

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
SCIENTIFIC RESEARCH METHODS AND ETHIK	MAN 531	1	3 + 0	3	7

Prerequisites	-
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Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The course is written user-oriented, which gives a broad picture of the considered problem and shows a brief overview of the literature. The aim is make the students get closer to the methodology of empirical research.
Content	This course presents the science, knowledge and resources. The steps of the scientific method of research, content and benefits will be discussed. Measurement and scaling in the social sciences are discussed. With SPSS, descriptive, inductive statistics is calculated and interpreted. Moreover multivariate analysis method is to be applied. The course includes a research project.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Describes information	4,7	1,2,3	A
2) Know the methods of access to information	1,4,12	1,2,3	A
3) Thinks in a rational way	2	1,2,3	A
4) Describes the properties of numerical Observable events	2	1,2,3	A
5) Analyzes the social and economic relations	2,8,12	1,2,3	A
6) Getting results inferential data	1,2,12	1,2,3	A

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Brief introduction and basic concepts, philosophy of science	
2	Knowledge, Scientific Research, research stages and relationship with Statistics	
3	Spelling rules and content for research and research proposal, sources and footnotes	
4	Data collection methods and questionnaire design; Types of research: exploratory, descriptive and causal	
5	Research design, measuring the attitudes or opinion, social research scales, statistical scale, data-coding according to the scale and type of questions	
6	Validity and reliability; reliability measurement	
7	Mid Term Exam	
8	Creating a research model and hypotheses	
9	Software for statistical analysis, presentation of statistical software (SPSS), data entry	
10	Descriptive statistics: frequency distributions, graphical representation, means, scattering mass	
11	Correlation measurement: Pearson product moment correlation, Spearman's rank correlation, Kendall, Phi correlation and Ki-square independence and contingency	
12	Introduction to hypothesis testing procedure, t-test for dependent and independent samples, analysis of variance	
13	Non-parametric tests	
14	Multivariate analysis	
15	Case Studies	
16	Final Exam	

RECOMMENDED SOURCES	
Textbook	Karar Almada Veri Analizi, A. Mete Çilingirtürk, Seçkin Yayınları, Ankara (2011)

Additional Resources	<p>Methodik der empirischen Forschung, Sönke Albers, Daniel Klapper, Udo Konradt, Gabler Verlag; Auflage: 2., überarb. u. erw. (27. März 2007)</p> <p>Forschungsmethoden in Psychologie und Sozialwissenschaften, Walter Hussy, Margrit Schreier, Margrit Schreier, Gerald Echterhoff, Springer, Berlin; Auflage: 1., st Edition. (Dezember 2009)</p>
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MATERIAL SHARING	
Documents	Work problems, distribution tables, course presentation
Assignments	Research project
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	70
Quizzes	2	10
Assignment	1	20
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		40
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.				X	
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline,					X

	the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.	X				
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.				X	
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.				X	
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.				X	
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.		X			
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.	X				
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.		X			
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.		X			
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.		X			
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X				
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.	X				
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and	X				

	professional settings and should contribute to the team works as a team coordinator or a team member.					
15	Students should use effectively widespread and valid information technologies in their field.				X	
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.				X	
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.	X				
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.		X			
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.		X			
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.		X			

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	5	80
Mid-terms	1	6	6
Quiz	2	6	12
Homework	2	10	20
Final examination	1	10	10
Total Work Load			176
Total Work Load / 25 (h)			7.04
ECTS Credit of the Course			7

COURSE INFORMATION					
Course Title	<i>Code</i>	<i>Semester</i>	<i>L+P Hour</i>	<i>Credits</i>	<i>ECTS</i>

INTERNATIONAL PRODUCTION MANAGEMENT	MAN532	2	3 + 0	3	8
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Prerequisites	-
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Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The aim of this course is for the students to have contemporary production management is to provide related topics
Content	Production systems are introduced to the various approaches used within the course of the improvement structures

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Explains the concept of production	1	1,2,3	A,C
2) Sorts the properties of modern production management	8	1,2,3	A,C
3) Describes the properties of the various production management approaches	6	1,2,3	A,C
4) Explains the basics of the various production management tools	5	1,2,3	A,C
5) Describes the production management computerized applications	15	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT

Week	Topics	Study Materials
1	Introduction	
2	Encountered in the different production systems	
3	Production planning and easiness in Gantt diagrams	
4	Production systems capacity, workload, load balancing concepts such as	
5	Diagram of installation work on production systems	
6	Depending on the load, production control	
7	Midterm Exam	
8	Time study, the concept of time for part of the employee and business machines	
9	Production systems, computerized systems	
10	Classic manufacturing, cellular manufacturing systems, flexible manufacturing and lean manufacturing	
11	Computerised production planning and control systems	
12	JIT production management systems	
13	The information on production systems and quality management concepts	
14	The information on environmental management concepts	
15	Students presentations	
16	Final Exam	

RECOMMENDED SOURCES	
Textbook	1) Üretim Yönetimi, Süreçleri ve Tedarik Zincirleri; Nobel Yayınları (İngilizceden çeviri) Ocak 2013 2) Industrial Engineering - Standardmethoden zur Produktivitätssteige... und Prozessoptimierung von REFA (12. Januar 2012)
Additional Resources	During his experiences in working life in Germany of the faculty member, various documents

MATERIAL SHARING	
Documents	All documents processed is shared with students in the lesson
Homework	Within the scope of the topics of the course each student offers a separate assignment
Exams	The course covers a midterm and a final exam of the semester

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	70
Quizzes	2	10
Assignment	1	20
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise/Field Courses

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.				x	
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					x
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.			x		
4	Students should be able to conduct independent research in their discipline by specifying information needs for					x

	investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.				x	
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.					x
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.				x	
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.					x
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.					x
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.					x
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.			x		
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.					x
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.					x
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.			x		

15	Students should use effectively widespread and valid information technologies in their field.				x
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.				x
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.			x	
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.		x		
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.				x
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.			x	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	4	64
Mid-terms	1	5	5
Quizzes	3	10	30
Homework	4	10	40
Final examination	1	10	10
Total Work Load			197
Total Work Load / 25 (h)			7,9
ECTS Credit of the Course			8

COURSE INFORMATON

Course Title	<i>Code</i>	<i>Semester</i>	<i>L+P Hour</i>	<i>Credits</i>	<i>ECTS</i>
STRATEGIC COST MANAGEMENT	MAN 533	1	3 + 0	3	8

Prerequisites	-
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Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	Prof. Dr. E. Şule Aydeniz
Instructors	Prof. Dr. E. Şule Aydeniz
Assistants	
Goals	By linking strategic management and cost management; to provide students with a strategic perspective to familiarize students with the basic issues and approaches to cost management.
Content	Concept of Value, Value Creation and Non-Value Creation, Key Concepts of Strategy, Strategic Management, Strategic Cost Management; Value Chain Analysis, Strategic Positioning Analysis, Cost Effectiveness Analysis, Strategic Cost Management Approaches; Activity Based Costing, Product Lifetime Costing, Target Costing, Just in Time Production Approach, Economic Value Added Approach, Quality Costs

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Learning basic concepts of Cost accounting	1,9	1,2,3	A,C
2) Learning Cost classification and cost concepts	1,2	1,2,3	A,C
3) Learning basic goals of Cost accounting and using calculation techniques in analyzing unit costs.	2	1,2,3	A,C
4) Developing the ability to apply the methods of cost and cost distribution methods	4,10	1,2,3	A,C
5) Being able to calculate and analyze the overall production of raw materials, labor and overhead costs.	5	1,2,3	A,C

6) To understand the costs, to distribute to suitable cost areas, and being able to calculate product costs.	6,7,20	1,2,3	A,C
7) To understand the break-even point of the strategic contribution and cost decisions	5,13	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Value Concept, Activities that Create Value and Do Not Create Value	
2	Strategy Concept, Strategic Management	
3	Strategic Cost Management: Definition and Historical Development	
4	Value Chain Analysis	
5	Strategic Positioning Analysis	
6	Cost Effectiveness Analysis	
7	Activity Based Costing	
8	Midterm Exam	
9	Product Lifetime Costing	
10	Target Costing	
11	Just in Time Production Approach	
12	Kaizen Costing	
13	Economic Value Added Approach	
14	Quality Costs Strategic Performance Measurement	
15	Case Studies, problem solving	
16	Final Exam	

