

**The Department of Management Information Systems  
Undergraduate Program 2019/2020**

**I. Semester**

**0410050036- Management Information Systems (3+0) 3 ECTS 7**

Information systems definition, data-information, knowledge, telecommunications and networks, components of an information system, types of information systems (based on hierarchy and functions), decision making process and information systems, ethics and social issues in information systems area, hardware, software, databases and database management systems, e-trade, e-business, system analysis and design

**0410050002- General Calculus (3+0) 3 ECTS 5**

In this course, students are aimed to form a mathematical background, to define problems related to their work areas and to gain analytical thinking ability.

**0410050007- Algorithm and Programming-I (3+1) 8 ECTS**

Learning the concept of algorithm, solving problems with flowcharts and creating algorithms. Understanding data types, statements, loops, arrays and functions. Solving basic algorithmic problems with Java programming language.

**0410050009- Basic Information Technologies (2+1) 5 ECTS**

Acquiring skills of basic internet, computer technologies. Learning basic usage of Windows OS. Using word processors and excel.

**0410050005- Turkish Language I (2+0) 2 ECTS 2**

The Turkish Language Lesson does not show the characteristics of the Turkish language and the rules of operation to the students with examples; giving them the skills and habits of expressing their feelings, thoughts, thoughts, observations, observations, and experiences in words and writing correctly and effectively; developing vocabulary through written and oral texts; do not teach the rules of correctly understanding the texts they read or the programs they listen to; aims to develop language skills that are fundamental to the communication between people and masses.

**0410050003- Ataturk's Principles and History Of Turkish Revolution I (2+0) 2 ECTS 2**

Turkish Independence War of the Republic of Turkey, to give information about revolution sand Atatürk. Turkish youth of the country to unite around common goal sand raise awareness of the indivisible unity of the nation and thestate. Turkish youth, informing about historical figures who have served our nation through out our history.

**II. Semester**

**0410050001- Economy (3+0) 3 ECTS 5**

To explain the basic principles of economic science and the pragmatism of economic thought, whose contribution to economic, social and technological development of the age is so dense that it can not be denied. Explanation of basic rules for examining and interpreting economic events, examining the price mechanism and the formation of prices. Examination of enterprise and types with production, costs and production factors. Analysis of money and bank issues and some current developments. International economic issues, multinational companies, foreign investment, and Turkey market practices, to inform students about the national income.

**0410050012- General Business (3+0) 3 ECTS 6**

Definition of business and business, concepts about business, characteristics of business, purpose and resources of business, classification of business in terms of legal structures, size of business, location and selection of business, basic functions of business; management, production, marketing, financing, personnel management, research and development.

**0410050018- Algorithm and Programming-II (3+1) 4 ECTS 8**

Learning data types, variables, control statements and loops in Java programming language. Understanfdng the basic of structural programming. Developing programs with Method, Class and Objects. Using constructor methods. Understanding Public, Private and Protected types and use them for Polymorphism and Inheritance. Learning Threads and multiple processing. Preventing errors and debugging. Designin simple GUI.

**0410050008- General Accounting (3+0) 3 ECTS 6**

This course aims to provide the students with general information about accounting, to make the accounting records by learning the accounting concept and to be able to determine the profitability of the enterprises.

**0410050015- Turkish Language II (2+0) 2 ECTS 2**

The course aims to provide students with good speaking and writing skills. Concept of language, ways of success in composition writing, words, sentences and paragraphs; oral expression studies; general information about the composition will be given.

**0410050013-Ataturk's Principles and History Of Turkish Revolution II (2+0) 2 ECTS 2**

The aim of the lesson is to make supportive activities to education and learning with this subjects turkish revocation history atatürk's principles, the meaning and target of these , utilities of turkish nation for humanity in past , and the

place of Atatürk in 20th century history on the purpose of raising turkish youth , who are aware of their national ,humanely,spiritual and culturel values , as an individual of republic of turkey founded by great Atatürk , know their duties and responsibilities against their state , believe that turkish republic is a indivisible state with its country and nation and are proud of this , adopt the principles of Atatürk sincerely by understanding try to be more useful for their country with the power they take from these beliefs as free individuals with their idea and conscience.

### III. Semester

#### **0410050004- Introduction to Law (3+0) 3 ECTS 5**

Internalizing the basic concepts of law, Distinguishing the differences between legal rules and the other social rules of conduct, concepts of natural law and positive law.

#### **0410050023- Object Oriented Programming (3+0) 3 ECTS 6**

Learning OOP logic. Class, method, function using. Implementing objects and creating software with classes.

#### **0410050020- Systems Analysis and Design (2+1) 3 ECTS 6**

Systems development life cycle. Systems analysis; identifying problems. Determining and analyzing information requirements. Systems design; output, input, file, database, user interface, data-entry procedures and software design. Systems development; project management, costs, programming, testing and documentation. Systems implementation and evaluation.

#### **0410050026- Marketing Management (3+0)3 ECTS 5**

This course provides an introduction to all aspects of marketing, including strategic marketing planning, marketing research, product planning and development, promotion planning, distribution and pricing. It presents an understanding of the theories of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control.

