Code	ECO-443			
		Course Title	Financial Economics			
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring		
		Course Type	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Elective		
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English		
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS	
			3	0	5	
Instructor	Title, Name-Last Name		Asst. Prof. Dr. Gökçe MANAVGAT			
	Contact Information		gokce.manavgat@toros.edu.tr			
Information about Course	The aim of this course is to understand the relationship between money and financial markets and to examine the impact of financial behavior on the economy. The course will be held on synchronous lms.toros.edu.tr. Course materials will be shared on lms.toros.edu.tr. There is a requirement to attend the course.					
WEEKLY COURSE CONTENTS						
Week	Topics			Teaching Methods and Techniques		
1. Week	Financial Market: The Bond Market and Interest Rates, The Stock Market, The Foreign Exchange Market, Money and Financial Markets			Synchronous- lms.toros.edu.tr		
2. Week	Financial Market: The Bond Market and Interest Rates, The Stock Market, The Foreign Exchange Market, Money and Financial Markets			Synchronous- lms.toros.edu.tr		
3. Week	Function of Financial Markets, Structure of Financial Markets, Internationalization of Financial Markets, Function of Financial Intermediaries			Synchronous- lms.toros.edu.tr		
4. Week	Function of Financial Markets, Structure of Financial Markets, Internationalization of Financial Markets, Function of Financial Intermediaries			Synchronous- lms.toros.edu.tr		
5. Week	Functions of Money, Understanding Interest Rate, Measuring Interest Rates, Yield to Maturity			Synchronous- lms.toros.edu.tr		
6. Week	The Distinction Between Real and Nominal Interest Rates, Measuring Interest-Rate Risk: Duration			Synchronous- lms.toros.edu.tr		
7. Week	Practice Problems			Synchronous- lms.toros.edu.tr		
Midterm (Explanation)*	Written Exam (online and calculated 20%)					
8. Week	The Behavior of Interest Rate, Determinants of Asset Demand, Theory of Asset Demand, Supply and Demand in the Bond Market, Market Equilibrium.			Synchronous- lms.toros.edu.tr		
9. Week	Changes in Equilibrium Interest Rates, Factors That Shift the Demand Curve for Bonds, Shifts in the Supply of Bonds., Expected Profitability of Investment Opportunities			Synchronous- lms.toros.edu.tr		
10. Week	Expected Profitability of Investment Opportunities, Business Cycle Expansion, Supply and Demand in the Market for Money, The Liquidity Preference Framework, Factors That Shift the Demand for and Supply of Money			Synchronous- lms.toros.edu.tr		
11. Week	Expected Profitability of Investment Opportunities, Business Cycle Expansion, Supply and Demand in the Market for Money, The Liquidity Preference Framework, Factors That Shift the Demand for and Supply of Money			Synchronous- lms.toros.edu.tr		
12. Week	Banking and The Management of Financial Institutions, The Bank Balance Sheet, Managing Credit Risk, General Principles of Bank Management			Synchronous- lms.toros.edu.tr		
13. Week	Banking and The Management of Financial Institutions, The Bank Balance Sheet, Managing Credit Risk, General Principles of Bank Management			Synchronous- lms.toros.edu.tr		
14. Week	Review					
Final (Explanation)**	The final will be held face to face in a written examination. It will be calculated as 80%.					
Make-Up (Explanation)	The make-up will be held face to face in written examination. It will be calculated as 80%.					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<input checked="" type="checkbox"/>	At time on lms.toros.edu.tr.				
