




	<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	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.				
WEEKLY COURSE CONTENTS					
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)*	Written Exam (Calculated %40)				
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)**	Written Exam (%60)				
Make-Up (Explanation)	Written Exam (%60)				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input checked="" type="checkbox"/>	The situation will be reassessed after April 2023 according to decisions of YÖK.			
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 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

	<b>TOROS UNIVERSITY</b> <b>FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES</b>				
	<b>2022-2023 ACADEMIC YEAR FALL SEMESTER CURRICULUM FORM</b>				
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/ Project 1			Asynchronous	
5. Week	Doing business online			Asynchronous	
6. Week	Operations online			Asynchronous	
7. Week	Managing across cultures			Asynchronous	
8. Week/ Midterm (Explanation)	Written Exam / to be announced / %30 of total Grade				
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 %10 of total Grade			Asynchronous	
15. Week	Final Exam**/ to be announced %60 of total grade				
Final (Explanation)**	Final exam will be written exam. / to be announced				
Make-Up (Explanation)	Make-up exam will be written exam. / to be announced				
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	Consulting Management (Synchronous, Face-to-Face and others)				
	Consulting Topics		Date	Time	
	The students can contact the instructor of the course during their regular weekly class hours. They can visit the instructor during office hours. They can ask their questions about the course and get answers via e-mail/LMS.				
	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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	<b>2022-2023 ACADEMIC YEAR CURRICULUM FORM</b>					
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	<p>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.</p>					
<b>WEEKLY COURSE CONTENTS</b>						
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)*	will be held on face to face in a test examination calculated as 40%					
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 60% 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 60%.					
<b>Select and explain in detail the teaching methods and techniques to be used in course.</b>						
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"/>					
<b>Other explanations for the effective and efficient conduct of the course</b>						
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)					

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	<b>2022-2023 ACADEMIC YEAR CURRICULUM FORM</b>				
Department / Program	BUSINESS/ INTERNATIONAL FINANCE/ INTERNATIONAL FINANCE AND BANKING	Course Code	MAN203		
		Course Title	ACCOUNTING 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 checked="" type="checkbox"/> Turkish	<input 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		<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					
Week	Topics			Teaching Methods and Techniques	
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	
Midterm (Explanation)*	Written Exam (Face to face)				
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	
Final (Explanation)**	homework				
Make-Up (Explanation)	homework				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input type="checkbox"/>				
Asynchronous	<input checked="" type="checkbox"/>	Courses will be uploaded to the system asynchronously.			
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>				
Face-to-Face	<input checked="" type="checkbox"/>	The Vize Exam will be held face to face.			
Other	<input type="checkbox"/>	The final exam will be homework.			
Other explanations for the effective and efficient conduct of the course					
Attendance***					
Course Resources					
Auxiliary Resources					
Course Counseling					
	Consulting Topics			Date	Time

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	<b>2022-2023 ACADEMIC YEAR CURRICULUM FORM</b>					
Department / Program	International Trade and Logistics	Course Code	MAN214			
		Course Title	Research Methods			
		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		Assoc.Prof.Dr. Ayhan DEMIRCI			
	Contact Information		<a href="mailto:ayhan.demirci@toros.edu.tr">ayhan.demirci@toros.edu.tr</a>			
Information about Course	The aim of the course is to learn how to set up a statistical model and report the results by analyzing a sample problem statement. In this context, the application of some basic statistical methods through the SPSS package program will be emphasized.					
WEEKLY COURSE CONTENTS						
Week	Topics			Teaching Methods and Techniques		
1. Week	Basic Statistical Concepts			Synchronously		
2. Week	Some Probability Distributions (Binomial, Poisson, Hypergeometrik, Normal)			Synchronously		
3. Week	Some Probability Distributions (Binomial, Poisson, Hypergeometrik, Normal)			Synchronously		
4. Week	Estimation Theory			Synchronously		
5. Week	Estimation Theory			Synchronously		
6. Week	Survey and Preparing Survey			Synchronously		
7. Week	Hypothesis Theory (Decision Theory)			Synchronously		
Midterm (Explanation)*	Written Exam (will be held on face to face and weighted 40%)					
8. Week	Frequency Analysis and Graphs			Synchronously		
9. Week	Test of Normality and Test of Homogeneity			Synchronously		
10. Week	Parametric Test on SPSS			Synchronously		
11. Week	Parametric Test on SPSS			Synchronously		
12. Week	Nonparametric Test on SPSS			Synchronously		
13. Week	Regression Analysis and Correlation Analysis			Synchronously		
14. Week	Reporting and Reporting Examples			Synchronously		
Final (Explanation)**	Written Project Paper and Presentation (will be held on face to face and weighted 60%)					
Make-Up (Explanation)	Written Exam (will be held on face to face and weighted 60%)					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<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.				
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	SPSS Uygulamalı Çok Değişkenli İstatistik Teknikleri (Şeref KALAYCI)					
Auxiliary Resources	Uygulamalı İstatistik II (Alaaddin Başar, Erkan Oktay)					
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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	<b>2022-2023 ACADEMIC YEAR CURRICULUM FORM</b>				
Department / Program	Business, International Trade and Logistics, International Finance and Banking	Course Code	ITL 244		
		Course Title	E COMMERCE		
		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 basic e- commerce issues with the actual cases.				
<b>WEEKLY COURSE CONTENTS</b>					
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	
Midterm (Explanation)*	written exam %40				
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	
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.				
<b>Select and explain in detail the teaching methods and techniques to be used in course.</b>					
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"/>				
<b>Other explanations for the effective and efficient conduct of the course</b>					
Attendance***					
Course Resources	E commerce book, J. ReynoldsManzoor, A. (2010). E-commerce: an introduction. Amir Manzoor.				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)				
	Consulting Topics		Date	Time	
			Course hour		