#### **0410050006- Foreign Language I (3+0) 3 ECTS 3**

Voc: state verbs, business and trade Gr: simple and continuous aspects; activity and state verbs, Voc: the internet; prefixes, on the phone Gr: present perfect simple and present perfect continuous Ls: making plans on the phone, Voc: dealing with money, phrasal verbs: money Gr: wishes1; I hope....; it is time, Voc: synonymy, Gr: wishes2; should have.. Ls: UK and USA tipping habits, Voc: the cinema, entertainment adjectives, Gr: the passive, as, like, such as, so, such, Voc: homonyms Gr: review of the units Ls: arranging an evening out, Voc: household jobs Gr: have/get sth done, get somebody to do sth, do sth yourself, Voc: compound nouns and adjectives Gr: quantifiers Ls: why men lie and women cry, Voc: work collocations, business collocations Gr: describing future events; future perfect, Voc: reporting verbs, advertising Gr: reported speech Ls: two friends arranging to meet, Voc: colloquial words/ phrases, news collocations Gr: modal verbs2 , deduction in the present and the past, Voc: idioms, Gr: past forms of modals and related verbs Ls

#### **0410050037- Ethics of Management Information Systems (3+0) 3 ECTS 5**

Concept of ethics, historical development of ethics, importance and place of information systems ethics, social consciousness and examination of ethical problems, internet ethic rules.

#### **0410050038- Research Methods (3+0) 3 ECTS 5**

Philosophy of science, knowledge and scientific knowledge, defining research topic, critical literature review, defining research questions and hypothesis, defining research strategy, research population and sampling, collecting secondary data, collecting primary data (questionnaires, observation and interview), measurement and scales in research, basic data analysis techniques, reporting, some clues for a successful scientific study.

#### **0410050039- The Social Structure of Turkey (3+0) 3 ECTS 5**

Basic Concepts: Society and Social Structure, Foundations of Social Structure: The Ottoman Empire Era, Foundations of Social Structure: The Republican Era, Population, Migration and Urbanization, Family, Women, Education, Religion and Secularism, Ethnicity and Nation-State, Social Structure, Social Change and Social Transformation, Turkey's Social Structure and Future

#### **0410050040- Business History (3+0) 3 ECTS 5**

Business history and management studies, historical review of organization forms of business (large businesses-family businesses-business groups and inter-firm networks), in the historical process changing of business functions, Turkish Business History, historical stories of small businesses in Turkey, historical stories of large businesses in Turkey

#### **0410050041- Consumer Rights and Consumer Protection (3+0) 3 ECTS 5**

Consumption, consumer, consumer behavior, historical process of consumer rights, complaints management, competition and unfair competition, defective goods and services, guarantee document and user's manual applications, label and price regulation applications, door-to-door sales and distant sales (internet sales), advertising, protection of consumer against deceptive advertising, campaigns, promotional contracts and subscription contracts, protection of consumer in credits, consumer protection associations and activities, Consumer Courts and Consumer Arbitration

Board
<b>0410050042- Micro Economics (3+0) 3 ECTS 5</b>
The general view of price mechanism, consumer behavior theory, demand theory, new consumer behavior theory, supply theory, production theory and costs will be examined.
<b>0410050043- Consumer Behavior (3+0) 3 ECTS 5</b>
The concepts of necessity, customer, consumer and consumption, the concept of consumer behaviour and marketing, the importance of consumer behaviour in marketing and selling, purchase process, the models of consumer behaviour, the relationship among need, impulse and motivation, perception, learning, attitude, personality and the theories of personality, life style, culture and subculture, social class, family, reference groups, customer in industrial markets and their buying characteristics, case studies for analysis consumer behaviour
<b>0410050044- Marketing Information Systems (3+0) 3 ECTS 5</b>
Definition of marketing information system, differences between marketing research and marketing information system, marketing intelligence (news receiving) system, marketing decision support systems, global marketing information systems
<b>0410050027- Commercial Law (3+0) 3 ECTS 5</b>
The principles of commercial law will be explained. Commercial business concept, merchant title, trade name, commercial books, trade registry, trade companies, unfair competition and valuable documents will be examined.
<b>0410050021- Mathematics of Finance (3+0) 3 ECTS 5</b>
Finance is also about recognizing and applying the mathematical concepts, formulas, approaches, theorems.
<b>0410050024- Professional Foreign Language I (3+0) 3 ECTS 5</b>
Translation of Enterprises, Management and Information Technology I , Translation of Enterprises, Management and Information Technology II, Translation of Enterprises, Management and Information Technology III, Translation of Information Technology Infrastructure I, Translation of Information Technology Infrastructure II, Translation of Information Technology Infrastructure III, Translation of MIS Applications I, Translation of MIS Applications II, Translation of Setting-Up & Managing Information Systems I, Translation of Setting-Up & Managing Information Systems II, Translation of Setting-Up & Managing Information Systems III
<b>0410050034- Management Accounting (3+0) 3 ECTS 5</b>
This course focuses on the basic concepts of management accounting, planning and control, decision making and reporting.
<b>0410050010- Introduction to University Life (3+0) 3 ECTS 5</b>
Providing the students necessary information regarding university education. Information on the university, regulations and graduate and undergraduate studies are explained to the students.
<b>IV. Semester</b>
<b>0410050028- Management Science (3+0) 3 ECTS 5</b>
Basic concepts: management, manager, organization; Relation of management science to other social sciences; management theories; Management functions: planning, organizing, personnel management, orientation, coordination, communication, budgeting, supervision; Reform in management, Modern management techniques.
<b>0410050035- Visual Programming (2+1) 3 ECTS 6</b>
Students will learn a visual programming language. Student Control Objects components with all the features you know and you will gain the ability to use in the program. Gain the ability to use a visual language sequences and events.
<b>0410050025- Database Management Systems (2+1) 3 ECTS 6</b>
Designing database algorithms and applications, E-R models, hierarchy, network and relational databases. Query languages, relational math, data connactions, normal forms, object oriented and distributed databases, synchrone and security, designing a database and its applications for a term Project and presentation.
<b>0410050031- IT Law (3+0) 3 ECTS 5</b>
On the crimes committed in the field of information of the students, methods of combating them and precautions to be taken; as well as to obtain information on methods of obtaining evidence on information systems.
<b>0410050016- Foreign Language II (3+0) 3 ECTS 5</b>
Voc: language ability, education Gr: the English verb system, uses of auxiliaries, Voc: verb patterns Gr: review of the auxiliaries Ls: exam stories, Voc: expressing frequency feelings and opinions Gr: present and past habits, repeated actions and states Ls: two peoples eating habits., Voc: word building: suffixes Gr: be used to, get used to Ls: English songs, problems with young children, Voc: types of crime, criminals and crime verbs Gr: second conditionals; alternatives for IF, Voc: verbs and prepositions Gr: third conditional Ls: a lawyer- client meeting, Voc: phrasal verbs,