Asynchronous	<input type="checkbox"/>					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>					
Face-to-Face	<input type="checkbox"/>					
Other	<input type="checkbox"/>					
Other explanations for the effective and efficient conduct of the course						
Attendance***	70% attendance requirement					
Course Resources	Frederic Mishkin, Economics of Money Banking and Financial Markets, Pearson Addison Wesley 7th Edition (2004)					
Auxiliary Resources	Fatih Öztay, Parasal İktisat: Teori ve Politika, Efil Yayınevi, 4. Baskı (Supplement)					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)		All questions and remarks are received via email			
	Consulting Topics			Date	Time	
	No specific time for supervising					

		TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES			
2020-2021 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	BUSINESS ADMINISTRATION	Course Code	MAN409		
		Course Title	INTERNATIONAL MARKETING		
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring	
		Course Type	<input type="checkbox"/> Compulsory	<input checked="" type="checkbox"/> Elective	
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English	
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS
			3	0	5
Instructor	Title, Name-Last Name		Asst. Prof. Aslıhan Yavuzalp Marangoz		
	Contact Information		aslihan.marangoz@toros.edu.tr		
Information about Course	The aim of the course to explain the basic international marketing issues with the actual cases.				
WEEKLY COURSE CONTENTS					
Week	Topics			Teaching Methods and Techniques	
1. Week	Introduction to course			Synchronous	
2. Week	Marketing concept, definition, International marketing concept			Synchronous	
3. Week	International Marketing Environment - Economical Env.- Int. Trade Env.			Synchronous	
4. Week	Social&Cultural Env, Legal Env.			Synchronous	
5. Week	International Marketing Entry Strategies			Synchronous	
6. Week	Consumer Behavior in International Markets			Synchronous	
7. Week	International Market segmentation-targeting- positioning			Synchronous	
Midterm (Explanation)*	Online written exam %40				
8. Week	International Marketing Research			Synchronous	
9. Week	Global Marketing Mix- Product			Synchronous	
10. Week	Global Marketing Mix- Price- Promotion			Synchronous	
11. Week	Global Marketing Mix- Place- Distribution			Synchronous	
12. Week	Final project presentations			Synchronous	
13. Week	Final project presentations			Synchronous	
14. Week	Final project presentations			Synchronous	
Final (Explanation)**	All final projects must be sent until 12.week. Students will be informed about the project during the courses. Students will present their projects in last 3 weeks online.				
Make-Up (Explanation)	Make up projects will be given.				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input checked="" type="checkbox"/>	Interactive courses on our online system.			
Asynchronous	<input type="checkbox"/>				
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>				
Face-to-Face	<input type="checkbox"/>				
Other	<input type="checkbox"/>				
Other explanations for the effective and efficient conduct of the course					
Attendance***					
Course Resources	1. Keegan, W. J., & Green, M. C. (2015). Global Marketing, Global Edition. Pearson Education UK. 2. International Marketing, Michael Czinkota				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)				
	Consulting Topics		Date	Time	
			Course hour		

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	2020-2021 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	BUSINESS ADMINISTRATION	Course Code	MAN433			
		Course Title	BUSINESS SEMINAR			
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring		
		Course Type	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Elective		
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English		
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS	
			3	0	5	
Instructor	Title, Name-Last Name		Prof. Dr. Mustafa BEKMEZCİ			
	Contact Information		mustafa.bekmezci@toros.edu.tr			
Information about Course	The aim of this course is to make a pre-preparation to students in their interest fields in economy.					
WEEKLY COURSE CONTENTS						
Week	Topics			Teaching Methods and Techniques		
1. Week	Introduction to course			Synchronous		
2. Week	Choosing a seminar subject			Mail- Instant Messaging		
3. Week	Choosing a seminar subject			Mail- Instant Messaging		
4. Week	Seminar Preparation methods			Mail- Instant Messaging-Synchronous		
5. Week	Seminar Preparation methods			Mail- Instant Messaging		
6. Week	Referencing			Mail- Instant Messaging-Synchronous		
7. Week	Referencing			Mail- Instant Messaging		
Midterm (Explanation)*	There is no midterm exam or project					
8. Week	Control of draft reports			Mail- Instant Messaging		
9. Week	Preparation and control of seminar reports			Mail- Instant Messaging		
10. Week	Preparation and control of seminar reports			Mail- Instant Messaging		
11. Week	Preparation and control of seminar reports			Mail- Instant Messaging		
12. Week	Presentation of the projects			Synchronous		
13. Week	Presentation of the projects			Synchronous		
14. Week	Presentation of the projects			Synchronous		
Final (Explanation)**	In this course there is only final seminar project. Students will prepare their projects and present them online.					
