

# BANKING DEPARTMENT (SECOND TEACHING) COURSE CONTENTS

## 1. SEMESTER

### **0650070001/0410070001 INTRODUCTION TO ECONOMICS I (T 3 + U 0 + K 3 + ECTS 4)**

Basic concepts of microeconomics; demand, supply, competition balance, flexibility, price controls, consumption behavior, production, cost, technological change. Determination of market structures, production factors, wages and capital return.

**Course Book:** Ekonomiye Giriş, Prof. Dr. Tevfik Pekin

**Supplementary Course Books:** İktisada Giriş, Prof. Dr. Kemal Yıldırım, Dinler, Z. (2002) Bursa.

### **0650070002/0410070002 GENERAL MATHEMATICS (T 3 + U 0 + K 3 + ECTS 4)**

Function sequences, series and convergence tests; infinite series and convergence tests; force series and Taylor theorem, functions; limit and continuity; derivative; derivative applications: extreme values, mean value theorem and its applications, drawing of function graphs; logarithmic, exponential, hyperbolic functions; extremum and relative extremity applications.

**Course Book:** Louis Brand, Advanced Calculus: An Introduction to Classical Analysis, Dover Books on Mathematics, 2006. Ahmet Dernek, Genel Matematik, Nobel Yayın Dağıtım, 2009.

**Supplementary Course Book:** İbrahim Doğan ve Necdet Tekin, Genel Matematik, Beta Basım Yayın, 1996. Mehmet Pekkaya, İşletme ve İktisat İçin Genel Matematik 1, Ekin Basım Yayın, 2009.

### **0650070003/0410070003 PRINCIPLES OF ATATÜRK AND HISTORY OF REVOLUTION I (T 2 + U 0 + K 2 + ECTS 2)**

Revolution and similar concepts, the nature of Turkish Revolution and the difference from other revolutions, Atatürk's understanding of revolution. Internal and external causes that prepare the Turkish Revolution. The disintegration of the Ottoman Empire, the reasons leading to World War I, the Treaty of Sevres and the unjust occupation of Anatolia. Mustafa Kemal Pasha's departure from Samsun to Anatolia, the opening of T.B.M.M. The establishment of regular armies, the abolition of the Sultanate and the election of the new state.

**Course Book:** Hughes, P. (1993). Atatürkçülük ve Türkiye'nin Demokratikleşme Süreci. Bal, M. R. (2000). Atatürk İlkeleri ve İnkılap Tarihi, İstanbul: Akademi Yayınevi.

### **0650070004/0410070004 INTRODUCTION TO LAW (T 3 + U 0 + K 3 + ECTS 3)**

To introduce the basic concepts of law and to determine the place and importance of the law in social life and to examine the interpretation systems in the legal system or the law in terms of the application of law, the gaps of law or law, the powers granted to the judges, the application of the rule of honesty and its functions and functions, the most basic information is given in the field of law.

**Course Book:** Yavuz Atar, Sami Karahan vd., Temel Hukuk Bilgisi, Konya, 2009. Yardımcı Ders Kitabı: Kocaman, A. (2007). Temel Hukuk Bilgisi. İstanbul: Tesmer Yayıncılık.

### **0650070005/0410070005 TURKISH LANGUAGE I (T 2 + U 0 + K 2 + ECTS 2)**

The topics related to language, language and culture in general, the history of Turkish language in short, the membership of Turkish, the information about Turkish culture, the features of Turkish voice, attachments and roots, compositional information, good speaking and writing, protection.

**Course Book:** Levent, A. S. (2000). Türk Edebiyatı Tarihi, İstanbul: Akademi Yayınları.

**Supplementary Textbooks:** Ergin, M. (1999). Türk Dili ve Kompozisyon. İstanbul: Literatür Yayınları.

### **0650070006/0410070006 FOREIGN LANGUAGE I (T 3 + U 0 + K 3 + ECTS 3)**

It comprises the rules of main grammar in English; comprehensions of components and structures, making simple sentences. Elementary Reading Studies, Listening Comprehension Studies.

**Course Book:** Azar, B. "Understanding and Using English Grammar " Pearson Education.

**Supplementary Course Book:** Lesley Shepton, Back Up Grammar, Orient Express, 2010.

Sevil F. Soylu, Danış Soylu, New Inside English Grammar, 2011.

### **0650070007/0410070007 INTRODUCTION TO BUSINESS (T 3 + U 0 + K 3 + ECTS 4)**

Basic concepts of business and historical process; relation of business science to other science branches; external environment in businesses; objectives of the operator; classification according to various criteria; classification by various measures; legal forms; business combinations; functional approaches in business: marketing function, product function, financial management function, production function; general information about cost concepts: variable and fixed costs, unit costs and total costs, order cost system, process cost system, sample solutions.

**Course Book:** Prof. Dr. Eyyüp AKTE, Genel İşletme, Nobel Yayınları.

**Supplementary Course Book:** Genel İşletme, Adnan Çelik, M. Şerif Şimşek, Eğitim Kitapevi Yayınları, 2008. İşletme Yönetimi, Dilaver Tengilimoğlu, E. Asuman Atilla, Meral Bektaş, Seçkin Yayıncılık 2009.

**0650070008/0410070008 GENERAL ACCOUNTING I (T 3 + U 0 + K 3 + ECTS 4)**

The concepts of accounting, financial tables, account concept, accounting process and numerical example, basic concepts of accounting and general accepted accounting principles, scope of stocks, VAT applications in goods purchase and sale, cash values, securities, receivables, fixed assets, financial debts, , incomes and expenses, period end transactions.

**Course Book:** Ümit Ataman, Genel Muhasebe Cilt I, Türkmen Kitabevi, İstanbul 2003. Nuran Cömert Doyrangöl ve Prof. Dr. Gürbüz Gökçen, Genel Muhasebe ve Defter Tutma Uygulamaları, Der Yayınları, İstanbul 1999.

**Supplementary Course Book:** Mehmet Yazıcı, Dr. A. Hayri Durmuş, İşlem Muhasebesi II Baskı, Nihat Sayar Yayınları No: 251, İstanbul 1975.