books and reading Gr: narrative verb forms; past perfect continuous., Voc: connecting words: reason and contrast Gr: defining, non defining and reduced relative clauses Ls: famous urban legends, Voc: animals, plants and gardens Gr: ways of comparing, Voc: adjectives for giving opinions, back referencing Gr: future verb forms; future continuous Ls: a conversation about ecological foot prints, Voc: phrases with take, compound adjectives describing character Gr: uses of verb + ing, Voc: guessing meaning from contex, Gr: modal verbs; levels of certainty Ls
<b>0410050045- Art of Management (3+0) 3 ECTS 5</b>
Management and management are as much a science as art. While managerial functions form the scientific direction of management, behavioral functions form the artistic direction. In management art course, the management of behavioral functions such as representation, leadership, motivation, image, communication, human relations, problem solving, decision making, meeting, time and conflict will be emphasized by emphasizing the artistic direction of management and aiming to be effective and efficient in the institutions tips will be presented.
<b>0410050046- Human Resource Management (3+0) 3 ECTS 5</b>
It is aimed to gain knowledge and ability to apply Human Resource Management theories and HRM functions. issues of HR functions such as the emergence of human resources management, job analysis, HR planning, HR provision and selection, training and development will be addressed.
<b>0410050047- Public Relations and Communication (3+0) 3 ECTS 5</b>
Basic concepts related to public relations are explained and general presentation of the field is made. public relations definitions within the scope of the course, purpose, function, propaganda, differences with other concepts such as advertising, public of world relations and historical development in Turkey relationship models, public relations of the quality of the personnel, public relations ways to benefit from the internet, crisis management, reputation management, public relationship ethics etc. issues are emphasized. In this course, contemporary communication theories and approaches are explained theoretically and critical and empirical analysis of the models is provided for today.
<b>0410050048- E-Commerce ve E-Business (3+0) 3 ECTS 5</b>
E-Business, electronic business concepts, new business models emerging in our digital world, e-business strategies, online services, relationships in e-business, e-business technologies, e-marketing and e-payments methods and concepts, barriers in adoption and emergence of e-business, legal aspects of e-business, e-business in emerging and developing economies, mobil trade, emerging trends and tendencies in e-business, overall evaluation
<b>0410050033- Information Systems Strategies (3+0) 3 ECTS 5</b>
Alignment of information system strategies with business strategies; an increasing precaution for businesses; its place in general business strategies; strategic analysis; determination of business information systems strategy; management of application portfolio; strategic management of information systems and technologies; strategies for information systems; management of technology investments; application development management; Strategies for technology infrastructure management and strategic planning for information systems.
<b>0410050049- Macro Economics (3+0) 3 ECTS 5</b>
Basic concepts, Classical and Keynesian analysis, open to the public sector determination of national income in economies, money and banking system, money, interest and national income relation IS-LM analysis. Definitions, types and effects of inflation, policies to be implemented against inflation, rational expectations, Philips curriculum will be analyzed.
<b>0410050050- Production Management (3+0) 3 ECTS 5</b>
Production management concept, historical development of production management, the planning concept in production management, production management strategies, the relative position of the production management within the organization, production systems and kinds and features of production systems, importance of place selection for factory setup and advantages, tactics, factory establishment and flow management, object of establishment, product and process focused establishment models, product focused establishment and flow management, bottleneck at product focused establishment, techniques for balancing, process focused establishment designing and flow management in process focused establishment, settlement technique, object of establishment, factory establishment and flow volume distance relation, Project management (PERT/CPM) and cost control, organization of project activities
<b>0410050051- Customer Relationship Management (3+0) 3 ECTS 5</b>
Maximizing profitability; customer selection metrics; managing customer profitability; maximizing customer profitability; managing loyalty and profitability simultaneously; optimal allocation of resources across marketing and communication strategies; choosing the right product to the right customer at the right time; preventing attrition of customers; managing multichannel shoppers; linking investments in branding to customer profitability; acquiring profitable customers; managing customer referral behavior; organizational and implementation challenges; the future of customer management.
<b>0410050052- Services Marketing (3+0) 3 ECTS 5</b>
Marketing and development of services, service definition and classification, service businesses, marketing mix

