

ACCT 201 / FINANCIAL ACCOUNTING

An introduction to financial reporting designed to create an awareness of the accounting concepts and principles for preparing the four basic financial statements: the income statement, statement of stockholders' equity, balance sheet, and statement of cash flows. The course is designed to benefit all students who will be future users of accounting information

Program Learning Goals: 2-5

ACCT 202 / MANAGERIAL ACCOUNTING

An introduction to the determination, development, and uses of internal accounting information needed by management in decision-making while continuously controlling and managing costs. The course is designed to benefit all students who will be future users of accounting information.

Program Learning Goals: 1-5-6

ACCT 321 / FINANCIAL STATEMENTS ANALYSIS

Overview of financial statements, financial reporting and financial analysis techniques (horizontal, vertical and ratio analysis), analyzing financing, investing and operating activities, cash flow analysis, return on invested capital, profitability analysis, credit and risk analysis.

Program Learning Goals: 1-2-4-5-6

ACCT 403 / AUDITING

Generally accepted auditing standards, professional ethics, legal liability; the role of the auditor; organization of the accounting profession, the current audit environment; theory of auditing and practical examples of auditing techniques and work programs.

Program Learning Goals: 4

BLAW 202 / BUSINESS LAW

An introductory business law class addressing (under Turkish law and any prevailing international law): contracts; commercial paper; letters of credit; trade regulation; intellectual property; legal forms of business associations (partnerships, limited and joint stock companies); corporate governance; commercial enterprises and merchants; business ethics; dispute resolution; and a brief survey of the law of unfair competition, labor, capital market, tort, consumer protection, and taxation.

Program Learning Goals: 2-4

BUSA 499 / BUSINESS ADMINISTRATION CAPSTONE

Integration of the knowledge from different areas of the business curriculum: operations, marketing, accounting, finance, information systems, management strategy by applying concepts and frameworks to real life cases to solve business problems; teamwork and presentations.

Program Learning Goals:

MFIN 202 / INTRODUCTION TO FINANCIAL MANAGEMENT

The time value of money; discounted cash flow analysis; valuing financial assets; capital budgeting; risk and return; cost of capital; corporate financing decisions; and capital structure.

Program Learning Goals: 5

MFIN 301 / CORPORATE FINANCE

Analysis of special corporate finance topics including dividend policy, capital structure, leasing, option valuation, risk management, mergers, and acquisitions.

Program Learning Goals: 1-2-5-6

MFIN 304 / INVESTMENT MANAGEMENT

Introduction to the process of investing in financial securities; overview of the investment decision-making process; analysis of securities markets and trading practices; asset pricing under the capital asset pricing and the arbitrage pricing models; principles of modern portfolio theory; performance measurement techniques; asset allocation strategies; introduction to fixed income and derivative securities, risk management strategies.

Program Learning Goals: 1-6

MFIN 403 / FINANCIAL MARKETS AND INSTITUTIONS

Structure of financial markets and financial intermediaries; interest rates and security valuation; central banking system and monetary policy; securities markets including money, capital, foreign exchange, and derivatives markets; commercial banking and other depository institutions; institutional investors, including investment banks, insurance companies, mutual funds, and pension funds; introduction to financial risk management.

Program Learning Goals: 1-5-6

MGEC 330 / INDUSTRIAL ORGANIZATION

Firm behavior in imperfectly competitive markets. How firms acquire and maintain market power. Welfare consequences of market power. Strategic interactions among firms, and the role of government competition policy. Basic theoretical models of industrial economics: Bertrand and Cournot competition, collusion, advertising, innovation, and international trade.

Program Learning Goals:

MGEC 331 / COMPETITION AND MARKET STRUCTURE

Determinants of competitive strategy in a variety of market structures; How the structure of industry affects strategic choices and performance. Topics include the dynamic aspects of pricing, entry and predation in concentrated industries, and product differentiation, product proliferation and innovation as competitive strategies.

Program Learning Goals:

MGEC 333 / GAME THEORY AND STRATEGY

Analysis of strategic interactions that commonly arise in economic, business, political, and judicial arenas. A systematic introduction to game theory and some of its applications, such as market competition, technological races, auctions, party competition for votes, and bargaining.

Program Learning Goals:

MGIS 301 / MANAGEMENT INFORMATION SYSTEMS

Basic concepts of information technology, building information systems for problem solving; implications of information management for competitiveness; future directions in information systems

Program Learning Goals: 5-6

MGIS 410 / ELECTRONIC COMMERCE MANAGEMENT

Technological challenges of conducting business on the World Wide Web; innovative business models in electronic commerce; digital platforms of Business to Customer and Business to Business trade; guidelines for website usability; Internet marketing and advertising; search engine optimization and search engine marketing for profitability; web statistics and analytics; security issues on the Internet.