RECOMMENDED SOURCES

Textbook	3) Kostenrechnung I; Lothar HABERSTOCK
Additional Resources	1) Basiswissen Kottenrechnung; Josse GERMANN

MATERIAL SHARING	
Documents	Scripting and case studies
Assignments	Cost types, cost, locations and cost for each student, with different carriers in companies they research
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	40
Final exam	1	60
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		60
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X

3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.	X	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.		X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.		X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.	X	
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.		X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.	X	
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.		X
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.		X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.	X	
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X	
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.		X
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural	X	

	backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.	
15	Students should use effectively widespread and valid information technologies in their field.	X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.	X
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.	X
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.	X
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.	X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.	X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	4	64
Mid-terms	1	5	5
Quiz	3	10	30
Homework	4	10	40
Final examination	1	10	10
Total Work Load			197
Total Work Load / 25 (h)			7.9
ECTS Credit of the Course			5

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
INTERCULTURAL MANAGEMENT IN MULTIPLE COMPANIES	MAN 534	2	3 + 0	3	7

Prerequisites	-
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Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	A global manager follows the regional developments in a continuously changing world and has the ability to work with people from different cultures. He respects different cultural values and behaves gracefully when working with people from different cultures. Understand how different cultures perceive their environment and people.
Content	Intercultural management in Multinational Companies focuses on the cultural aspects of the international business environment. Economic globalization, multinational corporations and institutional collaborations have made culture an essential element to be addressed. Cultural, socialization, universalism, sociopsychological theories, cultural standards, cultural dimensions and scientific concepts which can be regarded as intercultural competences help to understand intercultural processes. The course also China, India and Germany as well as the promotion of Russian culture and a detailed inspection is made on culture in Turkey.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Understanding and explaining International Management and international companies	1,10,16	1,2,3	A,C
2) Ability to distinguish different levels of internationalization.	8,9	1,2,3	A,C
3) Understanding the relationship between globalization and social responsibility within examples	14,16	1,2,3	A,C

4) Analyzing the causes of globalization and multi-dimensional effects on the companies	18,19	1,2,3	A,C
5) Understanding the advantages and disadvantages of international market penetration strategies and considering their success in various situations	13,17	1,2,3	A,C
6) Having knowledge related to the organization and coordination structures in multinational companies	2,4	1,2,3	A,C
7) Learning how to perform career management and how to select human resources in multinational companies	13,14	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion,
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	The Role and Importance of the Management of Cultural Differences in Gaining Competitiveness in Multinationals	
2	Culture and Difference Concepts in the Framework of Multinational Companies	
3	What are the dimensions of Cultural Differentiation, Causes	
4	Intercultural Negotiation Management	
5	Cultural Conflict Management	
6	Intercultural Communication Differences and Barriers	
7	Motivational and Rewarding in Cross-Cultural Management	
8	MIDTERM	
9	Leadership in Different Cultures in Multinational Companies	
10	Organizational Change and Perceived Change in Different Cultures	
11	Time Management in Cross-Cultural Management: Monochronic and Polychronic Orientation	
12	Ethical Values and Beliefs in Cross-Cultural Management	

13	Effects on Business Functions of Intercultural Management	
14	Case Study	
15	AN OVERVIEW	
16	FINAL EXAM	

RECOMMENDED SOURCES	
Textbook	M. Kutschker, S. Schmid, Internationales Management, 6. Auflage, Oldenbourg Verlag, Deutschland, 2008.
Additional Resources	

MATERIAL SHARING	
Documents	
Assignments	
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	40
Final Exam	1	60
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM	
No	Program Learning Outcomes
	Contribution

		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.					X
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.					X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.					X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.			X		
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.					X
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.					X
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.					X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.					X
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.					X
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the					X

	works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.					
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.					X
15	Students should use effectively widespread and valid information technologies in their field.	X				
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.					X
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.			X		
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.				X	
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.					X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.			X		

