




	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
	2021-2022 ACADEMIC YEAR CURRICULUM FORM					
	Department / Program BUSINESS ADMINISTRATION		Course Code		MAN 421	
Course Title			COMPARATIVE MANAGEMENT SYSTEMS			
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 3	Practical 0	ECTS 5	
Instructor	Title, Name-Last Name		Prof. Dr. Haluk KORKMAZYUREK			
	Contact Information		haluk.korkmazurek@toros.edu.tr			
Information about Course	General information on the following topics will be presented in this lesson: - Approaches to Comparative International Management -The Societal Environment and Economic Development -National Cultures and Management -Organizational Culture Research -National Diversity and Management - Managing Resources: Human Resource Management -Comparative Corporate Governance -Managing Resources: Production Management -Managing Resources: National Innovation Systems -Multinational Corporations: Structural Issues -Multinational Corporations: Comparative Corporate Strategy -Networks and Clusters of Economic Activity -Globalization, Convergence and Societal Specificity					
WEEKLY COURSE CONTENTS						
Week	Topics			Teaching Methods and Techniques		
1. Week	Approaches to Comparative International Management			Synchronous - lms.toros.edu.tr		
2. Week	The Societal Environment and Economic Development			Synchronous - lms.toros.edu.tr		
3. Week	National Cultures and Management			Synchronous - lms.toros.edu.tr		
4. Week	Organizational Culture Research			Synchronous - lms.toros.edu.tr		
5. Week	National Diversity and Management			Synchronous - lms.toros.edu.tr		
6. Week	Managing Resources: Human Resource Management			Synchronous - lms.toros.edu.tr		
7. Week	Comparative Corporate Governance			Synchronous - lms.toros.edu.tr		
Midterm (Explanation)*	Written Exam (%40 of total grade)					
8. Week	Managing Resources: Production Management			Synchronous - lms.toros.edu.tr		
9. Week	Managing Resources: National Innovation Systems			Synchronous - lms.toros.edu.tr		
10. Week	Multinational Corporations: Structural Issues			Synchronous - lms.toros.edu.tr		
11. Week	Multinational Corporations: Comparative Corporate Strategy			Synchronous - lms.toros.edu.tr		
12. Week	Networks and Clusters of Economic Activity			Synchronous - lms.toros.edu.tr		
13. Week	Globalization, Convergence and Societal Specificity			Synchronous - lms.toros.edu.tr		
14. Week	General evaluation			Synchronous - lms.toros.edu.tr		
Final (Explanation)**	Written Exam (%60 of total grade)					
Make-Up (Explanation)	Online exam (Written Exam)					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<input checked="" type="checkbox"/>					
Asynchronous	<input type="checkbox"/>					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>					
Face-to-Face	<input checked="" type="checkbox"/>					
Other	<input type="checkbox"/>					
Other explanations for the effective and efficient conduct of the course						
Attendance***	%70 is required.					
Course Resources	CARLA I. KOEN (2005), Comparative International Management, McGraw-Hill Education					
Auxiliary Resources						
Course Counseling	Consulting Management (Synchronous)					
	Consulting Topics		Date	Time		

	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
	2021-2022 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. Aslihan 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)*	Written Exam (online) %20					
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			Face To Face		
13. Week	Final project presentations			Face To Face		
14. Week	Final project presentations			Face To Face		
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. %80					
Make-Up (Explanation)	Make up projects will be given later.					
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		

		TOROS UNIVERSITY			
		FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES			
2021-2022 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 face to face and 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			Face to Face	
2. Week	Financial Market: The Bond Market and Interest Rates, The Stock Market, The Foreign Exchange Market, Money and Financial Markets			Face to Face	
3. Week	Function of Financial Markets, Structure of Financial Markets, Internationalization of Financial Markets, Function of Financial Intermediaries			Face to Face	
4. Week	Function of Financial Markets, Structure of Financial Markets, Internationalization of Financial Markets, Function of Financial Intermediaries			Face to Face	
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 (face to face and calculated 40%)				
8. Week	The Behavior of Interest Rate, Determinants of Asset Demand, Theory of Asset Demand, Supply and Demand in the Bond Market, Market Equilibrium.			Face to Face	
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			Face to Face	
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			Face to Face	
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			Face to Face	
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 60%.				
Make-Up (Explanation)	The make-up will be held face to face in written examination. It will be calculated as 60%.				
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						
2021-2022 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 BEKMEZCI					
	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			Synchronous				
3. Week	Choosing a seminar subject			Synchronous				
4. Week	Seminar Preparation methods			Synchronous				
5. Week	Seminar Preparation methods			Synchronous				
6. Week	Referencing			Synchronous				
7. Week	Referencing			Synchronous				
Midterm (Explanation)*	There is no midterm exam or project							
8. Week	Control of draft reports			Synchronous				
9. Week	Preparation and control of seminar reports			Synchronous				
10. Week	Preparation and control of seminar reports			Synchronous				
11. Week	Preparation and control of seminar reports			Synchronous				
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. %100							
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				