elements in services and marketing strategies and methods of customer satisfaction in individual and professional services
<b>0410050014- Law of Obligations (3+0) 3 ECTS 5</b>
To provide a general apprehension of business law through a presentation of basic concepts, principles and institutions of the law of obligations, commercial law, intellectual property law, labor law and social security law.
<b>0410050032- Professional Foreign Language II (3+0) 3 ECTS 5</b>
Enterprises, Management and Information Technology I, Enterprises, Management and Information Technology II, Enterprises, Management and Information Technology III , Information Technology Infrastructure I, Information Technology Infrastructure II, Information Technology Infrastructure III, MIS Applications I , MIS Applications II, Setting-Up & Managing Information Systems I , Setting-Up & Managing Information Systems II, Setting-Up & Managing Information Systems III
<b>0410050053- Cost Accounting (3+0) 3 ECTS 5</b>
Basic concepts related to cost accounting, classification of costs, cost elements, learning cost centers and methods of cost distribution, cost accounting applications for determination of production costs will be emphasized.
<b>0410050095- Academic Turkish (3+0)3 AKTS 5</b>
History of teaching Turkish language as a foreign language, cultural dimension of teaching Turkish language as a foreign language, approaches, methods and techniques applied in teaching a foreign language, using contemporary approaches, application of methods and techniques to Turkish language as a foreign language, computer based Turkish language teaching, internet based Turkish teaching
<b>0410050019- Social Responsibility (3+0) 3 ECTS 5</b>
To recognize collective service applications and to work on this topic to gain the gains in related social information programs; to integrate their discipline with other disciplines in an integrated approach and to enhance the lives of students in these issues by developing sensitivity towards community needs.
<b>V. Semester</b>
<b>0410050054- Public Administration (3+0) 3 ECTS 5</b>
Concepts of public, state and public administration, development of public administration (in society of agriculture, industry and information), Public administration components, public and private differences, Development of management theory, Classic management theory-I, Classic management theory II, Neo-classic management theory I, Neo-classic management theory II, Modern management theory I, Modern management theory II, Post-modern management theory, New public management comprehension, Governance and developing partnership, influence of new management comprehensions to the public administration as construction and functional, Processes of administration I, Processes of administration II
<b>0410050055- Web Design (3+1) 4 ECTS 5</b>
Learning Html mark-up language. Dynamic designing with JavaScript and controlling forms. Designing visual web interfaces with CSS and JQuery. Using stativ libraries for web design.
<b>0410050022- Statistics I (3+0) 3 ECTS 5</b>
Basic statistical and probability information topics will be emphasized.
<b>0410050056- Organizational Behavior (3+0) 3 ECTS 5</b>
To ensure that learners are knowledgeable about the psychological, sociological, economic and cultural aspects of human behavior in organizations; to ensure that communication skills are developed in the areas of directing, changing and controlling human behaviors.
<b>0410050057- E-Government (3+0) 3 ECTS 5</b>
History of Science and Technology Development, Science in the Islamic world and Turkey Science in the Islamic world and Turkey, Understanding of Government and Public Administration's Changes, E-Government, Benefits and Infrastructure Requirements, Information Society and Turkey, E-Government Applications in Turkey, E-Government Applications from the World
<b>0410050058- Change Management (3+0) 3 ECTS 5</b>
The study of the methods of managing change by considering the concept of change in detail. The concept of change and change in the world, definition and characteristics of change management, development in organizational structure, human factor in change management and managing the future will be explained.
<b>0410050059- Social Responsibility (3+0) 3 ECTS 5</b>
Social problems, social responsibility; active citizenship, volunteering; civil initiative and civil society, social responsibility projects, project preparation; writing, project planning; execution, social responsibility project