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	3	64
Mid-terms	1	3	3
Quiz	1	5	5
Homework	4	10	40
Final examination	1	10	10
Total Work Load			170

Total Work Load / 25 (h)			6.8
ECTS Credit of the Course			6

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Foreign Trade	MAN 535	2	3 + 0	3	7

Prerequisites	-
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Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	Aim of this course to teach the basic foreign trade concepts and systems
Content	Basic concepts of foreign trade, Balance of Payments Analysis and Results Terms of Trade, Customs Theory, Theory-GMH-Customs Balance of Payments

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Learn the basic concepts of foreign trade.	1,2	1,2,3	A,C
2) Review the relationship between balance of payments and other macroeconomic indicators	5,10	1,2,3	A,C
3) Customs theory applies in foreign trade	1,13	1,2,3	A,C
4) Balance of Payments will be analyzed and used in decision-making processes	20	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Foreign trade and its link to macroeconomics	
2	Foreign Trade Theories (real-money) issues	
3	Foreign Trade Theories (Continued)	
4	Foreign Trade Theories (Continued)	
5	Foreign Trade Theories (Continued) and Practices	
6	Payments and balance sheets of success	
7	Terms of trade and their results	
8	Mid-Term Exam	
9	Capital movements within balance of payments	
10	Transfer problems of Keynesian Classical approach	
11	Theory of custom	
12	Customs, balance of payments, gross output	
13	Review of all the issues and the effects of the economic circulation areas	
14	Review of all the issues and the effects of the economic circulation areas (Continued)	
15	Review of all the issues and the effects of the economic circulation areas (Continued)	
16	Final Exam	

RECOMMENDED SOURCES	
Textbook	
Additional Resources	

MATERIAL SHARING	
Documents	Scripts and case studies
Assignments	Each student chooses a country for analyse
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	60
Quizzes	2	20
Assignment	1	20
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		40
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					x
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					x
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.				x	

Digital Management in Businesses	MAN 536	2	3 + 0	3	8
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Prerequisites	-
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Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	-
Goals	
Content	

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Explain the concept of production and international production management.	1	1,2,3	A,C
2) Lists the characteristics of contemporary production management.	8	1,2,3	A,C,D
3) Explain the characteristics of various production management approaches.	6	1,2,3	A,C,D
4) They disclose the bases of various production management tools.			
5) Explains computerized applications in production management.			

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion,
Assessment Methods:	A: Testing, B: Homework, C: Presentation

COURSE CONTENT

Week	Topics	Study Materials
1	Introduktion	
2	Different systems in production	
3	Gantt diagrams in production planning and control	
4	Capacity, workload, load balancing in production systems	
5	Work load diagram in production systems,	
6	Load-dependent manufacturing control	
7	MIDTERM	
8	Time concept for time study, machine, work and work	
9	Computerized systems in production systems	
10	Classical manufacturing, flexible manufacturing and cellular manufacturing systems, lean manufacturing	
11	Computerized production planning and control systems	
12	JIT systems in production management	
13	Introduction to knowledge and quality concepts in production systems	
14	Introduction to environmental management concept in production systems	
15	Student presentations	
16	Final exam	

RECOMMENDED SOURCES

Textbook	
Additional Resources	

MATERIAL SHARING

Documents	All documents processed by Derste are shared with the students
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Assignments	Within the scope of the course, each student makes and presents a separate assignment.
Exams	There is one midterm exam and one final exam.

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	70
Homework	2	10
Prasentation	1	20
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		40
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.				X	
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.			X		
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize					X

	International Business Management knowledge with diverse disciplines, and generate new information accordingly.					
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.					X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.					X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.				X	
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.				X	
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.				X	
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.				X	
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.				X	
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.					X
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.				X	
15	Students should use effectively widespread and valid information technologies in their field.					X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.				X	
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.				X	

Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	Making the analysis of Turkey's economy through economic indicators. Presentation and interpretation of basic economic indicators, analysis
Content	Basic economic indicators with in this course where the Turkey Economic Analysis, national accounts, price indexes, development indicators, employment indicators, balance of payments, monetary and credit indicators is discussed in the central bank balance sheet.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) To be able to describe macroeconomic theory and models.	1	1	A
2) You can analyze a macroeconomic problem and solution stores.	2	1,2	A,C
3) General equilibrium analysis to goods and money markets.	5	1,2,3	A,C
4) To be able to describe the effects of international trade developments in economic activity.	12,14	1,2	A
5) Monitoring of national and international indicators.	8,10	1,2,3	A,C
6) Ability to compare the results of different macroeconomic perspectives	1,2	1,2,3	A,C
7) Defining the role of the economic units in the economy.	20	1,2	A,C
8) An economy long term and short term to be able to describe the role of macroeconomic behavior analysis.	4	1,2	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction and Course Content	
2	National Income Accounts I (Production, Expenditure and Income)	
3	National Income Accounts II (Trends and Direction of Growth)	
4	How to Find Economic Indicators from Internet Resources (Applied) I	
5	Population, Employment and Unemployment Indicators	
6	Prices and Indices (Inflation)	
7	Development Indicators I	
8	Midterm exam	
9	Development Indicators II	
10	Budget and Public Finance I (Budget Read)	
11	Meaning of the Central Bank Bilateral and Monetary Indicators	
12	Meaning of the Central Bank Bilateral and Monetary Indicators	
13	Money and Capital Markets Indicators (Deposits and Credit Exchange)	
14	Balance of Payments and Foreign Capital	
15	Sample Applications and General Evaluation and Closing	
16	final exam	

RECOMMENDED SOURCES	
Textbook	Makroökonomie; Oliver Blanchard; 2006.
Additional Resources	

MATERIAL SHARING	
Documents	Scripting and actual articles
Assignments	Article analysis
Exams	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	80
Quizzes		
Assignment	1	20
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Identification, modeling and solution of problems in enterprises that operate on a global scale by using basic knowledge of international business management.					X
2	Advance capability of quantitative analysis, particularly for its use of contemporary techniques and computational tools					X
3	Adoption of project processes via analytical approach.				X	
4	Effective usage of knowledge and management skills in decision-making processes					X
5	Effective usage of information technologies and communication tools in decision-making processes					X

6	Tracing national and international contemporary problems through the fundamentals of business management				X
7	Ability to cooperate within teamwork disciplinary and interdisciplinary.			X	
8	Ability to behave individually, to take the initiative and to be creative.				X
9	Adopting modern business management issues to follow up on the importance of lifelong learning				X
10	To have professional and ethical responsibility.				X
11	Independent decision-making authority to an individual with the ability to work and their ideas verbally and in writing in Turkish and German, should express a clear and concise manner				X
12	Evaluating the contribution of solutions of basic business management and financial problems in a global and social framework				X
5	Effective usage of information technologies and communication tools in decision-making processes				X
6	Tracing national and international contemporary problems through the fundamentals of business management				X
7	Ability to cooperate within teamwork disciplinary and interdisciplinary.		X		
8	Ability to behave individually, to take the initiative and to be creative.				X
9	Adopting modern business management issues to follow up on the importance of lifelong learning			X	
10	To have professional and ethical responsibility.				X
11	Independent decision-making authority to an individual with the ability to work and their ideas verbally and in writing in Turkish and German, should express a clear and concise manner			X	
12	Evaluating the contribution of solutions of basic business management and financial problems in a global and social framework				X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	4	64
Mid-terms	1	5	5
Quiz	3	10	30
Homework	4	10	40
Final examination	1	10	10
Total Work Load			197

Total Work Load / 25 (h)			7.9
ECTS Credit of the Course			8

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
PROJEKT SEMINAR	MAN 597	2	3 + 0	0	15

Prerequisites

Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The aim of this course is to enable students to do research on the literature and collect information on a specific topic, synthesize the information they gather and report it.
Content	The second half of the master's program consists of activities covering the literature study, data collection, compiling, analyzing and presenting the results by reporting on the topic that the counselor wants to work under supervision of the instructor.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Ability to assess, develop and use information on thesis topic acquired in specialty level	1,2	1,2	C
2) Ability to acquire the data required.	4,5	1,2	C
3) Ability to design and develop techniques to solve problems in thesis study, ability to evaluate the outputs	4,8,9	1,2	C