**0650070018/0410070018 INFORMATION TECHNOLOGIES AND APPLICATIONS (T 2 + U 1 + K 3 + ECTS 3)**

The course aims to provide students with the information they have about technology knowledge through computers. The main topics of the course are methods of using information techniques, computer software, data transfer through computer, internet usage. This course is designed to get basic information about Microsoft Office, Word, Excel, Power Point, Outlook, CRS, and İBEM Hotel Software programs.

**Course Book:** Bağcı, Ö. ve Sarı, İ. (2006). Bilgisayar I, Ankara: Seçkin Yayınevi

**Supplementary Course Book:** Gedikli, C. (2004). Bilgisayar Teknolojileri ve İnternet. Ankara: Detay Yayıncılık. Temel Bilgisayar Teknolojileri Kullanımı Ders Kitabı. Temel Bilgi Teknolojileri, Ömer Akgöbek – Beta Yayınları 2004. Bilgisayar Uygulamaları, Orhan Öztürk – Yüce Yayınları

**0650070073/0410070073 INTRODUCTION TO UNIVERSITY LIFE (T 1 + U 0 + K 1 + ECTS 1)**

The course will focus on the students' life in the university, the city where the university is located, and to provide promotional and motivational information in harmony with the situation. In the agenda of the course; introduction of university and university, methods of accessing information sources, effective communication skills, Higher Education Student Legislation, city and university introduction, human rights and society, daily multicultural life in history, history of science philosophy and use of methods in science. The content of this course is designed to get basic information about human, environment, city, university and science.

**Course Book:** Yüksek Öğrenim Öğrenci Mevzuatı, Kent Rehberi, Bilimsel Araştırma Yöntemleri, Prof. Dr. Hüner ŞENCAN

## 2. SEMESTER

### **0650070009/0410070009 INTRODUCTION TO ECONOMICS II (T 3 + U 0 + K 3 + ECTS 4)**

Basic concepts of macroeconomics; the structure and calculation of national income, production, productivity and employment. Consumption, saving, investment and government sector. Money supply, prices and inflation. Fiscal and monetary policies in closed economies. Determination of wages and unemployment. Periodic cycle analysis.

**Course Book:** Ekomiye Giriş, Prof. Dr. Tefvik Pekin

**Supplementary Course Book:** Prof.Dr. Sadun Eren, Ekonomi Dersleri, İmge Yay .

### **0650070010/0410070010 FINANCE MATHEMATICS (T 3 + U 0 + K 3 + ECTS 5)**

To teach the mathematical basis of the financial structures in the money markets and to gain a mathematical perspective of finance by comprehending mathematical operations especially in the fields of banking and insurance. Plasma calculations, interest problems, time value of money.

**Course Book:** Finans Matematiği, Dr. Bahaddin RÜZGAR, Türkmen Kitabevi, 2008

### **0650070011/0410070011 PRINCIPLES OF ATATÜRK AND HISTORY OF REVOLUTION II (T 2 + U 0 + K 2 + ECTS 2)**

The proclamation of the Republic of Turkey, Turkey's geopolitical position, the resulting threats, XXI. Expectations for Turkey's modernization in the Century.

**Course Book:** Nutuk, Atatürk – Kültür Bakanlığı Yayinevi

**Supplementary Course Book:** Bernard Lewis, Modern Türkiyenin Doğuşu, Ergün Aybars, Türkiye Cumhuriyeti Tarihi I. İlk İnkılâp Tarihi Ders Notları, (Haz. Mahmut Esat Bozkurt, Recep Peker, Yusuf Kemal Tengirşek)

### **0650070024/0410070024 LAW OF OBLIGATIONS (T 3 + U 0 + K 3 + ECTS 4)**

This course satisfies the Code of Obligations and the Turkish Code of Obligations in comparison with the Code of Obligations systematic, Law of Obligations, the sources of debt and debt relations, types of rights, the concept of responsibility, debt relations resources, legal proceedings and in particular the contractual obligations, the contract is concluded completion, the issue will be studied and adapted to changing conditions.

**Course Book:** Borçlar Hukuku, İsmail KAYAR, Detay Yay.

**0650070013/0410070013 TURKISH LANGUAGE (T 2 + U 0 + K 2 + ECTS 2)**

To be able to comprehend properly the structure and functioning characteristics of each mother tongue who attends higher education. To gain the ability to use Turkic language correctly and beautifully as a means of writing and oral expression in terms of language-thinking connection. It is to train young people who have a mother tongue consciousness to make a unifying and integral language in teaching.

**Course Book:** Türk Dili ve Kompozisyon, Zeynep Korkmaz - İsmail Parlatur - Ahmet B. Ercilasun - Hamza Zülfikar - Tuncer Gülensoy - Necat Birinci – Ekin Kitapevi 2009

**Supplementary Course Book:** Yüksek Öğretim Öğrencileri için Türk dili ve Kompozisyon Bilgileri isimli kitaplar, dil ve kompozisyonla alakalı kitaplar

**0650070014/0410070014 FOREIGN LANGUAGE II (T 3 + U 0 + K 3 + ECTS 3)**

Grammatical and semantic links beyond sentence level sentence analysis. Employment of reading skills appropriate to the level. Listening and Writing Studies.

**Course Book:** The New Cambridge English Course Michael Swan.

**Supplementary Course Book:** English Structure Practice Gordon Drummond. Practice Progress L.C. Alexander.

**0650070016/0410070016 GENERAL ACCOUNTING II (T 3 + U 0 + K 3 + ECTS 4)**

Inventory concept, inventory products, inventory and valuation, inventory closing and re-opening at the end of the period, inventory of cash account, inventory of foreign currencies, inventory of check accounts, inventory of bank account, inventory of stocks and treasuries, inventory of receivables, inventory of receivables, stock valuation methods, stock movements applications.

**Course Book:** Nuran Cömert, Prof. Dr. Cemal İbiş, "Genel Muhasebe Belgeler ve Defter Tutma Uygulamaları", Nihat Sayar Yayın ve Yardım Vakfı Yayınları, İstanbul 2007.