applications and presentation and general evaluation
<b>0410050060- Rule Of Correspondence And Protocol (3+0) 3 ECTS 5</b>
Correspondence types, qualitative characteristics of correspondence, grammar and spelling in correspondence, writing process, the types and part of an official letter, the types and section of business writing, part of the special article, special types of writing, protocol rules in a business environment, behavior in social life and work life, nonverbal communication behaviors, general evaluation
<b>0410050061- Data Mining (3+0) 3 ECTS 5</b>
The aim of this course is to give students the theoretical background of data mining algorithms and techniques and to give the student the ability to select and apply appropriate data mining techniques for different applications. This course will enable a student to learn data preprocessing, association rule mining, classification and prediction, and cluster analysis with applications.
<b>0410050062- Developing Enterprise Program (3+1) 4 ECTS 5</b>
Determination of program needs of enterprises. Planning and management of developing software. Testing software and distribution. Understanding evolution and service.
<b>0410050063- Decision support Systems (3+0) 3 ECTS 5</b>
Spatial decision making problems, AHP, multi criteria decision making and GIS, solution design, normalization of data, pairwise comparison, normalization of results, implementation of fuzzy logic extension.
<b>0410050064- Machine Learning (3+0) 3 ECTS 5</b>
Learning the basics of machine learning. Directed machine learning techniques. Concept learning and decision trees. Bayesian theorems in machine learning. Evolutionary concepts and genetic algorithms. Artificial neural networks and support vectors. Non-directed learning and classification.
<b>0410050065- Operations Research (3+0) 3 ECTS 5</b>
Linear Programming I, Linear Programming II, Transportation Models I, Transportation II, Assignment Problems, Integer Programming I, Integer Programming II, Multi Objective Decision Making I, Multi Objective Decision Making II, Decision Analysis and Game Theory I, Decision Analysis and Game Theory II, Non Linear Programming I, Non Linear Programming II
<b>0410050066- Logistics and Inventory Applications (3+0) 3 ECTS 5</b>
Inventory management, risk pooling, distribution strategies and network planning, supply contracts, value of information, strategic alliances, procurement and outsourcing and risk management
<b>0410050067- International Business (3+0) 3 ECTS 5</b>
Business forms and strategies, the global economy, national economies, economic systems, cultural environment for business, labour and society, government and business, business and law, global trade, technology, global finance, environment issues, development issues
<b>0410050068- Retailing (3+0) 3 ECTS 5</b>
Retailing in world and the history of retailing, types of retailers, environmental factors that effect retailing, customer buying behavior, retail market strategy, retail site locations store layout, pricing at retailer, retail locations and managing the store, information system and supply chain management, retailing at new economy, internet retailing, CRM in retailing, current implications at retailing
<b>0410050069- International Marketing (3+0) 3 ECTS 5</b>
Basic concepts related to marketing, deducing from international trade and economy theories, access ways to international markets, integration reasons, marketing environment, decisions related to the products, prices and distribution in marketing, decisions related to the publicity in international marketing, delivery and payment types in marketing, definition of international marketing, reasons for the companies to have foreign expansion, international marketing management; participation degrees of companies for international marketing; environmental factors affecting international marketing; ways of entering international markets; tools used in international marketing, product variation, export, license agreements, cooperation works in the orientation of markets, common investments and direct outward investments, preparation of strategically marketing program for international markets; international dimension of marketing combination; international marketing research and special issues encountered; last developments in international marketing.
<b>0410050070- Brand Management (3+0) 3 ECTS 5</b>
Basic concepts related to marketing, product decisions, brand management, brand recognition, brand image, brand personality, brand association, brand positioning, brand value and measurement, brand strategies toward competitive, brand expansion, integrated marketing communication and brand management, customer relationship management and brand strategies, retailer marketing strategies, case studies
<b>0410050071- Advertising (3+0) 3 ECTS 5</b>

Industrial revolution and changing social structure, history and development of communication technologies, globalization, mass society - consumer society, popular culture and consumption, communication and communication process, the history of advertising and the birth of modern advertising, definition of advertising and 5m, the aim and types of advertising, integrated marketing communication and advertising, advertising processing and advertising agencies, advertising production techniques and advertisements, persuasion process in advertising, creative message strategies, advertising target audience, concert - concepts, ad text and script, ad campaigns (research - planning - implementation - measure), media planning, regulations, legislation and institutions, advertising expenditure (in the world and Turkey), creative advertising applications and campaigns
<b>0410050072- Professional Foreign Language III (3+0) 3 ECTS 5</b>
The course objective is to contribute to students with English skills of grammar, reading, writing and speaking that they may use in their professions.
<b>VI. Semester</b>
<b>0410050073- History of Administration (3+0) 3 ECTS 5</b>
The historical evolution administrative and administrative systems, relationship between the political system and administrative system, social development, the interaction of administrative development, The historical development process of Turkish community and variety of being affected social-administrative system in this process a (Persian, Islam, Byzantium West Europe), Seljuk and Anatolian Seljuk state structures , Until Tanzimat, administrative system of the Ottoman and its deterioration, Attempts to reform the Ottoman Empire, the Tanzimat reforms of different qualities before and after the Tanzimat, The basic features and the reasons of the reform process, The effectiveness of the bureaucracy in the process of modernization, The reforms of III. Selim period, the reforms of II.Mahmut period, Sened-i Alliance, The Resolution of The Janissary Problem, The reforms of II.Mahmut period ; the re-arrangements of political and administrative structure, Tanzimat Period of Public Administration, the Central Government and Central Government Supporting Organizations, Tanzimat Period of Local Government (Provincial and Municipal governments, neighborhood and village governments), The Judicial Reforms, The assessment of the effects of process of modernization to Turkish Public Administration
<b>0410050074- Web Programming (3+1) 4 ECTS 5</b>
Learning basic concepts of web programming. Setting up the workspace of Php and Mysql. Designing dynamic web sites. Basics of the Php language, understanding get and post methods. Designin web forms and database in outs.
<b>0410050030- Statistics II (3+0) 3 ECTS 5</b>
Basic statistical and probability information topics will be emphasized
<b>0410050075- Leadership (3+0) 3 ECTS 5</b>
Leadership and management, differences between the two, leadership differentiation, different leadership skills, leadership theories, examples from the lives of leaders appropriate to leadership theories.
<b>0410050076- E-municipality and Applications (3+0) 3 ECTS 5</b>
History of Science and Technology Development, Understanding of Government and Public Administration's Changes, E-Government, Benefits and Infrastructure Requirements, Information Society and Turkey, E-Government Applications in Turkey, E-Government Applications from the World, E-Municipality, E-Municipality Applications In The World And Turkey,
<b>0410050077- Organization Theory (3+0) 3 ECTS 5</b>
The perspectives of working on the nature of management and organization, organizational theories such as social structure, technology and culture, organizational theories of organizations, macro environment of this character and how these organizations characterize organizations, alternative approaches to organizations and management, and new approaches in organizational theory.
<b>0410050078- Organizational Information Management (3+0) 3 ECTS 5</b>
Information management, importance of organizational management, organizational information, tacit information, explicit information, identify, organize and control of tacit and explicit information owned by the organization, organizational information management model, risk management
<b>0410050079- User Experience Design (3+0) 3 ECTS 5</b>
To equip students with the necessary knowledge in the field of Human Computer Interaction. The student will be able to pursue research in the field and have different view of Software Engineering processes of ongoing projects in the industry.
<b>0410050080- Mobile Programming (3+1) 4 ECTS 5</b>
General information about development of mobile applications using an Android operating system, Java, XML, Application components, User interface, SQLite database. Students will also be informed on usage of sensors, Map and GPS components.

