




	TOROS UNIVERSITY 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		esra.ozturk@toros.edu.tr		
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.				
WEEKLY COURSE CONTENTS					
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	Film Analysis: Thank you For Smoking			Synchronous - lms.toros.edu.tr	
7. Week	General Evaluation			Synchronous - lms.toros.edu.tr	
Midterm (Explanation)*	Written Exam (%40)				
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	Film Analysis: The Medicine Seller			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	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

	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
	2022-2023 ACADEMIC YEAR CURRICULUM FORM					
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		mert.aktas@toros.edu.tr			
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)	Online written exam					
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			-	-	

 TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES 2022-2023 ACADEMIC YEAR CURRICULUM FORM										
Department / Program	Business Administration				Course Code	MAN324				
					Course Title	Leadership and Change 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				Asst. Prof. Dr. Yavuz KORKMAZYÜREK					
	Contact Information				yavuz.korkmazyurek@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 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				
Midterm (Explanation)*	Midterm exam will be held on as homework. calculated as 40%									
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				
Final (Explanation)**	The final exam will be held on as homework. 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%.									
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	Leadership and Change Management Annabel Beerel. SAGE. ISBN 978-1-84787-340-8									
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)									

	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		seda.turnacigil@toros.edu.tr			
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)*	Face to Face					
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					
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 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	Özün 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.					

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

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	2022-2023 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	Business Administration	Course Code	MAN306			
		Course Title	Quantitative 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		ayhan.demirci@toros.edu.tr			
Information about Course	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		
Midterm (Explanation)*	Written Exam (will be held on face to face and weighted 40%)					
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		
Final (Explanation)**	Written Exam (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	Operations Management (J. Heizer, B. Render, C. Munson)					
Auxiliary Resources	Introduction to Management Science (B.W. Taylor)					
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		-	-		