	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
	2021-2022 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	Management	Course Code	MAN 431			
		Course Title	Technology and Innovation Management			
		Semester	<input 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		5	
Instructor	Title, Name-Last Name		Prof. Mert Aktaş			
	Contact Information		mert.aktas@toros.edu.tr			
Information about Course	Cases related to all areas of business including, management, finance, marketing, human resource management, production are going to be analyzed and discussed.					
WEEKLY COURSE CONTENTS						
Week	Topics			Teaching Methods and Techniques		
1. Week	Business Cases-1			Presentation and Discusiion		
2. Week	Business Cases-2			Presentation and Discusiion		
3. Week	Business Cases-3			Presentation and Discusiion		
4. Week	Business Cases-4			Presentation and Discusiion		
5. Week	Business Cases-5			Presentation and Discusiion		
6. Week	Business Cases-6			Presentation and Discusiion		
7. Week	Business Cases-7			Presentation and Discusiion		
Midterm (Explanation)*	Project					
8. Week	Business Cases-8			Presentation and Discusiion		
9. Week	Business Cases-9			Presentation and Discusiion		
10. Week	Business Cases-10			Presentation and Discusiion		
11. Week	Business Cases-11			Presentation and Discusiion		
12. Week	Business Cases-12			Presentation and Discusiion		
13. Week	Student Presentations			Presentation and Discusiion		
14. Week	Student Presentations			Presentation and Discusiion		
Final (Explanation)**	Final grade will be given by a project. Weght is %70.					
Make-Up (Explanation)	Make up exam will be project					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<input type="checkbox"/>					
Asynchronous	<input type="checkbox"/>					
Mixed (Synchronous + Asynchronous)	<input checked="" type="checkbox"/>					
Face-to-Face	<input checked="" 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	Drucker, P. F. (2019). Management cases. Harper Collins.					
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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2021-2022 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. Dr. Yavuz KORKMAZYÜREK				
	Contact Information		yavuz.korkmazurek@toros.edu.tr, 0324 3253300/2235				
Information about Course	Our goal in this course is to present a new, up-to-date standard for explaining the strategic management process. In this context, we teach students to how to effectively use strategic management in the complex, global business environment in which most firms operate while trying to outperform their competitor.						
WEEKLY COURSE CONTENTS							
Week	Topics			Teaching Methods and Techniques			
1. Week	Introduction to Strategic Management			Synchronous			
2. Week	Strategic Inputs / The external environment			Synchronous			
3. Week	Strategic Inputs / The internal organization			Synchronous			
4. Week	Business level strategy			Synchronous			
5. Week	Competitive rivalry and competitive dynamics			Synchronous			
6. Week	Corporate level strategy			Synchronous			
7. Week	Acquisition and restructuring strategy			Synchronous			
Midterm (Explanation)*	Online exam (%20)						
9. Week	International strategy			Synchronous			
10. Week	Cooperative strategy			Synchronous			
11. Week	Corporate governance			Synchronous			
12. Week	Organizational structure			Synchronous			
13. Week	Strategic leadership			Synchronous			
14. Week	Strategic entrepreneurship			Synchronous			
Final (Explanation)**	Midterm (online) %20 Final exam (face to face) % 80						
Make-Up (Explanation)	Face to face written exam %80 Midterm %20 and make-up exam % 80						
Select and explain in detail the teaching methods and techniques to be used in course.							
Synchronous	<input checked="" type="checkbox"/>	Problems and solutions related to theoretical subjects will be made as Synchronous (simultaneous) video.					
Asynchronous	<input type="checkbox"/>	Problems and solutions related to theoretical subjects will be made as Asynchronous (Asynchronous) video.					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>	Students who cannot attend face-to-face training will also be able to watch the lesson as Synchronous (online lesson).					
Face-to-Face	<input type="checkbox"/>						
Other	<input type="checkbox"/>						
Other explanations for the effective and efficient conduct of the course							
Attendance***	There is a 70% attendance requirement for watching face-to-face or Synchronous or Ansynchronous lessons***						
Course Resources	Strategic Management Michael A. Hitt Texas A&M University R. Duane Ireland Texas A&M University Robert E. Hoskisson Rice University 9th Edition						
Auxiliary Resources							
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)		Face-to-face and synchronous training will be held in the form of questions and answers.				
	Consulting Topics		Date		Time		