Make-Up (Explanation)	Make- up project will be given later					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<input checked="" type="checkbox"/>					
Asynchronous	<input checked="" type="checkbox"/>					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>					
Face-to-Face	<input type="checkbox"/>					
Other	<input type="checkbox"/>					
Other explanations for the effective and efficient conduct of the course						
Attendance***						
Course Resources	Thesis Writing Act					
Auxiliary Resources						
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)					
	Consulting Topics			Date	Time	
				Course hour		

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2020-2021 ACADEMIC YEAR CURRICULUM FORM							
Department / Program	BUSINESS ADMINISTRATION	Course Code	MAN 431				
		Course Title	Technology and Innovation Management				
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring			
		Course Type	<input type="checkbox"/> Compulsory	<input checked="" type="checkbox"/> Elective			
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English			
Grade	4th Grade	Course Credits	Theoretical	Practical	ECTS		
			3	0	5		
Instructor	Title, Name-Last Name		Assoc. Prof. Mert Aktaş				
	Contact Information		mert.aktas@toros.edu.tr				
Information about Course	Provide information on innovation and technology, innovation process, analyzing successful innovations, types of innovation, product development, translation of innovation and effective presentation						
WEEKLY COURSE CONTENTS							
Week	Topics			Teaching Methods and Techniques			
1. Week	Overview of the Course			Synchronous- lms.toros.edu.tr Presentation and Discussion			
2. Week	Introduction to Technology and Innovation Management			Synchronous- lms.toros.edu.tr Presentation and Discussion			
3. Week	Innovation Process, developing creative ideas, creative problem techniques			Synchronous- lms.toros.edu.tr Presentation and Discussion			
4. Week	The Evolution of Technology, Markets, and Industry			Synchronous- lms.toros.edu.tr Presentation and Discussion			
5. Week	The Development and Introduction of New Products			Synchronous- lms.toros.edu.tr Presentation and Discussion			
6. Week	Market research (primary, secondary) and potential customer research			Synchronous- lms.toros.edu.tr Presentation and Discussion			
7. Week	The Management and Organization of Innovation			Synchronous- lms.toros.edu.tr Presentation and Discussion			
Midterm (Explanation)*	Project (score weight is %20)						
8. Week	Innovation and entrepreneurship, Business model concept, analyzing and application of different business models			Synchronous- lms.toros.edu.tr Presentation and Discussion			
9. Week	Business models, elevator pitch, action planning			Synchronous- lms.toros.edu.tr Presentation and Discussion			
10. Week	Innovation and Intellectual Property			Synchronous- lms.toros.edu.tr Presentation and Discussion			
11. Week	Individual Collaborations, Strategic Alliances, Competition and Innovation			Synchronous- lms.toros.edu.tr Presentation and Discussion			
12. Week	Project Discussion			Synchronous- lms.toros.edu.tr Presentation and Discussion			
13. Week	Project Discussion			Synchronous- lms.toros.edu.tr Presentation and Discussion			
14. Week	Discussion			Synchronous- lms.toros.edu.tr Presentation and Discussion			
Final (Explanation)**	Final grade will be given by a project. Weight is %80.						
Make-Up (Explanation)	Make up exam will be done face-to-face						
Select and explain in detail the teaching methods and techniques to be used in course.							
Synchronous	<input checked="" type="checkbox"/>	%70 attendance is expected for the course.					
Asynchronous	<input type="checkbox"/>						
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>						
Face-to-Face	<input type="checkbox"/>						
Other	<input type="checkbox"/>						
Other explanations for the effective and efficient conduct of the course							
Attendance***	For the synchronous courses required attendance is %70.						