**Supplementary Course Book:** Ümit Ataman'ın "Genel Muhasebe (Muhasebede Dönem Sonu İşlemleri)", Cilt 2, Türkmen Kitabevi, İstanbul 2005.

**0650070020/0410070020 MANAGEMENT AND ORGANIZATION (T 3 + U 0 + K 3 + ECTS 5)**

Thoughts, theory discussions, current criticisms and new approaches related to business administration that have taken place

during the last century within the scope of management discipline constitute the course content. The aim is to ensure that executive candidates acquire knowledge and develop predictions about the intellectual evolution of management discipline. Classical Management, Behavioral Management, Contingency Approach, System Approach, Contemporary Approaches, Management Functions, Organization Constitution.

**Ders Kitabı:** Yönetim ve Organizasyon, Nobel yayınevi, Doç. Dr. Akyay UYGUR

### **0650070074/0410070074 SOCIAL RESPONSIBILITY AND HEALTHY LIFE (T 1 + U0 + K 1 + ECTS 1)**

Ethical Values, Family and Pregnancy, Gender Equality, Family Communication, Overview of Health, Protection of Healthy Life, Healthy Life, Human Resources and Responsibility, Social Responsibility and University, Social Responsibility and CSO " threats (addiction), basic first aid - behavior in emergency situations.

## **3. SEMESTER**

### **0650070019/0410070019 PUBLIC RELATIONS AND COMMUNICATION (T 3 + U 0 + K 3 + ECTS 4)**

Concept of public relations will be discussed, the history of the subject will be emphasized and the area of public relations will be compared with the other related areas. The qualifications of public relations specialists, the practices of the in-house people and the theoretical steps of the public relations campaign will be explained. The other issues to be addressed will be the prevention of the target in relation to the people and the working conditions with the public relations agencies.

**Course Book:** Halkla İlişkiler ve İletişim, Seçkin yayınevi, Doç. Dr. Ahmet YATKIN

### **0650070017/0410070017 ORGANIZATIONAL BEHAVIOR (T 3 + U 0 + K 3 + ECTS 4)**

Basis of organizational behavior scientific; historical development of organizational behavior; research techniques; individual and personality in organization; attitudes and job satisfaction; the basics of individual differences biographical characteristics skills and learning; organizational culture, groups and processes in organizations; group working techniques and participatory management in organizations; motivation processes and theories in organizations; leadership and theories in organizations; conflict in organizations; stress and management in organizations; organizational environment and technology; organizational change, development, teamwork; power and politics in organizations; ethical behavior in organizations, management and control.

**Course Book:** Örgütsel Davranış ve Yönetim Psikolojisi. Beta Yayınları. EROL EREN.

### **0650070021/0410070021 STATISTICS I (T 3 + U 0 + K 3 + ECTS 4)**

Definition, subject, historical development, relation with various branches of science, aim and types of statistics, basic concepts of statistics, data sources and data collection techniques (classification of data, classification, grouping, series), graphics, averages measures of variability, measures of skewness and kurtosis, indices.

**Course Book:** Bilge Aloba Köksal, İstatistik, Çağlayan Kitabevi, 2003. Necla Çömlekçi, Temel İstatistik, Bilim Teknik Yayınevi, 2005. Özer Serper, Uygulamalı İstatistik I, Ezgi Kitabevi, 2005.

**Supplementary Course Book:** Şahamet Bülbül, Tanımsal İstatistik. Ümit Şenesen, Betimleyici Sorgulayıcı İstatistik, 1998.

### **0650070031/0410070031 MARKETING PRINCIPLES (T 3 + U 0 + K 3 + ECTS 4)**

Basic concepts of marketing; development steps of marketing; marketing functions; decision making in marketing; marketing planning; marketing management process; environmental conditions of marketing; business internal conditions; non-business conditions; general environmental conditions; purchasing behaviors; target market decisions; decisions regarding marketing mixed elements; product decisions, price decisions, distribution decisions, decisions of retention; marketing organization; application; supervision of marketing activities.

**Course Book:** Blythe, Jim (2001) Pazarlama İlkeleri, (Türkçesi: Prof.Dr. Yavuz Odabaşı), Prentice Hall, Eskişehir, Bilim-Teknik Kitabevi. Blythe, Jim (2001) Pazarlama İlkeleri, (Türkçesi: Prof.Dr. Yavuz Odabaşı), Prentice Hall, Eskişehir, Bilim-Teknik Kitabevi

**Supplementary Course Book:** Yükselen, Cemal (2001), Pazarlama-İlkeler, Yönetim, Ankara, Detay Yayıncılık. Kotler, Philip (2000), Pazarlama Yönetimi, (Çeviri: Nejat Muallimoğlu), Milenyum Baskısı, İstanbul, Beta Yay. Tek, Ömer Baybars, (1999), Pazarlama İlkeleri, Türkiye Uygulamaları:Global Yönetimsel Yaklaşım/ İstanbul ,Beta. Tenekecioğlu, Birol, Ersoy, N.Figen (2000), Makro Pazarlama, 2. Baskı. – Eskişehir : Birlik Ofset.

### **0650070023/0410070023 VOCATIONAL FOREIGN LANGUAGE I (T 3 + U 0 + K 3 + ECTS 4)**

Reading vocational text related with banking, finance, accountancy, communication. Dialogue exercises based on communication skills.

**Course Book:** English For Banking in Higher Education Studies. Terry Philips. Garnet Education.

**Supplementary Course Book:** Check Your English Vocabulary for Banking & Finance: All You Need to Improve Your Vocabulary, John Marks. A&C Black Publishing.

### **0650070012/0410070012 COMMERCIAL LAW I (T 3 + U 0 + K 3 + ECTS 3)**

The sources of commercial law are explained. Commercial business and merchant concepts are examined. Also the concept

of brand, the concept of unfair competition and its results are explained. Finally, traffickers are examined.