4) Ability to present progress in thesis study in written, oral and visual manner	10,13,20	1,2	C
5) Ability to abide by scientific and ethical limits while gathering, evaluating and publishing data for thesis study	5,7,16	1,2	C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Determination of seminar topic	---
2	Literature search.	
3	Literature search.	
4	Literature search.	
5	Literature search.	
6	Data collecting.	
7	Data collecting.	
8	Data collecting.	
9	Data collecting.	
10	Analysis	
11	Analysis	
12	Analysis	
13	Analysis	
14	Report preparing	
15	Report preparing	
16	Projekt Presentations	---

RECOMMENDED SOURCES	
Textbook	
Additional Resources	

MATERIAL SHARING	
Documents	Books and articles about project seminar.
Assignments	
Exams	

ASSESSMENT		
FINAL EXAMINATION	NUMBER	PERCENTAGE
Preparing project	1	50
report preparing	1	50
	Total	100
	Total	100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X
3	Students should understand the core competences of juridical, political, social, and economic psychological			X		

	dimensions related to International Business Management.	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.	X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.	X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.	X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.	X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.	X
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.	X
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.	X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.	X
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.	X

14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.	X
15	Students should use effectively widespread and valid information technologies in their field.	X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.	X
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.	X
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.	X
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.	X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.	X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
	WEEKS	Duration (Hour)	Total Workload (Hour)
Report preparing	10	20	200
Project Presentation	3	30	90
Individual study	5	15	75
Total Work Load			365
Total Work Load / 25 (h)			15

ECTS Credit of the Course	15

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
SEMINAR	MAN 598	2	3 + 0	0	7

Prerequisites

Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The aim of this course is to enable students to do research on the literature and collect information on a specific topic, synthesize the information they gather and report it.
Content	The second half of the master's program consists of activities covering the literature study, data collection, compiling, analyzing and presenting the results by reporting on the topic that the counselor wants to work under supervision of the instructor.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Ability to assess, develop and use information on thesis topic acquired in specialty level	1,2	1,2	C
2) Ability to acquire the data required.	4,5	1,2	C
3) Ability to design and develop techniques to solve problems in thesis study, ability to evaluate the outputs	4,8,9	1,2	C

4) Ability to present progress in thesis study in written, oral and visual manner	10,13,20	1,2	C
5) Ability to abide by scientific and ethical limits while gathering, evaluating and publishing data for thesis study	5,7,16	1,2	C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Determination of seminar topic	---
2	Literature search.	
3	Literature search.	
4	Literature search.	
5	Literature search.	
6	Data collecting.	
7	Data collecting.	
8	Data collecting.	
9	Data collecting.	
10	Analysis	
11	Analysis	
12	Analysis	
13	Analysis	
14	Report preparing	
15	Report preparing	
16	Presentations	---

RECOMMENDED SOURCES
Textbook
Additional Resources

MATERIAL SHARING
Documents
Assignments
Exams

ASSESSMENT		
FINAL EXAMINATION	NUMBER	PERCENTAGE
Preparing project	1	100
Total		100
Total		100

COURSE CATEGORY	Expertise/Field Courses

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X
3	Students should understand the core competences of juridical, political, social, and economic psychological			X		

	dimensions related to International Business Management.	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.	X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.	X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.	X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.	X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.	X
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.	X
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.	X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.	X
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.	X

14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.	X
15	Students should use effectively widespread and valid information technologies in their field.	X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.	X
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.	X
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.	X
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.	X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.	X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
	WEEKS	Duration (Hour)	Total Workload (Hour)
Tutorial	16	3	48
Project Management	16	3	64
Self Study	1	3	3
Reading	1	5	5
Total Work Load	4	10	40
Total Work Load / 25 (h)	1	10	10

ECTS Credit of the Course	170 6.8 7
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COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
SEMINAR	MAN 598	2	3 + 0	0	7

Prerequisites

Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The aim of this course is to enable students to do research on the literature and collect information on a specific topic, synthesize the information they gather and report it.
Content	The second half of the master's program consists of activities covering the literature study, data collection, compiling, analyzing and presenting the results by reporting on the topic that the counselor wants to work under supervision of the instructor.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Ability to assess, develop and use information on thesis topic acquired in specialty level	1,2	1,2	C
2) Ability to acquire the data required.	4,5	1,2	C
3) Ability to design and develop techniques to solve problems in thesis study, ability to evaluate the outputs	4,8,9	1,2	C