Course Resources	Gary Dessler, "Human Resource Management", 13th edition. Pearson G						
Auxiliary Resources	Media and journal articles						
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)						
	Consulting Topics			Date		Time	
	No specific time for counselling						
	No specific time for counselling						
	No specific time for counselling						

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	FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES				
2020-2021 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	BUSINESS ADMINISTRATION	Course Code	MAN405		
		Course Title	Operations Management		
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring	
		Course Type	<input type="checkbox"/> Compulsory	<input checked="" type="checkbox"/> Elective	
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English	
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS
			3	0	5
Instructor	Title, Name-Last Name		Asst.Prof. Kenan ORÇANLI		
	Contact Information		kenan.orcanli@toros.edu.tr		
Information about Course	In this course, it is aimed to teach the concepts and techniques that will help in the design, analysis and improvement of various operations in a business. Mainly, product and process design, capacity planning, campus and layout strategy, inventory management, production management and material requirements planning are covered.				
WEEKLY COURSE CONTENTS					
Week	Topics		Teaching Methods and Techniques		
1. Week	Introduction, Operations and Productivity		Synchronous (lms.toros.edu.tr)		
2. Week	Operations Strategy in a Global Environment		Synchronous (lms.toros.edu.tr)		
3. Week	Project Management		Synchronous (lms.toros.edu.tr)		
4. Week	Forecasting		Synchronous (lms.toros.edu.tr)		
5. Week	Design of Goods and Services		Synchronous (lms.toros.edu.tr)		
6. Week	Managing Quality		Synchronous (lms.toros.edu.tr)		
7. Week	Process Strategy		Synchronous (lms.toros.edu.tr)		
Midterm (Explanation)*	Written Exam (Synchronous and calculated 20%) via e-mail				
8. Week	Location Strategies		Synchronous (lms.toros.edu.tr)		
9. Week	Layout Strategies		Synchronous (lms.toros.edu.tr)		
10. Week	Human Resources, Job Design, and Work Measurement		Synchronous (lms.toros.edu.tr)		
11. Week	Supply Chain Management		Synchronous (lms.toros.edu.tr)		
12. Week	Inventory Management		Synchronous (lms.toros.edu.tr)		
13. Week	Aggregate Planning and S&OP and Material Requirements Planning (MRP) and		Synchronous (lms.toros.edu.tr)		
14. Week	General Review		Synchronous (lms.toros.edu.tr)		
Final (Explanation)**	The final will be held online in a written examination. Final Exam %60 + Midterm Exam %20 + Homework %20				
Make-Up (Explanation)	The make-up will be held online in a written examination.				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input checked="" type="checkbox"/>	At time on lms.toros.edu.tr (Lecture and presentation)			
Asynchronous	<input checked="" type="checkbox"/>	Homework will be sent to students on Fridays and homework will be completed on Sundays.			
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>				
Face-to-Face	<input type="checkbox"/>				
Other	<input type="checkbox"/>				
Other explanations for the effective and efficient conduct of the course					
Attendance***	70% attendance requirement for asynchronous				
Course Resources	Operations Management. 12th Edition, Prentice Hall, New Jersey, 2014., Jay Heizer and Barry Render.				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)		Synchronous and asynchronous		
	Consulting Topics		Date	Time	
	No specific time for supervising				

		TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
2020-2021 ACADEMIC YEAR CURRICULUM FORM							
Department / Program	BUSINESS ADMINISTRATION	Course Code	MAN 443				
		Course Title	Strategic Management and Business Policy				
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring			
		Course Type	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Elective			
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English			
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS		
			3	0	5		
Instructor	Title, Name-Last Name		Asst.Prof. Yavuz KORKMAZYÜREK				
	Contact Information		yavuz.korkmazurek@toros.edu.tr				
Information about Course	Our goal in this course is to present a new, up-to-date standard for explaining the strategic management process and thorough coverage of strategic management concept.						
