



**TOROS UNIVERSITY**  
**FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES**  
**2022-2023 ACADEMIC YEAR FALL SEMESTER CURRICULUM FORM**

Department / Program	International Trade and Logistics / Business and Administration	Course Code	FLE 202		
		Course Title	ENGLISH IV		
		Semester	<input type="checkbox"/> Fall	<input checked="" 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	Öğr. Gör. Sena TEKELİ
	Contact Information	<a href="mailto:sena.tekeli@toros.edu.tr">sena.tekeli@toros.edu.tr</a>

**Information about Course**  
This is a theoretical course with 3 hours per week. It will be online (asynchronous) on LMS (school system). The students can study and work on the course topics through coursebook, videos, related materials. Spring term grade will be the total of midterm exam (%30), projects (%10) and final exam (%60).

**WEEKLY COURSE CONTENTS**

Week	Topics	Teaching Methods and Techniques
1. Week	Introductory Lesson, Explaining the Syllabus and Worksheet 1	Asynchronous
2. Week	New product development in practice	Asynchronous
3. Week	Intellectual property	Asynchronous
4. Week	Using the internet for marketing/ <b>Project 1</b>	Asynchronous
5. Week	Doing business online	Asynchronous
6. Week	Operations online	Asynchronous
7. Week	Managing across cultures	Asynchronous
8. Week/ Midterm (Expla	<b>Written Exam / Online / %30 of total Grade</b>	
9. Week	Exam Feedback/ Worksheet 2	Asynchronous
10. Week	Risk Management	Asynchronous
11. Week	Managing in difficult times	Asynchronous
12. Week	Managing change	Asynchronous
13. Week	Action planning	Asynchronous
14. Week	Project 2 <b>%10 of total Grade</b>	Asynchronous
15. Week	<b>Final Exam**/ Face-to-face %60 of total grade</b>	
Final (Explanation)**	Final exam will be written exam. / Face-to-face	
Make-Up (Explanation)	Make-up exam will be written exam. / Face-to-face	

**Select and explain in detail the teaching methods and techniques to be used in course.**

Synchronous	<input type="checkbox"/>	
Asynchronous	<input checked="" type="checkbox"/>	Course topics will be dealt through coursebook, videos and materials. Detailed information related to teaching methods and techniques is stated in the weekly course contents.
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***	Attendance will be kept during courses in the classrooms. Attendance rate in face-to-face education is 70%.
Course Resources	
Auxiliary Resources	Professional English in Use, Management. Cambridge, Arthur Mckeown & Ros Wright

Course Counseling	<b>Consulting Management (Synchronous, Face-to-Face and others)</b>		
	<b>Consulting Topics</b>	<b>Date</b>	<b>Time</b>
	The students can contact the instructor of the course during their regular weekly class hours. They can visit the instructor during office hours. They		
	The weekly assignments/homeworks will be sent to the instructor through LMS.		
	Projects will be sent to the instructor through LMS on due date.		



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2022-2023 ACADEMIC YEAR CURRICULUM FORM

Department / Program	Business Administration	Course Code	MAN238		
		Course Title	Marketing Theory		
		Semester	<input type="checkbox"/> Fall	<input checked="" 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		Res. Asst. Dr. Esra ÖZTÜRK		
	Contact Information		<a href="mailto:esra.ozturk@toros.edu.tr">esra.ozturk@toros.edu.tr</a>		
Information about Course	The aim of this course is to enable students to learn the leading theories and theorists in the fields of marketing and consumer behavior.				
<b>WEEKLY COURSE CONTENTS</b>					
Week	Topics			Teaching Methods and Techniques	
1. Week	Introduction to course			Synchronous - lms.toros.edu.tr	
2. Week	Marketing as a Social Science and Its Evolution			Synchronous - lms.toros.edu.tr	
3. Week	Attitude-Behavior Theories			Synchronous - lms.toros.edu.tr	
4. Week	Decision Making Theories			Synchronous - lms.toros.edu.tr	
5. Week	Critical Theories			Synchronous - lms.toros.edu.tr	
6. Week	Watching Film and Discussion: <i>Confessions of a Shopaholic</i>			Synchronous - lms.toros.edu.tr	
7. Week	General Evaluation			Synchronous - lms.toros.edu.tr	
Midterm (Explanation)*	Online Exam (Calculated %20)				
8. Week	Theories about Consumer Satisfaction			Synchronous - lms.toros.edu.tr	
9. Week	Advertising Theories			Synchronous - lms.toros.edu.tr	
10. Week	Innovation Theories			Synchronous - lms.toros.edu.tr	
11. Week	Persuasion Theories			Synchronous - lms.toros.edu.tr	
12. Week	Watching Film and Discussion: <i>The Devil Wears Prada</i>			Synchronous - lms.toros.edu.tr	
13. Week	Learning and Perception Theories			Synchronous - lms.toros.edu.tr	
14. Week	General Evaluation			Synchronous - lms.toros.edu.tr	
Final (Explanation)**	Face to Face Written Exam (%80)				
Make-Up (Explanation)	Face to Face Written Exam (%80)				
<b>Select and explain in detail the teaching methods and techniques to be used in course.</b>					
Synchronous	<input checked="" type="checkbox"/>				
Asynchronous	<input type="checkbox"/>				
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>				
Face-to-Face	<input type="checkbox"/>				
Other	<input type="checkbox"/>				
<b>Other explanations for the effective and efficient conduct of the course</b>					
Attendance***	70 % attendance is compulsory				
Course Resources	Marketing Theory: Foundations, Controversy, Strategy, Resource-Advantage Theory. Hunt, Shelby D. Armonk, NY: M. E., 2010				
Auxiliary Resources	Pazarlama Teorileri-Mehmet İsmail Yağcı & Serap Çabuk-Mediacat, 2014 Pazarlama Teorileri 2-Mehmet İsmail Yağcı & Serap Çabuk-Mediacat, 2021				
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)				
	Consulting Topics			Date	Time