**Course Book:** Ayşe Nur Berzek, Ticaret Hukukunun Genel İlkeleri, İstanbul 2002. Nevin Soygür, Ticaret Hukuku, C. II, Şirketler, İstanbul

**Supplementary Course Book:** Sabih Arkan, Ticari İşletme Hukuku, Ankara 1999

### **0650070025/0410070025 CORPORATE ACCOUNTING (T 3 + U 0 + K 3 + ECTS 3)**

This course aims to provide the students with the basic knowledge of companies, types of companies, information about ordinary companies, establishment of collective companies capital change and accounting records, profit / loss distribution, liquidation procedures, establishment of common limited companies, profit / loss distribution, liquidation, profit / loss distribution, liquidation operations, establishment of cooperatives, distribution of revenue and expenditure difference, liquidation transactions, accounting records. The profit and loss distribution, liquidation transactions, establishment of limited partnerships dividing the capital shares, profit / loss distribution, liquidation transactions, establishment of holdings.

**Course Book:** Şirketler Muhasebesi, Doç. Dr. Ali ILDIR, Seçkin yayınevi.

### **0650070026/0410070026 PUBLIC FINANCE (T 3 + U 0 + K 3 + ECTS 3)**

This course covers basic knowledge about public finance, public expenditures, public revenues, definition and structure of tax, principles of taxation, types of taxes, budget system, fiscal policy.

**Course Book:** Kamu Maliyesi, Prof. Dr. Abdurrahman Akdoğan, Gazi Kitabevi

## **4. SEMESTER**

### **0650070027/0410070027 CUSTOMER RELATIONS MANAGEMENT (T 3 + U 0 + K 3 + ECTS 4)**

Basic concepts and methods of customer relationship management (CRM); customer loyalty and loyalty programs; Planning and implementation of CRM projects; the development, management and use of customer databases; data mining; customer portfolio management; customer life cycle management: market segmentation, customer acquisition and retention, customer profitability analysis; creating value for customers; Information technology for CRM; customer relationships and organizational structure.

**Course Book:** Müşteri İlişkileri Yönetimi, Don Peppers, Optimist Yayınları



**0650070028/0410070028 NEGOTIABLE INSTRUMENTS LAW (T 3 + U 0 + K 3 + ECTS 4)**

Definition and kinds of negotiable instruments, legal remedies in case of cancellation or loss of negotiable instruments, properties of registered to, payable to and payable to bearer negotiable instruments, pleas with respect to these instruments, concept of exchangeable instruments, legal regulations with respect to bill of exchange, promissory note and cheque, formal requirements, transfer, payments and results stemming from in case of unpayment.

**Course Book:** Kıymetli Evrak Hukuku, Prof. Dr. Naci Kınacıođlu, Nobel Yayın

**0650070029/0410070029 STATISTICS II (T 3 + U 0 + K 3 + ECTS 4)**

Basic Concepts of sampling, simple random sampling, mean and rate estimates. -Mean and hypothesis testing for proportions. Correlation analysis (linear bivariate correlation analysis). -Regression Analysis (simple linear regression analysis of the two variables). point and interval estimation with Standard error concept and regression. -Regression and correlation on the hypothesis testing

**Course Book:** Statistics , Murray R.Spiegel-LarryJ.Stephens, ev. A.Esin,Nobel yayıncılık 1999. Matematiksel İstatistiđe Giriş, Uđur Korum, Ank.Üniv.Siyasal Bilgiler Fak.Yayımları, 1985

**0650070030/0410070030 INTERNATIONAL ECONOMICS (T 3 + U 0 + K 3 + ECTS 4)**

Foreign trade theories and policies, foreign exchange market, balance of payments, capital flows.

**Course Book:** Uluslararası İktisat, Prof. Dr. Halil Seyidođlu, Güzem Can Yayınları

**0650070058/0410070058 HUMAN RESOURCES MANAGEMENT (T 3 + U 0 + K 3 + ECTS 4)**

Introduction to HRM, roles of HRM, strategic HRM, recruitment and selection, training and development, performance and career management, compensation management, labor relations, international HRM.

**Course Book:** A. Aslan ŞENDOĐDU, Bankalarda İnsan Kaynakları Yönetimi, Nobel Yayınları, Ankara.

**0650070032/0410070032 VOCATIONAL FOREIGN LANGUAGE II (T 3 + U 0 + K 3 + ECTS 4)**

Business vocabulary studies concerning banking, finance, accountancy, communication, marketing, internet and e-commerce, products and brands, promotion, innovation and invention.

**Course Book:** Business Vocabulary In Use, Bill Mascull, Cambridge Univ. Pres.

**Supplementary Course Book:** How to Write Effective Business English, Fiona TALBOT.

**0650070033/0410070033 COST ACCOUNTING (T 3 + U 0 + K 3 + ECTS 3)**

Basic concepts in cost accounting. Direct first material and material costs. Direct labor costs. General production costs. Registration methods in uniformity account plan. Order costing method. Phase cost method.

**Course Book:** Genel Muhasebe ve Maliyet Muhasebesi, Celal Kepekçi, Siyasal Kitabevi

**0650070034/0410070034 FISCAL POLICY (T 3 + U 0 + K 3 + ECTS 3)**

Definition, objectives, instruments and limits of fiscal policy. Measuring the effects of fiscal policy. Evaluation of effectiveness of fiscal policy according to different approaches. Methods for the implementation of fiscal policy: Optional fiscal policy, automatic fiscal policy and formula flexibility. Inflation, stagnation and fiscal policies used in combating stagflation. The problem of budget deficit and the financing of this deficit.

**Course Book:** Maliye Politikası, Nazım Öztürk.

## **5. SEMESTER**

**0650070053 FOREIGN EXCHANGE AND CUSTOMS LEGISLATION (T 3 + U 0 + K 3 + ECTS 4)**

The concept and content of customs legislation, export regimes and applications, free circulation entry regimes and applications, inward and outward processing regimes, customs warehousing and temporary import regimes and practices, transit regimes and applications, free zones and practices, other customs regimes.