Program Learning Goals: 2-6

MGMT 306 / INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

Psychology in the workplace. Includes issue related to psychological testing and measurement in the following processes: employee selection and placement, talent management, performance management, program evaluation in organizational interventions, return on investment in training and development activities. Psychological processes in employee health and well-being (stress, burnout, work-family conflict). Employee attitudes, including job satisfaction, commitment, organizational citizenship behavior. Psychological processes in interpersonal phenomena including leadership, motivation, teamwork, and communication.

Program Learning Goals:

MGMT 310 / CREATING SOCIAL IMPACT THROUGH COLLABORATIVE PROJECT MANAGEMENT EXPERIENTIAL LEARNING

This course takes Istanbul as an 'urban laboratory' to teach sustainability, social innovation, stakeholder collaboration for collective impact creation, collaborative project management, social value creation, social impact measurement, and inherent interconnections between business and other societal institutions to students both in the class and in the field. The course will create an experiential learning laboratory fostering collaboration between KU students, faculty and non-profit organizations in Istanbul for the aim of creating social value. This course gives students the tools to enhance their social innovation through education in the class and interactions in real life; and as well support students to understand, identify needs, match these needs with available resources to develop & implement social impact projects.

Program Learning Goals: 2-3-4

MGMT 311 / SOCIAL IMPACT

Best practices in social entrepreneurship, social innovation, corporate social responsibility and other social impact creating activities. Funding and structuring of these activities. The social economy through the emerging spectrum of organizational forms that generate social impact. Trends and

drivers reshaping the dynamics of social impact. Best impact practices in different sectors.

Program Learning Goals: 4

MGMT 360 / SOCIAL ENTREPRENEURSHIP

History of social entrepreneurship. New developments and approaches in the social entrepreneurship field. Theories of Social Entrepreneurship. Examples of various social enterprises around the world. Challenges and opportunities facing social entrepreneurs. Social entrepreneurship in Turkey.

Program Learning Goals: 2-3-4

MGMT 402 / GLOBAL STRATEGIC MANAGEMENT

What determines the success and failure of firms around the globe? This is the question we will aim at answering throughout the course. In our journey of the discovery of global business, we will first learn two fundamental perspectives on firm success; then proceed to the tools that firms can use for international operations, to strategies for managing competitive dynamics and finally to the achievement of excellence in various functional areas such as governance, marketing and supply chain activities. At the end of this course, the students will acquire the skill to critically analyze an international firm's global strategy; whether the firm is using the right tools and entry modes for foreign markets, and how the firm is organizing its functional areas around its strategy.

Program Learning Goals: 1-2-3-5

MGMT 411 / ENTREPRENEURSHIP AND NEW VENTURE DEVELOPMENT

In this course, the students learn how new business are created and developed. The course consists of three modules. In the first module, the students learn how to create new business ideas, evaluate the extent to which their business ideas are true opportunities, form effective entrepreneurial teams and craft partnership agreements. In the second module, the students learn how to formulate business strategies, marketing strategies, and business models of new ventures. Finally, the third module will help students develop their financial plan and learn basics of entrepreneurial finance including valuation and term sheet negotiation. This course offers learning benefits to students who are willing to form a no-tech, low-tech, or high-tech firm, work for young entrepreneurial firms, or pursue a career as a risk capitalist such as a venture capitalist or an angel investor.

Program Learning Goals: 2-3

MGMT 412 / INNOVATION AND ENTREPRENEURSHIP

Entrepreneurship is creating something new and innovative with potential financial success in return. This course provides applied entrepreneurship know-how on the foundation, priorities, financing, finding the right employees, getting the word out, business development as well as entrepreneurial attributes such as commitment, determination, perseverance, goal oriented problem solving, team building. Teams of students will work on transforming an idea into a company which is ready for financing. Part of business success depends on understanding how relationships lead to other things. Hence, the course will also feature guest speakers from entrepreneurs and investors so that they share their successful as well as unsuccessful experiences which are often more valuable.

Program Learning Goals:

MGMT 432 / CORPORATE RESPONSIBILITY

Responsibility of corporations including economic, social, environmental and ethical aspects. Effect of corporate responsibility on reputation and business outcomes from a stakeholder (e.g., consumers, employees, investors, etc.) perspective. Inclusive business models and shared value approach for sustainable business results.