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<b>Department / Program</b>	<b>Business, International Trade and Logistics, International Finance and Banking</b>	<b>Course Code</b>	ITL 244			
		<b>Course Title</b>	E COMMERCE			
		<b>Semester</b>	<input type="checkbox"/> Fall	<input checked="" type="checkbox"/> Spring		
		<b>Course Type</b>	<input type="checkbox"/> Compulsory	<input checked="" type="checkbox"/> Elective		
		<b>Course Language</b>	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English		

<b>Grade</b>	<b>Please select from list</b>	<b>Course Credits</b>	<b>Theoretical</b>	<b>Practical</b>	<b>ECTS</b>
			3	0	5

<b>Instructor</b>	<b>Title, Name-Last Name</b>	Asst. Prof. Aslihan Yavuzalp Marangoz
	<b>Contact Information</b>	<a href="mailto:aslihan.marangoz@toros.edu.tr">aslihan.marangoz@toros.edu.tr</a>

**Information about Course**  
The aim of the course to explain the basic e-commerce issues with the actual cases.

**WEEKLY COURSE CONTENTS**

Week	Topics	Teaching Methods and Techniques
1. Week	Introduction to course	Synchronous
2. Week	E commerce concept, history	Synchronous
3. Week	Markets in E commerce	Synchronous
4. Week	Models of e commerce	Synchronous
5. Week	E marketing	Synchronous
6. Week	Consumer Behavior in electronic Markets	Synchronous
7. Week	E- relationships	Synchronous
<b>Midterm (Explanation)*</b>	<b>Online written exam (%20)</b>	
8. Week	Midterm exam	Synchronous
9. Week	E commerce standards	Synchronous
10. Week	E commerce applications	Synchronous
11. Week	Web site organisation	Synchronous
12. Week	Final project presentations	Synchronous
13. Week	Final project presentations	Synchronous
14. Week	Final project presentations	Synchronous
<b>Final (Explanation)**</b>	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.	
<b>Make-Up (Explanation)</b>	Make up projects will be given.	

**Select and explain in detail the teaching methods and techniques to be used in course.**

<b>Synchronous</b>	<input checked="" type="checkbox"/>	Interactive courses on our online system.
<b>Asynchronous</b>	<input type="checkbox"/>	
<b>Mixed (Synchronous + Asynchronous)</b>	<input type="checkbox"/>	
<b>Face-to-Face</b>	<input type="checkbox"/>	
<b>Other</b>	<input type="checkbox"/>	

**Other explanations for the effective and efficient conduct of the course**

<b>Attendance***</b>			
<b>Course Resources</b>	E commerce book, J. ReynoldsManzoor, A. (2010). E-commerce: an introduction. Amir Manzoor.		
<b>Auxiliary Resources</b>			
<b>Course Counseling</b>	<b>Consulting Management (Synchronous, Face-to-Face and others)</b>		
	<b>Consulting Topics</b>		<b>Date</b>
			<b>Time</b>



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**2022-2023 ACADEMIC YEAR CURRICULUM FORM**