**Course Book:** Gümrük Mevzuatı, Murat Canitez, Açık Öğretim Fakültesi Yayınları, Eskişehir, 2012.

**0650070036 TAX LAW (T 3 + U 0 + K 3 + ECTS 4)**

Tax concept. Sources of tax law. Constitutional principles of taxation. Exemption and exception concepts in tax law. Comment on tax law, qualification and laws of proof. Parties to taxation: Tax administration, liable and responsible. Terms in tax law and causes of force. Taxation process: The event that gives birth to tax, the taxation of the tax, the notification, the judgment and the education. Correction in tax law, time limitation and abandonment. Assignments of the obligees: giving a declaration, keeping books, obeying the document order, maintaining and presenting books and documents. Measures to check the obligations: Observation, investigation, search and information collection.

**Course Book:** Vergi Hukuku, Prof. Dr. Nihal Saban

### **0650070037 INTRODUCTION TO BANKING (T 3 + U 0 + K 3 + ECTS 4)**

Banking Crises, Basic Banking Concepts, Basel Concepts, The Basics of Banking, History of Banking, Types of Banks, Functions of Banks, Definitions of Banks' Organs and Titles, Banking Ethics Principles, Auditing in Banks, Bankers Association, BRSA, Savings Deposit Insurance Fund (SDIF) III Regulations and obligations.

**Course Book:** Bankacılığa Giriş, 3. Baskı, A. Aslan ŞENDOĞDU, Gençlik Yayınevi, Konya, 2011.

### **0650070038 ECONOMETRICS (T 3 + U 0 + K 3 + ECTS 4)**

Definition and scope of econometric study. Methodology of econometric study. Model building. Simple linear regression model and estimation of this model with least squares method. Hypothesis tests on models and coefficients. Multiple regression analysis: Gauss-Markov theorem, estimation of multiple regression model with matrices, test of hypotheses related to models and coefficients. Mathematical forms of multiple regression model. Use of dummy variables in regression analysis. Deviations from the assumptions of classical regression analysis: different variance, autocorrelation, multiple linear regression. Computer applications: SPSS and Excel

**Course Book:** Temel Ekonometri, Damodar Gujarati, Literatür yayınları

### **0650070039 CAPITAL MARKET TRANSACTIONS (T 3 + U 0 + K 3 + ECTS 4)**

The structure and function of the capital market in the economic structure and the financial system, the parties, instruments and institutions of the capital market, the transactions and functions of the capital market, the structure and functioning of the securities market, the stock market orders and transactions, cbt, treasury and other financial regulatory agencies, fund resources and use of banks, balance sheet analysis, asset and liability management, capital markets board, capital markets board, institutions, financial instruments, time value of money, future value of annuities, bond prices and bonds, inflation and time value, basel banking committee and capital management, corporate governance and ethics in banks, risk management, internal auditing and external auditing, public offering, stock assessment, company valuation, futures, leasing, factoring and consumer finance companies, structure and functioning of other financial institutions values are base I III, real sector effects, corporate governance and corporate governance, and real estate financing based on the mortgage.

**Course Book:** Sermaye Piyasaları Analizler, Kuramlar ve Portföy Yönetimi - Gürel Konuralp, Alfa Yay.

### **0650070040 FINANCIAL STATEMENT ANALYSIS (T 3 + U 0 + K 3 + ECTS 3)**

The main structure of the course is planned as introduction to Financial Management and Financial Analysis. The definition and scope of finance and financial management are explained and comprehensive and practical information is given

about the markets and institutions in which the financial applications are realized. In addition to the analysis of the financial statements, the definition of practical examples, bonds and bills and the functioning of money markets are mentioned in terms of the time value of money and the methods of determining interest rates. In addition, the relationship between risk and return is examined within the framework of capital budgeting techniques that companies use in investment and financing decisions. Financial Derivative Products are being studied within the framework of studies for non-academic research.

**Course Book b1:** Mali Tablolar Analizi, Prof. Dr. Adem Çabuk, Prof.Dr. İbrahim Lazol, Nobel Yay.

### **0650070041 VOCATIONAL FOREIGN LANGUAGE III (T 3 + U 0 + K 3 + ECTS 4)**

Translation studies from English to Turkish, Turkish to English. Business English, grammar and vocabulary. Reading, Writing, Listening Studies based on vocational. Sales, Personnel, Cross Culture, Finance, Marketing, Business Communication, Insurance, Quality, Banking, Management, Retailing

**Course Book:** How to Write Effective Business English, Fiona TALBOT.

### **ELECTIVE COURSE I (T 3 + U 0 + K 3 + ECTS 3)**

#### **0650070042 BUSINESS AND SOCIAL SECURITY LAW**

Individual Business Law: Basic principles and concepts of business law, establishment and types of employment contract, debts arising from employment contract, occupational health and safety, job regulation, termination and termination of employment contract are taught. Social Security Law: Basic principles and concepts, institutional structure, social security financing, short term insurance benefits are taught.

**Course Book:** İş ve Sosyal Güvenlik Hukuku, Gürbüz ERDOĞAN, Detay Yay.

#### **0650070071 PARTICIPATION BANKING**

Basic principles of Islamic banking services that are being offered in the finance sector in Turkey within the framework of participation in the functioning of the banking activities, the effects of Turkey's economy and to learn about the basic points that separated from traditional banks. Historical process of participation banking, examples on the world, how the participation banking is and how its operating system is, the difference between the normal bank and the participation bank, the contribution of the participation bank to the economy of the country, the institutional and individual banking transactions in the participation banks.

**Course Book:** Katılım Bankacılığı, Hüseyin Tunç, Nesil Yayınları.

## **0650070044 PACKAGE PROGRAMS**

Word Processor Program To use word processing program, to use electronic spreadsheet program, to use electronic calculation program, to use Presentation Preparation Program presentation program, to use Internet and e-mail management, internet and e-mail management programs.