<b>0410050081- Macro Programming In Organizastions (3+0) 3</b>	<b>ECTS 5</b>
Macros,userforms and model implementations. Gaining writing and reporting small-scale projects for businesses using excel vba applications.	
<b>0410050082- Fuzzy Logic (3+0) 3</b>	<b>ECTS 5</b>
Introduction to Fuzzy Systems Fuzzy Sets and basic Operations on Fuzzy Sets Fuzzy Relations and the Extension Principle Linguistic Variables and Fuzzy IF-THEN Rules Fuzzy Logic and Approximate Reasoning Fuzzy Rule Base and Fuzzy Rule Base Fuzzifiers and Defuzzifiers Fuzzy Systems and Nonlinear Mappings Design of Fuzzy Systems Using A Table Look-Up Scheme Design of Fuzzy Systems Using Gradient Descent Training Design of Fuzzy Systems Using Clustering Fuzzy C-Means Takagi-Sugeno-Kang (TSK) Fuzzy System Fuzzy Control of Nonlinear Systems	
<b>0410050083- Human-Computer Interaction (3+0) 3</b>	<b>ECTS 5</b>
Human Computer Interaction combines the interests and excitements of both psychology and computer science, and combines them with practical design and the opportunity to make the world a better place for people. This course gives participants theoretical underpinnings and practical experience of HCI.	
<b>0410050084- Game Design and Programming (3+1) 4</b>	<b>ECTS 5</b>
Learning computer games algorithms. Generating maps, using sprites and understanding threads.Using artificial intelligence in computer games.	
<b>0410050085- Information Systems Security (3+0) 3</b>	<b>ECTS 5</b>
Cryptography protocols, authentication protocols, e-commerce security protocols: design, implementation and analysis, OSI security, models and architectures for network security, email security, email security, IP security, Ipv6, web security, virtual private networks, firewalls, content filtering, denial of service attacks, wireless network security, network security policies, intrusion detection, misuse detection methods, anomaly detection methods, windows and linux security	
<b>0410050086- Technology Management (3+0) 3</b>	<b>ECTS 5</b>
Technology concept, Technology management concept, Technology planning, Technological intelligence, Technology transfer, Technology orientation, Competitive strategies, Advanced manufacturing Technologies, Technology management and innovation, Types of Innovation, Innovation development process, Nano technology, case	
<b>0410050087- Quality Management Systems (3+0) 3</b>	<b>ECTS 5</b>
Quality and quality management and the historical development of quality management, The basic philosophy and principles of total quality management, Quality costs, process management, Quality development tools, Quality function deployment, failure mode and effects analysis, The quality management system, ISO 9001:2008 Quality Management System, Environmental management system, ISO 14001:2004 environmental management system, The internal audit, Statistical quality control, quality control charts, Quality control charts, Process capability analysis, sampling plans, Six sigma	
<b>0410050088- Strategic Marketing Management (3+0) 3</b>	<b>ECTS 5</b>
Strategic marketing management theory, factors that affecting strategic marketing decisions, effects of strategic decisions that given to marketing management plans, marketing strategies and management practices, evaluation of internal and external environments, consumer, competition, importance of environment and market research, determine of the sources of the business and development of parallel with the customer's voice.	
<b>0410050089- Supply Chain Management (3+0) 3</b>	<b>ECTS 5</b>
Supply chain and supply chain management concepts, Decisions and partners in supply chains, elements of supply chain management , The factors affecting the efficiency of supply chain, information technology in supply chain management, Supply chain dynamics, bullwhip effect and ways to reduce it, Production and outsourcing decisions, break-even analysis, Supplier selection and supplier selection methods, Distribution, distribution channel, distribution requirement planning, distribution resource planning, Transportation management and warehouse management, Supply chain network design and optimization, Enterprise resource planning (ERP), lean supply chain and agile supply chain, Reverse supply chain management, environmentally sensitive supply chain, Supply chain performance measurement, evaluation of supply chain and logistics infrastructure of Turkey, international supply chain management	
<b>0410050090- Financial Literacy (3+0) 3</b>	<b>ECTS 5</b>
The concept of financial literacy, the definition and scope, Basic Concepts of Finance and Economics, Business Finance and Financial Management, Accounting System and Accounting System Outcome: Financial Statements, Reading and Interpretation of Financial Statements, Time Value of Money, Present and Future Value Concepts and Interest Calculations, Financial System and Financial Intermediaries, Financial Markets: Money Market, Capital Market and Derivatives Markets, Financial Instruments (Securities), Financing Sources and Financing Decisions, Assets and Investment Concepts, Cash and Other Assets Management, Investment Decisions and Methods Used, Financial Planning, Budget and Breakeven Analysis	