Program Learning Goals: 1-3-4-5

MKTG 201 / MARKETING MANAGEMENT

Understanding marketing and the marketing environment. Examines marketing strategies, segmentation, targeting, positioning, consumer and organizational buyer behavior, and marketing information. Emphasis on planning components of a marketing mix: product, price, place / distribution, promotion / communication

Program Learning Goals: 1-2-5

MKTG 301 / MARKETING RESEARCH

Role of marketing research in the firm and the research process. In-depth examination and application of the research process which includes formulation of research problems, research designs, sampling issues, data collection, and analysis.

Program Learning Goals:

MKTG 302 / CONSUMER BEHAVIOR

Reviews major theories and empirical findings on consumer behavior; relates them to design and execution of effective marketing strategy. Individual decision making and consumer learning; external influences such as culture, social class, reference groups, family, and situational variables.

Program Learning Goals: 5

MKTG 303 / ADVERTISING and PROMOTION

Focuses on planning and evaluating advertising and other types of promotion strategies and executions. Specific topics include integrated marketing communications, strategic planning, creative brief, perspectives on consumer behavior and communication process, creative strategy, media planning and measuring effectiveness.

Program Learning Goals: 1-3-5

MKTG 401 / INTERNATIONAL MARKETING

Managerial study of opportunities and challenges in marketing overseas; export/import operations, identification and selection of new markets, and designing marketing mixes to enter foreign markets. Course covers activities of small and medium sized firms and large multinationals.

Program Learning Goals: 1-4-5

MKTG 402 / MARKETING STRATEGY

Application of strategic marketing planning frameworks to analysis of marketing problems, dynamic study of marketing strategy with a market customer and competitor perspective. In depth examination of strategies for building new brands as well as extending and defending the equity in established brands.

Program Learning Goals:

MKTG 432 / CORPORATE RESPONSIBILITY

Responsibility of corporations including economic, social, environmental and ethical aspects. Effect of corporate responsibility on reputation and business outcomes from a stakeholder (e.g., consumers, employees, investors, etc.) perspective. Inclusive business models and shared value approach for sustainable business results.

Program Learning Goals: 1-4-5

OPSM 301 / OPERATIONS MANAGEMENT

Fundamental decisions and trade-offs in the control of a firm's operations in obtaining materials and transferring them to a product or a service in a facility; the contribution of operations to a firm's competitiveness; analysis, control, and improvement of processes.

Program Learning Goals: 1-5-6

OPSM 305 / SUPPLY CHAIN MANAGEMENT

Process-oriented, integrated approach to procuring, producing and delivering products and services to customers. Strategic and operational issues in the management of supply chains: supply chain performance, coordination in supply chains, managing distribution networks, coordinated product and supply chain design, IT in supply chains, e-business and supply chains, inventory management in supply chains.

Program Learning Goals: 1-2-5-6

OPSM 410 / OPERATIONS STRATEGY

An overview of the objectives, policies and self-imposed restrictions that together describe how organizations propose to develop and direct all the resources invested in operations so as to best fulfil, and possibly redefine, their missions. Coordination of marketing, operations, and finance functions within a framework designed to meet the competitive requirements of the marketplace. Interface issues between corporate strategy and the management of the operations function.

Program Learning Goals: 1-2-5-6

ORGB 302 / INTRODUCTION TO ORGANIZATIONAL BEHAVIOR

This course is designed to provide students with an understanding of the behavior of individuals and groups in organizations. Students will identify and develop the skills needed to make an effective contribution to organization, to manage others, and to maintain a high quality of work life. Topics covered include: motivation, communication, conflict negotiation, group dynamics, leadership, organizational&job design, and change management.

Program Learning Goals:

ORGB 401 / HUMAN RESOURCE MANAGEMENT

Basic functions of Human Resource Management from a generalist perspective for all managers; job design, recruitment, selection, training and career development, compensation and benefits, performance appraisal and discipline in organizations; current developments in HRM abroad and in Turkey.

Program Learning Goals:

QMBU 301 / QUANTITATIVE METHODS IN BUSINESS

Statistical techniques in business data analysis; decision making under uncertainty. Concept of loss functions, decision trees, Bayes' Rule; correlation analysis, simple and multiple regression analysis (variable selection, model building, residual analysis); exponential smoothing methods; autoregressive (AR), moving average (MA), and ARMA models; introduction to intervention analysis, outlier-level shift-variance change detection procedures, and autoregressive conditional heteroscedasticity models. Extensive use of computer-based computational tools and business applications.

Program Learning Goals: 2-5-6

QMBU 420 / BIG DATA FOR BUSINESS&PUBLIC SECTOR

Business Value Creation with Big Data. Data sources. Data mining tasks and supervised/ unsupervised learning. Evaluation criteria. Generalizing from data versus overfitting. Data mining process. Data collection strategy. Security, privacy and ethical considerations. Case studies.

Program Learning Goals: 1-2-3-5-6