## **0650070072 CITY AND CIVILIZATION**

Within the framework of recognizing Konya city and civilization; Mevlana Tomb and Dergahı, Alaaddin Tepesi, Meram Historical Bridge, Sille Aya-Elena Church, Meke Pond in Karapınarda, Ereğli Halkapınar: Ivriz Rock Monument Relief, Akşehir: Nasrettin Hoca grave tomb, West Frontal Headquarters Museum, Beyşehir de: Eflatunpınar Hitit Memorial, Kubad-Abad Palace, Çumra: Çatalhöyük antique city, Kilistra Antique City, Hadimde: Yerköprü waterfall and Karasu waterfall on the Göksu river, Seydişehir's Manavgat highway history, information sharing and sightseeing.

## **6. SEMESTER**

### **0650070045 CREDIT MANAGEMENT (T 3 + U 0 + K 3 + ECTS 4)**

Definition and scope of bank credits - Crediting policies and principles - Crediting process and organization - Credit types and classification criteria - National loans - Non - cash credits - External credits - Individual credits - Quantitative valuations in determining credit default - Quantitative valuations in determining credit default - monitoring of loans-and credit efficiency alternatives to bank loans.

**Course Book:** Birgül Şakar, Banka Kredileri ve Yönetimi; Beta Yayınları, 2011

**Supplementary Course Book:** Öztin Akgüç, Mali Tabloların Analizi; Avcıol Basım Yayın, 2010

### **0650070046 BANK ACCOUNTING (T 3 + U 0 + K 3 + ECTS 4)**

The purpose of the monotonous accounting plan used in banks, funding and accounting, savings account transactions and accounts, transactions and accounts related to commercial institutions deposits, repo and reverse repo transactions and accounting, lending transactions, accounting transactions, service transactions and accounting, foreign exchange transactions and accounting.

**Course Book:** A. Aslan Şendoğdu, Banka Muhasebesi, 3. Baskı, Gençlik Kitabevi, 2011.

### **0650070047 SERVICE MARKETING (T 3 + U 0 + K 3 + ECTS 3)**

Marketing in Banking, Market Analysis, Market Features, Marketing Objectives, Market Segmentation Principles, Marketing Variables in Bank Services, Marketing in Retail Banking, Institutional Banking in Banking, Corporate Banking, Corporate Banking Applications, Service Marketing, Features, Definition, Principles, Banking Marketing and Customer Relations Marketing, Direct Marketing Techniques, The role and importance of marketing in insurance sector, Marketing planning, Product and price development, Retention policies, Advertising and promotion, Distribution channels, Direct sales, Agents and brokers.

**Course Book:** Banka Hizmetleri Pazarlaması, A. Aslan Şendođdu, Mete Sezgin, Literatürk Yayıncılık.

### **0650070035 FOREIGN TRADE TRANSACTIONS (T 3 + U 0 + K 3 + ECTS 3)**

Export: Export Methods and Principles, Export Regime Decree in Turkey Export Regulation, export regulations, import: import form and principles; Import Regulations in Turkey Customs Union within the Framework of Changes in Foreign Trade Regime, Turkish Foreign Trade Policy; Non-Tariff Measures in Trade, Turkey's International Agreements / WTO and Regional Agreements / Obligations of the Customs Union Framework, which Delivery Used in Foreign Trade, Foreign Trade Payment; Open Account; Prepayment; Consignment Delivery; Commodity payment; Mediating Payment; Letter of Credit, Documents Used in Foreign Trade Transactions; Commercial Documents, Official Documents, Transport Documents; Insurance Documents; Financial Documents, Other Documents Used in Foreign Trade; E-Commerce Applications in Customs Automation, Commercial Bank Credits in Foreign Trade Financing, State Support in Export Promotion and Financing and Turkish Eximbank Loans, Other Financing Methods in Foreign Trade: Factoring, Forfaiting, Leasing, Import and Export Example Application

**Course Book:** Çetin Bedestenci ve Murat Canitez(2004), Dış Ticaret: İşlemler ve Uygulamalar,3. Baskı, Gazi Kitabevi, Ankara. Utkulu, Utku, İsmail Aydemir (edt), (2009).Türkiye’de Dış Ticaret İşlemleri ve Uygulaması, Gazi Kitabevi, Ankara.

### **0650070049 BANKING LAW (T 3 + U 0 + K 3 + ECTS 3)**

Definition, characteristics and characteristics of banking law, banking law, bank law, sources of banking law (laws, ministerial board decisions, regulations and communiqués), organization of banking sector (banking regulation and supervision institution; CBT, SDIF, types / terms of the rules they are bound in terms of deposits, in terms of national legislation), establishment of banks (institutions stages, established as a bank in Turkey and abroad on the board of a bank to open branches in Turkey, a permit application for establishment permit issuing and cancellation), banks banking transactions / contracts (deposits and loan contracts), transactions that banks can not do, internal and external audit of banks, supervision of the BRSA and external audits as external audit units, results of audit (taking precautions requiring states and the measures to be taken). transfer, merger, division and liquidation of banks.

**Course Book:** Seza Reisođlu, Bankacılık Kanunu Şerhi, Ankara 2007. Kemal Çevik, Banka Hukuku, Ankara 2009.

**Supplementary Course Book:** Servet Taşdelen, Bankacılık Kanunu Şerhi, Ankara 2006. Şener Akyol, Banka Sözleşmeleri, İstanbul 2001. Ünal Tekinalp, Ünal Tekinalp'in Banka Hukukunun Esasları, İstanbul 2009.

**0650070050 INTERNATIONAL FINANCIAL MARKETS (T 3 + U 0 + K 3 + ECTS 3)**

Global money and capital markets, transactions, instruments, international monetary system, euro-dollar markets, international finance parcels. Foreign exchange and europara market, SWIFT, Foreign exchange, dealing system, dealer and broker, concept of quotation and cross exchange, arbitrage in foreign exchange and europara market, two and three-tail arbitrage, Global and international finance frame, Global framework of international finance, money market interest rate (LIBOR, etc), money market and inflation related payments in an integrated framework Balance of payments, international trade and capital flows, external openness, internal open and adjustment process, local and international Fisher effect, purchasing power parity, interest parity and Fisher relationship between effect.