WEEKLY COURSE CONTENTS							
Week	Topics		Teaching Methods and Techniques				
1. Week	CHAPTER 1: Strategic Management & Strategic Competitiveness 1- Strategic competitiveness;		Synchronous - Asynchronous lms.toros.edu.tr				
2. Week	CHAPTER 2 The External Environment: Opportunities, Threats, Industry Competition, & Competitor Analysis		Synchronous - Asynchronous lms.toros.edu.tr				
3. Week	CHAPTER 3 THE INTERNAL ENVIRONMENT: RESOURCES, CAPABILITIES, & CORE COMPETENCIES		Synchronous - Asynchronous lms.toros.edu.tr				
4. Week	CHAPTER 4: BUSINESS-LEVEL STRATEGY 1- Business-level strategy.		Synchronous - Asynchronous lms.toros.edu.tr				
5. Week	CHAPTER 5 COMPETITIVE RIVALRY AND COMPETITIVE DYNAMICS 1- Competitive rivalry, competitive behavior, and competitive dynamics.		Synchronous - Asynchronous lms.toros.edu.tr				
6. Week	CHAPTER 6 CORPORATE-LEVEL STRATEGY 1- Define corporate-level strategy and discuss its purpose.		Synchronous - Asynchronous lms.toros.edu.tr				
7. Week	CHAPTER 7 ACQUISITION AND RESTRUCTURING STRATEGIES 1- the popularity of merger and acquisition strategies in firms competing in the		Synchronous - Asynchronous lms.toros.edu.tr				
Midterm (Explanation)*	Online Test (Score weight %20)						
8. Week	CHAPTER 8 INTERNATIONAL STRATEGY 1- Incentives that can influence firms to use an international strategy.		Synchronous - Asynchronous lms.toros.edu.tr				
9. Week	CHAPTER 9 COOPERATIVE STRATEGY 1- Cooperative strategies and explain why firms use them.		Synchronous - Asynchronous lms.toros.edu.tr				
10. Week	CHAPTER 10 CORPORATE GOVERNANCE 1- Corporate governance and explain why it is used to monitor and control top-		Synchronous - Asynchronous lms.toros.edu.tr				
11. Week	CHAPTER 11 ORGANIZATIONAL STRUCTURE AND CONTROLS 1- Define organizational structure and controls and discuss the difference		Synchronous - Asynchronous lms.toros.edu.tr				
12. Week	CHAPTER 12 STRATEGIC LEADERSHIP 1- Define strategic leadership and describe top-level managers' importance.		Synchronous - Asynchronous lms.toros.edu.tr				
13. Week	CHAPTER 13 STRATEGIC ENTREPRENEURSHIP 1- Entrepreneurship and entrepreneurial opportunities and explain their		Synchronous - Asynchronous lms.toros.edu.tr				
14. Week	DISCUSSION and REVISION THE WEEKS		Synchronous - Asynchronous lms.toros.edu.tr				
Final (Explanation)**	The final will be held online in a test examination. Evaluation Score: % 20 course attending + % 20 Midterm + %60 Final Exam						
Make-Up (Explanation)	The make-up exam will be held online in a test examination.						
Select and explain in detail the teaching methods and techniques to be used in course.							
Synchronous	<input checked="" type="checkbox"/>	lms.toros.edu.tr					
Asynchronous	<input checked="" type="checkbox"/>						
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>						
Face-to-Face	<input type="checkbox"/>						
Other	<input checked="" type="checkbox"/>						
Other explanations for the effective and efficient conduct of the course							
Attendance***	%70 synchronous attending						
Course Resources	Strategic Management Competitiveness & Globalization 9th Edition. Michael A. Hitt; R. Duane Ireland; Robert E. Hoskisson.						
Auxiliary Resources	The youtube videos which the source book suggests						
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)						
	Consulting Topics		Date	Time			
	Consultancy time has not been determined. Questions will be answered by e-mail						