<b>Department / Program</b>	<b>BUSSINES ADMINISTRATION</b>	<b>Course Code</b>	MAN214			
		<b>Course Title</b>	RESEARCH METHODS			
		<b>Semester</b>	<input type="checkbox"/> Fall	<input checked="" type="checkbox"/> Spring		
		<b>Course Type</b>	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Elective		
		<b>Course Language</b>	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English		

<b>Grade</b>	Please select from list	<b>Course Credits</b>	<b>Theoretical</b>	<b>Practical</b>	<b>ECTS</b>
			3	0	6

<b>Instructor</b>	Title, Name-Last Name	Assoc. Prof. Metin OCAK
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<b>Information about Course</b>	Ensuring students to gain basic competencies on scientific research methods in psychology
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**WEEKLY COURSE CONTENTS**

Week	Topics	Teaching Methods and Techniques
1. Week	Introduction To The Course	Online-Synchronous
2. Week	Research: Introduction To The Nature of Research- How To Define Your Research	Online-Synchronous
3. Week	How to Decide Upon a Methodology	Online-Synchronous
4. Week	How to Choose Your Research Methods	Online-Synchronous
5. Week	How to Conduct Background Research	Online-Synchronous
6. Week	How to Choose Your Participants	Online-Synchronous
7. Week	How to Prepare a Research Proposal	Online-Synchronous
<b>Midterm (Explanation)*</b>	<b>Written Exam (20% will affect the end-of-term grade point average) (VIRTUAL METHOD WILL BE USED )</b>	
8. Week	How to Conduct Interviews	Online-Synchronous
9. Week	How to Conduct Focus Groups	Online-Synchronous
10. Week	How to Construct Questionnaires	Online-Synchronous
11. Week	How to Carry Out Participant Observation	Online-Synchronous
12. Week	How to Analyse Your Data	Online-Synchronous
13. Week	How to Report Your Findings	Online-Synchronous
14. Week	How to be an Ethical Researcher	Online-Synchronous
<b>Final (Explanation)**</b>	<b>Written Exam (80% will affect the end-of-term grade point average) (FACE TO FACE METHOD WILL BE USED)</b>	
<b>Make-Up (Explanation)</b>	<b>Written Exam (80% will affect the end-of-term grade point average) (FACE TO FACE METHOD WILL BE USED)</b>	

**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 type="checkbox"/>	
Other	<input type="checkbox"/>	

**Other explanations for the effective and efficient conduct of the course**

<b>Attendance***</b>	COMPULSORY
<b>Course Resources</b>	Dawson, Catherine, (2007). "A Practical Guide to Research Methods (3rd Edition)", Spring Hill House.
<b>Auxiliary Resources</b>	

<b>Course Counseling</b>	<b>Consulting Management (Face-to-Face )</b>	<b>Face to Face</b>		
	<b>Consulting Topics</b>	<b>Date</b>	<b>Time</b>	
	No specific time for supervising			



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<b>Department / Program</b>	<b>BUSINESS/ INTERNATIONAL FINANCE/ INTERNATIONAL FINANCE AND BANKING</b>	<b>Course Code</b>	MAN203			
		<b>Course Title</b>	ACCOUNTING 2			
		<b>Semester</b>	<input type="checkbox"/> Fall	<input checked="" type="checkbox"/> Spring		
		<b>Course Type</b>	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Elective		
		<b>Course Language</b>	<input checked="" type="checkbox"/> Turkish	<input type="checkbox"/> English		

<b>Grade</b>	<b>Please select from list</b>	<b>Course Credits</b>	<b>Theoretical</b>	<b>Practical</b>	<b>ECTS</b>
			3	0	5

<b>Instructor</b>	<b>Title, Name-Last Name</b>	Assist. Prof. Dr. Seda TURNACIGIL
	<b>Contact Information</b>	<a href="mailto:seda.turnacigi@toros.edu.tr">seda.turnacigi@toros.edu.tr</a>

**Information about Course** In this course, Accounting Subjects will be taught theoretically and practically with the Luca Accounting program.

**WEEKLY COURSE CONTENTS**

<b>Week</b>	<b>Topics</b>	<b>Teaching Methods and Techniques</b>
1. Week	Introducing the Luca Program	Asynchronous
2. Week	Workplace Login in Luca Program	Asynchronous
3. Week	Employee and Customer Login in Luca Program	Asynchronous
4. Week	Account Groups and Introducing Accounts	Asynchronous
5. Week	Account Groups and Introducing Accounts	Asynchronous
6. Week	Sales Transaction with VAT in Luca Program	Asynchronous
7. Week	An overview	Asynchronous
<b>Midterm (Explanation)*</b>	<b>Online Written Exam (%20)</b>	
8. Week	Stocked Transactions in Luca Program	Asynchronous
9. Week	Stocked Transactions in Luca Program	Asynchronous
10. Week	Currency Transactions in Luca Program	Asynchronous
11. Week	Bank Transactions in Luca Program	Asynchronous
12. Week	Fixed Asset and Depreciation Recording in Luca Program	Asynchronous
13. Week	Case Studies	Asynchronous
14. Week	Case Studies	Asynchronous
<b>Final (Explanation)**</b>	homework	
<b>Make-Up (Explanation)</b>	homework	

