



	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES 2022-2023 ACADEMIC YEAR CURRICULUM FORM				
Department / Program	INTERNATIONAL FINANCE AND BANKING	Course Code	INF 320		
		Course Title	INVESTMENT ANALYSIS AND PORTFOLIO 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	3th Grade	Course Credits	Theoretical	Practical	ECTS
			3	0	5
Instructor	Title, Name-Last Name		Prof. Dr. Mert AKTAŞ		
	Contact Information		mert.aktas@toros.edu.tr		
Information about Course	Within the scope of this course, students will learn about the following topics: - the investment settings, - asset allocation decision, - selecting investments in a global market, - efficient capital markets, - an introduction to portfolio analysis, - asset pricing models, - multifactor models of risk and return, - an introduction to security valuation, - stock market analysis.				
WEEKLY COURSE CONTENTS					
Week	Topics			Teaching Methods and Techniques	
1. Week	The Investment Background The Investment Setting			Face to Face	
2. Week	The Asset Allocation Decision Selecting Investments in a Global Market			Face to Face	
3. Week	Organization and Functioning of Securities Markets Security Market Indicator Series			Face to Face	
4. Week	Sources of Information on Global Investments			Face to Face	
5. Week	Developments in Investment Theory Efficient Capital Markets			Face to Face	
6. Week	An Introduction to Portfolio Management			Face to Face	
7. Week	An Introduction to Asset Pricing Models			Face to Face	
Midterm (Explanation)*	Written Exam (face to face - calculated as 40%)				
8. Week	Extensions and Testing of Asset Pricing Models			Face to Face	
9. Week	An Introduction to Derivative Markets and Securities			Face to Face	
10. Week	Valuation Principles and Practices			Face to Face	
11. Week	Analysis of Financial Statements			Face to Face	
12. Week	Introduction to Security Valuation An Analysis of Alternative Economies and Security Markets: The Global Asset Allocation Decision			Face to Face	
13. Week	Analysis and Management of Common Stock			Face to Face	
14. Week	Analysis of Alternative Assets and Portfolio Performance Investment Companies			Face to Face	
Final (Explanation)**	Written Exam (face to face - calculated as 60%)				
Make-Up (Explanation)	Written Exam (face to face - calculated as 60%)				
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 type="checkbox"/>				
Face-to-Face	<input checked="" type="checkbox"/>	The course will be held face to face.			
Other	<input type="checkbox"/>				
Other explanations for the effective and efficient conduct of the course					
Attendance***	70% attendance is required.				
Course Resources	Brown, K. C., & Reilly, F. K. (2002). Investment Analysis and Portfolio Management: 7th (Seventh) Edition. Ohio: South-Western/Thomson Learning.				
Auxiliary Resources	Doğukanlı, H., & Borak, M. (2018). Portföy yönetimi. Karahan Kitabevi, Ankara.				
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)				

	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES				
	2022-2023 ACADEMIC YEAR CURRICULUM FORM				
Department / Program	International Finance and Banking	Course Code	INF 324		
		Course Title	SALES MANAGEMENT IN BANKING		
		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		aslihan.marangoz@toros.edu.tr		
Information about Course	The aim of this course is to explain the concepts of marketing and sales and their applications in the banking and finance				
WEEKLY COURSE CONTENTS					
Week	Topics			Teaching Methods and Techniques	
1. Week	Introduction to course			Synchronous	
2. Week	General concepts, sales and marketing relationship			Synchronous	
3. Week	Personal selling concept			Synchronous	
4. Week	Sales management, aims, tools			Synchronous	
5. Week	Sales evaluation, banking applications			Synchronous	
6. Week	Consumer Behavior			Synchronous	
7. Week	Personal selling process			Synchronous	
Midterm (Explanation)*	written exam %40				
8. Week	midterm exam			Synchronous	
9. Week	Salesforce organisation banking applications			Synchronous	
10. Week	Salesforce training banking applications			Synchronous	
11. Week	Salesforce evaluation banking applications			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.				
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	Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker Jr, C. H., & Williams, M. R. (2015). Sales management: Analysis and decision making. Routledge.				
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					
	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. Aslıhan Yavuzalp Marangoz			
	Contact Information		aslihan.marangoz@toros.edu.tr			
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	
Midterm (Explanation)*	written exam %40					
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	
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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		

	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
	2022-2023 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	INTERNATIONAL FINANCE	Course Code	INF310			
		Course Title	INTERNATIONAL FINANCIAL ACCOUNTING			
		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 TURNACIGİL			
	Contact Information		seda.turnacigli@toros.edu.tr			
Information about Course	In this course, information about accounting finance will be given.					
WEEKLY COURSE CONTENTS						
Week	Topics			Teaching Methods and Techniques		
1. Week	Examining IFRS Chapter -1			Synchronous		
2. Week	Examining IFRS Chapter -2			Synchronous		
3. Week	Examining IFRS Chapter -3			Synchronous		
4. Week	International growth in businesses			Synchronous		
5. Week	Merger in businesses			Synchronous		
6. Week	Case Studies about merger in business			Synchronous		
7. Week	Review			Synchronous		
Midterm (Explanation)*	Homework					
8. Week	Financial Failure in International Business			Synchronous		
9. Week	Measures to be taken to improve the financial situation of international companies.			Synchronous		
10. Week	Measures to be taken to improve the financial situation of international companies.			Synchronous		
11. Week	International Capital Markets			Synchronous		
12. Week	International Capital Markets			Synchronous		
13. Week	Review and presentation			Synchronous		
14. Week	Review and presentation			Synchronous		
Final (Explanation)**	Homework					
Make-Up (Explanation)	Face to Face					
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				
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	International Financial Reporting Standards					
Auxiliary Resources	Öztin Akgüç "Finansal Yönetim" Avcıol Yayınları					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)			Synchronous, Face-to-face		
	Consulting Topics			Date	Time	
	Students will be given counseling on lessons and other issues on a specific day and time					
	The day and hour will be announced later.					

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Information about Course	<p>The objective of the course is to provide theoretical and practical information about international banking and its dynamics.</p> <p>The course will cover mainly the following topics: History of International Banking, Bank Failures and Systemic Crises, International Bank Regulation and Supervision, Banking in Emerging Economies 8. Financial Fraud and Implications for Banks, International Banking Trends and Challenges</p>																																																																						
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