<b>0410050091- Professional Foreign Language IV(3+0) 3</b>	<b>ECTS 5</b>
The course objective is to contribute to students with English skills of grammar, reading, writing and speaking that they may use in their professions.	
<b>VII. Semester</b>	
<b>0410050096-Modern Management Techniques (3+0)3</b>	<b>ECTS 5</b>
Crisis management, time management, stress management, conflict management, personnel strengthening, career management, learning organizations, network organizations, virtual organizations, total quality management, innovation, restructuring, benchmarking, , corporate scorecard, customer relationship management, lean organizations, 6 sigma	
<b>0410050097-Entrepreneurial Culture (3+0)3</b>	<b>ECTS 5</b>
Concept and scope of entrepreneurship, development of entrepreneurship, entrepreneurial culture and characteristics, entrepreneurship characteristics, business idea of development, business concept and functions, types of business, establishment of business, legal structures of business, financial and legal responsibilities, business plan concept, elements of business plan, environmental analysis, marketing research, financial preparation, corporate entrepreneurship, responsible entrepreneurship and experience sharing, the importance of workshops on entrepreneurship.	
<b>0410050100-Strategic Management (3+0)3</b>	<b>ECTS 5</b>
The course will cover such topical areas as the study of strategic management and business policy,a descriptive model of strategic management, corporate governance and social responsibility, ethical considerations, case analysis and presentation, strategic audit, external environmental scanning and industry analysis, internal environmental scanning and organizational analysis, SWOT analysis, strategy formulation, strategy implementation, evaluation and control, and strategic issues in managing technology and innovation, entrepreneurial ventures and small business, and not-for-profit organizations.	
<b>0410050101-Global Management (3+0)3</b>	<b>ECTS 5</b>
Strategic and organizational management techniques that companies in international markets will benefit from for their global competitive advantage, the scope, activities, reasons for the emergence of multinational companies and the strategic motives leading to international markets, international competitiveness forces, business strategies, design and management of joint ventures, Turkey depends on multinational companies to invest in companies engaged in the business or organization, includes topics such as management and performance	
<b>0410050102-Political History (3+0)3</b>	<b>ECTS 5</b>
XIX. century political developments in Europe and America, Ottoman Empire and European relations, colonialness or imperialist policies, I. and II. World Wars and their effects, Cold War period and post Cold War, Industrial Revolution, Italian and German troops, developments in America, Middle East and East Asia, World War I and its consequences, political, social and economic structures of states and relations with each other.	
<b>0410050103-Knowledge Management and Learning Organizations (3+0)3</b>	<b>ECTS 5</b>
Knowledge, the theory of organizational knowledge creation, knowledge management processes, social epistemology of knowledge systems, the concepts and importance of tacit and explicit knowledge, coding, coordinating, processing, transferring knowledge, transition from individual learning to organizational learning, types of learning, institutionalization of learning, the factors hardening organizational learning and the limits of organizational learning.	
<b>0410050104-Organization Psychology (3+0)3</b>	<b>ECTS 5</b>
Definition, importance, historical development of organizational psychology and the basic theoretical	

<p>perspectives in organizational psychology, personality and analysis of individual differences, attitudes and the measurement of attitudes in organizations, organizational citizenship, organizational commitment, job satisfaction, match between job and personnel, job analysis, groups in organizations and differences in groups, stress management, team management, organizational culture, motivation in organizations, organizational leadership and leadership theories, organizational conflict, organizational justice, performance evaluation.</p>
<p><b>0410050105 Social Media and Learning(3+0)3 AKTS 5</b></p>
<p>Learning social media term, social network and the relationship between technological change and cultural change. Cultural relations in the context of new media formed by internet and other numerical informatics technologies. The definition of basic social and technological change patterns which are related to new media. The opportunities emerged on the subject of embodiment and supervision of new technologies.</p>
<p><b>0410050106-Enterprise Resource Planning (3+0)3 ECTS 5</b></p>
<p>Introduction to enterprise resource planning (ERP), evaluation of enterprise systems, the basic modules of the ERP systems, ERP project management, business intelligence and ERP systems, ERP and supply chains, ERP trends, ERP simulation games, ERP optimization and logistics planning, ERP packages (SAP, Likom Gusto, Netsis etc). Introduction and applications.</p>
<p><b>0410050107 Computer Aided 3D Drawing(3+0)3 ECTS 5</b></p>
<p>This course aims to create 3D animation scenes by using illustration skills. Creating ready to use 3D animation models by using fantastic illustrations and designs.</p>
<p><b>0410050108 XML ve Web Services(3+0)3 ECTS 5</b></p>
<p>Learning XML mark-up language. Data transfer with Rest and Soap. Web based, safe and fast data transfer between server and client.</p>
<p><b>0410050109 Information Technologies in Education(3+0) ECTS 5</b></p>
<p>Introduction to information Technologies and computer in education. Basics of operating systems, computer literacy, word processors, presentation applications</p>
<p><b>0410050110 Digital Forensics(3+0)3 ECTS 5</b></p>
<p>Identification, retrieval, storage, examination and submission to the court of all kinds of information objects, including sound, image, data, information, or a combination of them, stored or transmitted in electromagnetic and electrooptic environments</p>
<p><b>0410050111 Internet Programming Languages(3+0)3 ECTS 5</b></p>
<p>Learning internet structure and developing actual web programming techniques. Solving web based problems. Entity framework and linq with using PHP applications, Developing advanced PHP MVC applications.</p>
<p><b>0410050112 Devolving Software Architecture(3+0)3 ECTS 5</b></p>
<p>Learning software development processes. Testing and debugging of software. Managing distrubition and evolution processes</p>
<p><b>0410050113-Current Marketing Approaches (3+0)3 ECTS 5</b></p>
<p>Traditional marketing, modern marketing approach, social marketing approach, relationship marketing, mouth to mouth marketing, internet marketing, viral marketing, datbase marketing, social marketing, mobile marketing, social responsibility and marketing, sustainable marketing, sustainable consumption, ethical and</p>

