

	<b>TOROS UNIVERSITY</b> <b>FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES</b>				
	<b>2022-2023 ACADEMIC YEAR CURRICULUM FORM</b>				
Department / Program	Business Administration	Course Code	MAN304		
		Course Title	International Business Administration		
		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	-	5
Instructor	Title, Name-Last Name	Prof. Dr. Mert AKTAŞ			
	Contact Information	<a href="mailto:mert.aktas@toros.edu.tr">mert.aktas@toros.edu.tr</a>			
Information about Course	The objective of the course is to evaluate the different environmental aspects that international organizations face during their activities and to learn the strategies that multinationals refer while developing and sustaining their competitive advantage.				
WEEKLY COURSE CONTENTS					
Week	Topics			Teaching Methods and Techniques	
1. Week	The Importance of International Business			Synchronous	
2. Week	Globalization of Markets and Internationalization of the Firm; Organizational Participants that make International business happen			Synchronous	
3. Week	Globalization of Markets and Internationalization of the Firm; Organizational Participants that make International business happen The Cultural Environment of International Business			Synchronous	
4. Week	Political and Government Intervention in International Business			Synchronous	
5. Week	Regional Economic Integration Legal Systems and Regulations in National Markets			Synchronous	
6. Week	Dangerous goods transportation by road			Synchronous	
7. Week	Understanding Emerging Markets, Country Presentations			Synchronous	
Midterm (Explanation)*	Project (%40)				
8. Week	Global Market Opportunity Assessment			Synchronous	
9. Week	Exporting and Countertrade			Synchronous	
10. Week	Foreign Direct Investment and Collaborative Ventures			Synchronous	
11. Week	Global Marketing Management			Synchronous	
12. Week	Packaging and responsibilities			Synchronous	
13. Week	International Production and Supply Chain Management			Synchronous	
14. Week	Presentations			Synchronous	
Final (Explanation)**	Project (%60)				
Make-Up (Explanation)	Project				
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 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	International Business: Strategy, Management and the New Realities, Cavusgil, Knight and Riesenberger, Pearson International Edition				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)		All questions and remarks are received via e-mail		
	Consulting Topics		Date	Time	
	No specific time for supervising		-	-	



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**FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES**

**2022-2023 ACADEMIC YEAR CURRICULUM FORM**

<b>Department / Program</b>	<b>Business Administration</b>	<b>Course Code</b>	MAN324			
		<b>Course Title</b>	Leadership and Change Management			
		<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>	Please select from list	<b>Course Credits</b>	Theoretical	Practical	ECTS	
			3	0	5	
<b>Instructor</b>	<b>Title, Name-Last Name</b>		Asst. Prof. Dr. Yavuz KORKMAZYÜREK			
	<b>Contact Information</b>		<a href="mailto:yavuz.korkmazzyurek@toros.edu.tr">yavuz.korkmazzyurek@toros.edu.tr</a> 0324 3253300 / 2235			

**Information about Course**  
Our goal in this course is to present a new, up-to-date standard for explaining the leadership theories and practices. In this context, we teach students to how to effectively use those theories and practices in the complex, global business environment. Thus, students will be able to learn the requirements of adapting to the changes required by business life and adapt them to their own work environment.

**WEEKLY COURSE CONTENTS**

Week	Topics	Teaching Methods and Techniques
1. Week	New Realities as The Force of Change	Synchronous- lms.toros.edu.tr
2. Week	Critical Systems Thinking	Synchronous- lms.toros.edu.tr
3. Week	Philosophies-Theories and Styles of Leadership	Synchronous- lms.toros.edu.tr
4. Week	The Systemic Leadership Approach	Synchronous- lms.toros.edu.tr
5. Week	Authority_Obedience and Power	Synchronous- lms.toros.edu.tr
6. Week	Organizational Behavior, Group dynamics and Change	Synchronous- lms.toros.edu.tr
7. Week	Organizational Behavior, Group dynamics and Change	Synchronous- lms.toros.edu.tr
<b>Midterm (Explanation)*</b>	<b>Homework (calculated as 40%)</b>	
8. Week	Organizational Behavior, Group dynamics and Change	Synchronous- lms.toros.edu.tr
9. Week	The Shadow Side of Leadership	Synchronous- lms.toros.edu.tr
10. Week	The Shadow Side of Leadership	Synchronous- lms.toros.edu.tr
11. Week	Leadership and Ethics	Synchronous- lms.toros.edu.tr
12. Week	Strategic leadership	Synchronous- lms.toros.edu.tr
13. Week	Systemic Leadership and Strategy	Synchronous- lms.toros.edu.tr
14. Week	The Leader In You	Synchronous- lms.toros.edu.tr
<b>Final (Explanation)**</b>	The final exam will be held on as homework. It will be calculated as 60% with student presentations	
<b>Make-Up (Explanation)</b>	The make up exam will be held on face to face in a written or test examination. It will be calculated as 60%.	