**Select and explain in detail the teaching methods and techniques to be used in course.**

<b>Synchronous</b>	<input type="checkbox"/>	
<b>Asynchronous</b>	<input checked="" type="checkbox"/>	Courses will be uploaded to the system asynchronously.
<b>Mixed (Synchronous + Asynchronous)</b>	<input type="checkbox"/>	
<b>Face-to-Face</b>	<input checked="" type="checkbox"/>	The Vize Exam will be held face to face.
<b>Other</b>	<input type="checkbox"/>	The final exam will be homework.

**Other explanations for the effective and efficient conduct of the course**

<b>Attendance***</b>			
<b>Course Resources</b>			
<b>Auxiliary Resources</b>			
<b>Course Counseling</b>			
	<b>Consulting Topics</b>	<b>Date</b>	<b>Time</b>



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Department / Program	Business Administration	Course Code	MAN_228		
		Course Title	ORGANIZATIONAL BEHAVIOR		
		Semester	<input type="checkbox"/> Fall	<input checked="" 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. Dr. Yavuz KORKMAZYÜREK
	Contact Information	<a href="mailto:yavuz.korkmazurek@toros.edu.tr">yavuz.korkmazurek@toros.edu.tr</a> 0324 3253300 / 2235

**Information about Course**

The aim of the discipline of organizational behavior is to guide the institutions on the basis of their employees so that they can adapt to today's rapidly changing and globalizing business environment conditions. The aim of the course is to teach students the basic concepts of systemic and behavioral dynamics at individual, group and institutional levels from theoretical and practical perspectives. When they complete the course, students will be able to gain knowledge and understanding of individual-level work attitudes, personality, values, decision-making and motivation, group and team behavior at group level, communication, power and politics, leadership, conflict and negotiation at institutional level, organizational structure and culture, change and stress management. and they are expected to develop intuition. Organizational behavior examines the effects of individual (micro), group (meso) and institutional (macro) factors on the attitudes and behaviors of individuals in and around the organization with a systematic approach. It contributes to the feeding of management functions in a way that improves business performance and strengthens loyalty to the institution by giving feedback to management science and managers about the functioning of the systems and employee behaviors.

**WEEKLY COURSE CONTENTS**

Week	Topics	Teaching Methods and Techniques
1. Week	Introduction to Organizational Behavior	Synchronous- lms.toros.edu.tr
2. Week	Diversity in the Workplace Job Attitudes and Job Satisfaction	Synchronous- lms.toros.edu.tr
3. Week	Emotions and moods	Synchronous- lms.toros.edu.tr
4. Week	Personality and Values	Synchronous- lms.toros.edu.tr
5. Week	Perception and Individual Decision Making Processes	Synchronous- lms.toros.edu.tr
6. Week	Motivational Concepts	Synchronous- lms.toros.edu.tr
7. Week	Motivational Concepts	Synchronous- lms.toros.edu.tr
Midterm (Explanation)*	Online written exam (calculated as 20%)	
8. Week	Motivation/Motivation Applications	Synchronous- lms.toros.edu.tr
9. Week	Fundamentals of Group Behavior	Synchronous- lms.toros.edu.tr
10. Week	Concepts about Teams	Synchronous- lms.toros.edu.tr
11. Week	Communication Internal Power and Policy Concepts	Synchronous- lms.toros.edu.tr
12. Week	Leadership	Synchronous- lms.toros.edu.tr
13. Week	Conflict and Negotiation	Synchronous- lms.toros.edu.tr
14. Week	Corporate Culture and Institutional Change	Synchronous- lms.toros.edu.tr

**Final (Explanation)\*\*** The final will be held on face to face in a test examination. It will be calculated as 80% with student presentations

**Make-Up (Explanation)** The make up exam will be held on face to face in a written or test 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 in the synchronous time

**Course Resources** Organizational Behavior Robbins and Judge Nobel yayıncılık

**Auxiliary Resources**

Course Counseling	Supervision (Synchronous, Face-to-Face and others)	All questions and remarks are received via email		
	Consulting Topics	Date	Time	
	No specific time for supervising (follow the office hours)			