marketing
<b>0410050114-Fourth Industrial Revolution: Industry 4.0 (3+0)3 ECTS 5</b>
New technologies, Industry 4.0, business ecosystem and technology, smart production and smart enterprise, technology and product development, new human resources, teamwork in smart enterprises, innovation in smart enterprises, r & d in smart enterprises, communication in smart enterprises, Industry 4.0 roadmap
<b>0410050115 Artificial Intelligence and Intelligent Systems(3+0)3 ECTS 5</b>
Entering Artificial Neural Networks(ANN), Structure of ANN, Reinforcement and Non-Reinforcement learning.Application of ANN. Classic and fuzzy sets, Fuzzy Logic Controller(FLC). FLC applications. Genetic algorithmm.
<b>0410050116 Management of Information Projects(3+0)3 ECTS 5</b>
Project management context. Project control context. Understanding Project. Planning Project: defining risks and managing, defining project acitons, establishing conections, est,mating, programming, preperation of Project budget. Running Project, establishing project crew, observation of Project and managing skills
<b>0410050117 Medical Information(3+0)3 ECTS 5</b>
Connection to Pacs systems, dicom software systems, construction, connection sockets and types, central monitoring software systems, error detection, update and installation.
<b>0410050118 Network Management and Security(3+0)3 ECTS 5</b>
As information systems, and Internet based systems and computer networks have become pervasive, coupled with the increased intensity and sophistication of security-related attacks, have generated need for comprehensive security strategy which encompasses the use of specialized hardware and software and trained personnel. The course intends to fullfil this need by covering the threats to computer and network systems, evaluating the risks of these threats, and developing countermeasures, by examining the security principles, design approaches, standards, and real-world examples.
<b>0410050119 System Simulations(3+0)3 ECTS 5</b>
Basic concepts of simulation modelling, random numbers and generations, generating and verification of modeling, modeliing inputs, analyzing outputs, variance reducing techniques, experimantal simulation design.
<b>0410050120-Lean Production and Japanese Business Culture (3+0)3 ECTS 5</b>
Cellular manufacturing, SMED, push and pull manufacturing systems, lean logistics, lean management systems, lean manufacturing examples.
<b>0410050121 Numerical Analysis(3+0)3 ECTS 5</b>
Error analysis, linear equations and equation set solving, non-linear equations and equation set solving, interpolation, numerical derivative, numerative integral, ordinary differantial equations and their numerical solving.
<b>0410050122-Marketing Research (3+0)3 ECTS 5</b>
Marketing research concept, importance of marketing research, marketing research process, defining problem in marketing research, sampling and sampling methods, first and secondary data in marketing research, question and scale types in marketing research, observation and observation methods in marketing research, experimental method in marketing research data collecting and classification of data, data analysis analysis and interpretation of data, preparing marketing research report.

<b>0410050123-Digital Media Marketing (3+0)3</b>	<b>ECTS 5</b>
Internet revolution, the development of the media and new trends, basic information on using media in digital media (rich media, advergaming, banner ads, etc.), social networks (windows live, facebook, twitter, friendfeed and youtube), content creation and basic features of a website, marking items and the formation of an interactive site, e-mail marketing and strategies, digital marketing and branding (the key to online branding), successful local and global campaigns, search engine marketing, the dynamics and trends of mobile marketing, social media Dynamics (blogs, viral, advertgaming, online seeding), management of integrated marketing communications in digital medium.	
<b>0410050124-Innovation Management (3+0)3</b>	<b>ECTS 5</b>
Innovation and innovation related concepts, the place and the importance of innovation management in today's enterprises, factors causing the innovation, types of innovation, product and process innovations, radical and incremental innovation, the place and importance of product and process innovations in the competitiveness of the firms, sources of innovation, innovation process, new product development process.	
<b>0410050125-Vocational Foreign Language V (3+0)3</b>	<b>ECTS 5</b>
Reading, listening, writing and lexical acquisition skills, analysis of the texts and listening tracks about Business Management and working life and in this context, comprehension, grammar and vocabulary exercises, development the abilities of commenting on and comprehending the topics concerning Business Management discipline	
<b>0410050126-Electronic Finance Strategies (3+0)3</b>	<b>ECTS 5</b>
The role of information processing technologies in daily life and their contributions to the field of economics, their contributions to the rapid access to information, excel, spss, metastock et al. presentation of the programs, exchange brokerage transactions, bonds / bills / repo transactions, reporting, market data and stock market analysis, public offering, mutual fund management, portfolio management, dividend coupon transactions, budget creation, managing cash flows, credit analyzes, sample applications analysis of the functioning of programs.	
<b>VIII. Semester</b>	
<b>0410050098-Term Project (0+4)2</b>	<b>ECTS 4</b>
It is a study to investigate the researcher's research technique and knowledge on the academic field. The topic of the project is determined in conjunction with the lecturer and delivered in writing.	
<b>0410050099-Compulsory On-The-Job Training (0+40)20</b>	<b>ECTS 26</b>
Office/department, etc. professional practice environment, internship report approval and submission	