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

<b>Synchronous</b>	<input checked="" type="checkbox"/>	At time on lms.toros.edu.tr.
<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>	70% attendance requirement in the synchronous time		
<b>Course Resources</b>	Leadership and Change Management Annabel Beerel. SAGE. ISBN 978-1-84787-340-8		
<b>Auxiliary Resources</b>			
<b>Course Counseling</b>	<b>Supervision (Synchronous, Face-to-Face and others)</b>		All questions and remarks are received via email
	<b>Consulting Topics</b>		<b>Date</b>
	No specific time for supervising (follow the office hours)		<b>Time</b>



TOROS UNIVERSITY  
FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

2022-2023 ACADEMIC YEAR CURRICULUM FORM

Department / Program	BUSINESS	Course Code	MAN302		
		Course Title	Financial Management-2		
		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	Assist.Prof.Dr.Seda TURNACIGIL
	Contact Information	<a href="mailto:seda.turnacigil@toros.edu.tr">seda.turnacigil@toros.edu.tr</a>

Information about Course: In this course, information about business finance will be given.

WEEKLY COURSE CONTENTS

Week	Topics	Teaching Methods and Techniques
1. Week	Capital Budgeting	Synchronous
2. Week	Capital Budgeting-2	Synchronous
3. Week	Cost of Capital -Cost of debt	Synchronous
4. Week	Cost of Capital -Cost of equity	Synchronous
5. Week	Capital Structure Theories-1	Synchronous
6. Week	Capital Structure Theories-2	Synchronous
7. Week	Review	Synchronous
Midterm (Explanation)*	Online written exam (%20)	
8. Week	Dividend Decision	Synchronous
9. Week	Dividend Decision	Synchronous
10. Week	Currency Market	Synchronous
11. Week	Working Capital Management	Synchronous
12. Week	Working Capital Management	Synchronous
13. Week	Review	Synchronous
14. Week	Review	Synchronous
Final (Explanation)**	Face to Face (%80)	
Make-Up (Explanation)	Face to Face (%80)	

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

Synchronous	<input checked="" type="checkbox"/>	The lessons will be taught synchronously in their own time.
Asynchronous	<input type="checkbox"/>	
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>	
Face-to-Face	<input checked="" type="checkbox"/>	Exams will be held face to face in the classroom.
Other	<input type="checkbox"/>	

Other explanations for the effective and efficient conduct of the course

Attendance***			
Course Resources	Corporate Finance, 7th Edition by Stephen A. Ross (Author), Randolph W. Westerfield (Author), Jeffrey Jaffe (Author)		
Auxiliary Resources	Öztiin Akgüç "Finansal Yönetim" Avcıol Yayınları		
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)	Synchronous,Face-to-face	
	Consulting Topics	Date	Time
	nts will be given counseling on lessons and other issues on a specific day and		
	The day and hour will be announced later.		



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FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

2022-2023 ACADEMIC YEAR CURRICULUM FORM

Department / Program	Business Administration / International Trade and Logistics	Course Code	MAN324		
		Course Title	Sales Management		
		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	With this course, it is aimed to have the basic information about the sales process, sales planning, the selection and training of salespeople and the performance evaluation of sales force.				
<b>WEEKLY COURSE CONTENTS</b>					
Week	Topics			Teaching Methods and Techniques	
1. Week	Introduction to course			Synchronous - lms.toros.edu.tr	
2. Week	Development and role of selling in marketing			Synchronous - lms.toros.edu.tr	
3. Week	Consumer and Organizational Buyer Behavior			Synchronous - lms.toros.edu.tr	
4. Week	Sales contexts and customer management			Synchronous - lms.toros.edu.tr	
5. Week	International Selling			Synchronous - lms.toros.edu.tr	
6. Week	<i>Film Analysis: Thank you For Smoking</i>			Synchronous - lms.toros.edu.tr	
7. Week	General Evaluation			Synchronous - lms.toros.edu.tr	
Midterm (Explanation)	Online Exam (%20)				
8. Week	Sales responsibilities and preparation			Synchronous - lms.toros.edu.tr	
9. Week	Personal selling skills-I			Synchronous - lms.toros.edu.tr	
10. Week	Personal selling skills-II			Synchronous - lms.toros.edu.tr	
11. Week	Recruitment and selection of Salespeople			Synchronous - lms.toros.edu.tr	
12. Week	Motivating, Training and Evaluation of Salespeople			Synchronous - lms.toros.edu.tr	
13. Week	<i>Film Analysis: The Medicine Seller</i>			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	Selling and Sales Management (11th ed.) David Jobber, G. Lancaster, K.L. Meunier-FitzHugh (Pearson)				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)				
	Consulting Topics			Date	Time