**Course Book:** Tamer Aksoy, Çağdaş Bankacılıktaki Son Eğilimler ve Türkiye'de Uluslar üstü Bankacılık. Ankara: SPK Yayını, 1998.

**0650070051 VOCATIONAL FOREIGN LANGUAGE IV (T 3 + U 0 + K 3 + ECTS 4)**

Translation studies from English to Turkish, Turkish to English. Business English, grammar and vocabulary. Reading, Writing, Listening Studies based on vocational. Sales, Personnel, Cross Culture, Finance, Marketing, Business Communication, Insurance, Quality, Banking, Management, Retailing.

**Course Book:** How to Write Effective Business English, Fiona TALBOT.

**0650020077/0410020077 MONEY AND BANKING (T 3 + U 0 + K 3 + ECTS 3)**

Financial and financial system, functions of money and money, determination of financial asset prices, financial institutions, financial markets, economic analysis of financial system, banking sector and bank management, determination of money supply, balance in money market, monetary policy, money transfer mechanism, central bank independence, regimes of monetary policy, aims and means of monetary policy.

**Course Book:** Para Banka, İlker Parasız

**ELECTIVE COURSE II (T 3 + U 0 + K 3 + ECTS 3)**

**0650070043 SOCIAL RESPONSIBILITY AND ETHICS**

Historical development of the concept of responsibility with universal values. Today, all individuals and institutions to have essential information on social responsibility projects carried out in Turkey and in the world to improve the community's quality of life, the idea can be applied on new projects to prepare for the debate. In addition,

the concept of ethics, universal and societal differences will be revealed and professional ethics issues will be emphasized.

**Course Book:** Kurumsal Sosyal Sorumluluk, Philip Kotler

#### **0650070054 CAPITAL MARKET LAW**

Capital markets: savings-investment relationship, the place of the capital market in the financial sector, its advantages and economic benefits. Capital market investment and basic financing instruments: bonds, stocks and other financial assets. Subsidiaries of the capital market: intermediary institutions, mutual funds and partnerships. Functions, structure and function of ise. Introduction to basic and technical analysis methods.

**Course Book:** Sermaye Piyasası Hukuku, Şenol Babuşcu

#### **0650070055 TIME AND STRESS MANAGEMENT**

Time and Time Management Concept, Personal Time Management, Time Traps and Pitfalls Management, Time Planning and Management Techniques, Organizational Time Management. Stress Factors, Organizational Stress, Impact of Stress on the Individual, Beginning with Stress, Written Writings for a Stress-Free Life.

**Course Book:** Kriz ve Stres Yönetimi, Hasan Tutar, Seçkin Yayınları. Zaman Yönetimi, Hasan Tutar, Seçkin Yayınları



## 7. SEMESTER

### **0650070056 INTELLIGENCE TECHNIQUES (T 3 + U 0 + K 3 + ECTS 4)**

In the bank, the definition of the intelligence, the principles, the reasons for the use of credit by the companies, the documents requested from the customers, the preliminary intelligence, customer visit (preliminary interview), customer analysis, Moral analysis in bank system, Central bank inquiry, Bank account inquiry, Protest bill inquiry, Central Bank Memzuç İnquestion, General Analysis over the Internet, Acquisition of Credit Claims, Evaluation of Credit Claims, Credit Evaluation Methods, Credit Analysis and Reporting, Special Considerations in Customer Visits.

**Course Book:** Training Notes of Banks.

### **0650070057 FUND MANAGEMENT (T 3 + U 0 + K 3 + ECTS 4)**

Risk management, the types of risk in the banking sector, types of risk in the banking sector, types of risk in the banking sector, types of risk in the banking sector, types of risk in the banking sector, banking sources, equity, foreign resources, fund management, elements, equity suitability, position management, arbitrage operations, spot operations, forward transactions, swap transactions, future transactions, options, general business risks, bank specific risks, liquidity risks, interest rate ratios, exchange rates, loan risks, country risks and liquidity risks integrated with other risks (liquidity approach), gap analysis in asset-liability management, liquidity ratio analysis, interest rate ratio analysis, analysis in bank debt analysis, asset-liability management, aim of asset-liability management, strategic planning in asset and liability management, obligations of basel criteria.

**Course Book:** A. Aslan Şendođdu, Kurumsal Yönetişim Işığında Bankalarda Fon Yönetimi, Gençlik Kitabevi, 2010.

### **0650070066 STRATEGIC MANAGEMENT (T 3 + U 0 + K 3 + ECTS 4)**

The topics of strategic management process, characteristics of strategic decisions, external environment analysis, industry field analysis, goal, target, mission, goal structure and hierarchy, internal environment analysis, SWOT analysis, strategy types, strategy formulation and portfolio analysis will be discussed.

**Course Book:** Stratejik Yönetim, Nihat KAYA, Detay Yayıncılık.

**0650070059 CONSTITUTIONAL LAW (T 3 + U 0 + K 3 + ECTS 3)**

Constitution, state and democracy concepts. State systems and government forms. Political parties. Selection and selection systems. Pre-Republican and Republican periods General principles of Turkish Constitutional Law. According to the 1982 Constitution, the qualifications of the state and the basic rights and duties of the citizen. The basic organs of the Republic: legislation, executive and judiciary. Constitutional judgment.

**Course Book:** Anayasa Hukuku, Necmi YÜZBAŞIOĞLU, Beta Yayınları.

**0650070060 METHODS OF SCIENTIFIC RESEARCH (T 3 + U 0 + K 3 + ECTS 3)**

Scope and importance of research methods as a discipline. Thinking, science and research concepts. Types of research. Phases of scientific research. Observation techniques: Documentary observation, live observation. Use of libraries. Systematic analysis. Definition and classification, hypothesis, test and theory. Comparative method. Retrieval of a researcher. Examples include research report and research project writing models.

**Course Book:** Araştırma Yöntemleri ve Teknikleri, Zeki Kaya, Mehmet Şahin

**0650070048 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT (T 3 + U 0 + K 3 + ECTS 3)**

Investment environment and the players of the market, the stock exchange, capital market activities and the İstanbul stock exchange in turkey, interest rate, structure types and the time value of money, portfolio risk and return, efficient frontier portfolio and selection, capital asset pricing model, factor models.

**Course Book:** Mehmet Baha KARAN, Yatırım Analizi ve Portföy Yönetimi, Seçkin Yayıncılık.

**0650070075 ENTREPRENEURSHIP CULTURE (T 3+ U 0 + K 3 + ECTS 4)**

Cultural factors influencing the emergence of entrepreneurs, perspectives of different cultures in entrepreneurship, features forming entrepreneurship cultures, motivational factors in the formation of entrepreneurship culture, theories of entrepreneurship and institutionalization, theoretical foundations of entrepreneurship and smes, entrepreneurship the future of cultures

**Course Book:** Prof. Dr. Serkan BAYRAKTAROĞLU, Girişimcilik Kültürü Ders Notları

### **ELECTIVE COURSE III (T 3 + U 0 + K 3 + ECTS 3)**

#### **0650070061 BANK PERFORMANCE ANALYSIS**

The role of commercial banks in financial system, central bank, bank services, bank resources, commercial investment, consumer investment, international banking, recent trends in banking, internet banking, Turkish banking

**Course Book:** Bank Management and Financial Services, Peter S Rose, Sylvia C Hudgins, , 6th ed., Chicago: Irwin/McGraw-Hill, 2005.

**Supplementary Course Book:** Banka Yönetimi ve Performans Analizi, Öztin Akgüç, Avcıol Basın Yayın, İstanbul, 2007.

#### **0650070062 TEAM WORK**

It is aimed that the students create a continuous development environment within the team, keep the teams together and build confidence in the team within the common goals. At the end of the training students; They will be able to understand the importance of team members understanding each other, to express the importance of building trust within the team, to understand the ways of staying connected with the team's common goals, and to identify behaviors that can strengthen Team spirit and institutional cult.

**Course Book:** Ekip Çalışması, Acar BALTAŞ, Remzi Kitabevi.

#### **0650070063 PROJECT MANAGEMENT**

Introduction to project management, project and operation, what is project management ?, sub project, program, what is portfolio? Project management knowledge areas, integration management, scope management, time management, cost management, quality management, human resources management, communication management, risk management, project management processes, initial processes, planning processes, execution processes, monitoring and control processes, closing processes , procurement management, project stages, project life cycle.

**Course Book:** Proje Yönetimi, İsmet BARUTÇUGİL, Kariyer Yayınları.

### **0650020076 CURRENT FINANCIAL ISSUES**

This course aims to focus on economic developments in monetary economics and banking in turkey and in the world, money and capital markets interpret the analytical framework. During the semester overview turkey economics, money and banking basics, central bank, the development of the turkish banking system and current status, money supply, exchange rate regime, public budget, foreign exchange markets, balance of payments, financial policy, debt dynamics and fundamental issues inflation stabilization to be processed.

**Course Book:** Kasım Eren, Avrupa Birliğinde ve Türkiye'de Bankacılık, Beta Basım Yayın, 1996.

**Supplementary Course Book:** Turhan Korkmaz, Ali Ceylan, Sermaye Piyasası Menkul Değer Analizi, Ekin Kitabevi, 2007. Ünal Tekinalp, Ünal Tekinalp' in Banka Hukukunun Esasları, Vedat Yayınevi, 2009.

### **ELECTIVE COURSE IV (T 2 + U 0 + K 2 + ECTS 2)**

#### **0650070064 ENFORCEMENT AND BANKRUPTCY LAW**

The content of this course; the place of executive bankruptcy law in the legal system, executive organization, execution types, attaching and insolvency proceedings.

**Course Book:** İcra ve İflas Hukuku, Doç. Dr. Ömer Ulukapı

#### **0650070065 BODY LANGUAGE**

The use of spaces and dominance fields, messages given by hands, defense, eye gaze and head use, office rooms, business world, power games, mirroring, lie, brain, emotion and body, colors in business life.

**Course Book:** Dikkat Vücudunuz Konuşuyor, Ahmet Şerif İZGÖREN, Elma Yayınları.

#### **0650070067 INSURANCE LAW**

The issue of individual labor law in the field of labor law, the birth of the world and in Turkey the development, basic principles, as well as the basic concepts of labor law as bargaining agreement definition, liabilities imposed varieties and the parties, termination, working hours, rest breaks, paid holidays, annual leave pay It will be described. In the field of collective labor law, unions, collective bargaining, strike and lockout concepts and legal arrangements for settlement of collective labor disputes will be explained. The concept of social security covered by social security law, its historical development, compulsory social security institutions in Turkey and scope, the definition of insurance arm, scope and insured and referred to the assistance provided to family members.

**Course Book:** Sigorta Hukuku, Mertol Can, İmaj Yayıncılık.

## 8. SEMESTER

### **0650070068 TERM PROJECT (T 2 + U 2 + K 3 + ECTS 4)**

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.

### **0650070069 INSURANCE MANAGEMENT (T 3 + U 0 + K 3 + ECTS 3)**

This course covers the definition of risk, definition of insurance and insurance, historical development, basic principles of insurance, types of insurance, insurance contract, definition of damage, compensation and reinsurance concepts; basic principles of insurance management, organization and organization structure of insurance enterprises, management of insurance operations, technical profit / loss account and application in insurance companies, sales channels, agency management, internal audit and state audit.

**Course Book:** Risk Yönetimi ve Sigortacılık, Erdem KIRKBEŞOĞLU, Gazi Kitabevi.

### **0650020070 ON THE WORK COMPULSORY TRAINING (T 0 + U 28 + K 14 + ECTS 23)**

The aim of compulsory on-the-job training is to enable students to implement and strengthen the knowledge and skills they have acquired through instruction in the bank, to develop the right decision-making skills and to gain experience at work.

**Abbreviations:** T = Weekly theoretical course hours; U = Course hours per week; K = Course credit;  
ECTS= European credit transfer system.