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<b>Department / Program</b>	<b>Business Administration</b>	<b>Course Code</b>	MAN306			
		<b>Course Title</b>	Quantitative 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>	<b>Please select from list</b>	<b>Course Credits</b>	<b>Theoretical</b>	<b>Practical</b>	<b>ECTS</b>	
			3	-	5	
<b>Instructor</b>	<b>Title, Name-Last Name</b>		Assoc.Prof.Dr. Ayhan DEMIRCI			
	<b>Contact Information</b>		<a href="mailto:ayhan.demirci@toros.edu.tr">ayhan.demirci@toros.edu.tr</a>			
<b>Information about Course</b>	The aim of the course is to provide the concept of probability, some basic concepts of statistics and the application of the principles and procedures related to decision theory and multi-criteria decision making methods to the problems of enterprises.					

**WEEKLY COURSE CONTENTS**

Week	Topics	Teaching Methods and Techniques
1. Week	Sets and Probability Theory	Synchronously
2. Week	Sets and Probability Theory	Synchronously
3. Week	Probability Theories - Binomial Probability Distribution	Synchronously
4. Week	Probability Theories - Poisson Probability Distribution	Synchronously
5. Week	Probability Theories - Hypergeometric Probability Distribution	Synchronously
6. Week	Probability Theories - Normal Distribution	Synchronously
7. Week	Probability Theories - Normal Distribution	Synchronously
<b>Midterm (Explanation)*</b>	<b>Online Written Exam (weighted 20%)</b>	
8. Week	Decision Theory and Utility	Synchronously
9. Week	Linear Programming	Synchronously
10. Week	Linear Programming	Synchronously
11. Week	Multi-Criteria Decision Making Problems	Synchronously
12. Week	Multi-Criteria Decision Making Problems	Synchronously
13. Week	Data Envelopment Analysis	Synchronously
14. Week	Project Management	Synchronously
<b>Final (Explanation)**</b>	<b>Written Exam (will be held on face to face and weighted 80%)</b>	
<b>Make-Up (Explanation)</b>	<b>Written Exam (will be held on face to face and weighted 80%)</b>	

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

<b>Synchronous</b>	<input checked="" type="checkbox"/>	The way the course is taught (Face to Face/Online) may change if there is a different decision to be taken after the evaluation to be made by YÖK and/or the University. Courses will be taught online by connecting to lms@toros.edu.tr. Especially since the project assignment and presentation, which will replace the final exam will be delivered in the last two weeks, it is important to participate in the course. Examination polling will be taken in these courses.
<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>	70% attendance requirement.		
<b>Course Resources</b>	Operations Management (J. Heizer, B. Render, C. Munson)		
<b>Auxiliary Resources</b>	Introduction to Management Science (B.W. Taylor)		
<b>Course Counseling</b>	<b>Consulting Management (Synchronous, Face-to-Face and others)</b>		All questions and remarks are received via e-mail
	<b>Consulting Topics</b>	<b>Date</b>	<b>Time</b>
	No specific time for supervising	-	-



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**FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES**

**2022-2023 ACADEMIC YEAR CURRICULUM FORM**

Department / Program	Business	Course Code	MAN 348					
		Course Title	CONSUMER 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. Aslihan Yavuzalp Marangoz
	Contact Information	<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 consumer behavior concepts with the actual cases.

**WEEKLY COURSE CONTENTS**

Week	Topics	Teaching Methods and Techniques
1. Week	Introduction to course	Synchronous
2. Week	Consumer behavior concept	Synchronous
3. Week	Marketing and consumer behavior	Synchronous
4. Week	Consumer research	Synchronous
5. Week	Consumer decision process	Synchronous
6. Week	Perception motivation	Synchronous
7. Week	Culture	Synchronous
<b>Midterm (Explanation)*</b>	<b>Online written exam (%20)</b>	
8. Week	Midterm exam	Synchronous
9. Week	Personality lifestyle	Synchronous
10. Week	Attitudes	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.**

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	Consumer Behavior, M. Solomon		
Auxiliary Resources			
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)		
	Consulting Topics		Date
			Time
			Course hour