4) Ability to present progress in thesis study in written, oral and visual manner	10,13,20	1,2	C
5) Ability to abide by scientific and ethical limits while gathering, evaluating and publishing data for thesis study	5,7,16	1,2	C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Determination of seminar topic	---
2	Literature search.	
3	Literature search.	
4	Literature search.	
5	Literature search.	
6	Data collecting.	
7	Data collecting.	
8	Data collecting.	
9	Data collecting.	
10	Analysis	
11	Analysis	
12	Analysis	
13	Analysis	
14	Report preparing	
15	Report preparing	
16	Presentations	---

RECOMMENDED SOURCES
Textbook
Additional Resources

MATERIAL SHARING
Documents
Assignments
Exams

ASSESSMENT		
FINAL EXAMINATION	NUMBER	PERCENTAGE
Preparing project	1	100
	Total	100
	Total	100

COURSE CATEGORY	Expertise/Field Courses

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X
3	Students should understand the core competences of juridical, political, social, and economic psychological			X		

	dimensions related to International Business Management.	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.	X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.	X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.	X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.	X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.	X
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.	X
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.	X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.	X
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.	X

14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.	X
15	Students should use effectively widespread and valid information technologies in their field.	X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.	X
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.	X
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.	X
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.	X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.	X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
	WEEKS	Duration (Hour)	Total Workload (Hour)
Tutorial	16	3	48
Project Management	16	3	64
Self Study	1	3	3
Reading	1	5	5
Total Work Load	4	10	40
Total Work Load / 25 (h)	1	10	10

ECTS Credit of the Course	170 6.8 7
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COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
PROJEKT SEMINAR	MAN 598	2	3 + 0	0	15

Prerequisites

Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The aim of this course is to enable students to do research on the literature and collect information on a specific topic, synthesize the information they gather and report it.
Content	The second half of the master's program consists of activities covering the literature study, data collection, compiling, analyzing and presenting the results by reporting on the topic that the counselor wants to work under supervision of the instructor.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Ability to assess, develop and use information on thesis topic acquired in specialty level	1,2	1,2	C
2) Ability to acquire the data required.	4,5	1,2	C
3) Ability to design and develop techniques to solve problems in thesis study, ability to evaluate the outputs	4,8,9	1,2	C

4) Ability to present progress in thesis study in written, oral and visual manner	10,13,20	1,2	C
5) Ability to abide by scientific and ethical limits while gathering, evaluating and publishing data for thesis study	5,7,16	1,2	C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Determination of seminar topic	---
2	Literature search.	
3	Literature search.	
4	Literature search.	
5	Literature search.	
6	Data collecting.	
7	Data collecting.	
8	Data collecting.	
9	Data collecting.	
10	Analysis	
11	Analysis	
12	Analysis	
13	Analysis	
14	Report preparing	
15	Report preparing	
16	Projekt Presentations	---

RECOMMENDED SOURCES	
Textbook	
Additional Resources	

MATERIAL SHARING	
Documents	Books and articles about project seminar.
Assignments	
Exams	

ASSESSMENT		
FINAL EXAMINATION	NUMBER	PERCENTAGE
Preparing project	1	50
report preparing	1	50
	Total	100
	Total	100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X
3	Students should understand the core competences of juridical, political, social, and economic psychological			X		

	dimensions related to International Business Management.	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.	X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.	X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.	X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.	X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.	X
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.	X
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.	X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.	X
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.	X

14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.	X
15	Students should use effectively widespread and valid information technologies in their field.	X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.	X
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.	X
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.	X
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.	X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.	X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
	WEEKS	Duration (Hour)	Total Workload (Hour)
Report preparing	10	20	200
Project Presentation	3	30	90
Individual study	5	15	75
Total Work Load			365
Total Work Load / 25 (h)			15

ECTS Credit of the Course	15

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
INTERNATIONAL FINANCIAL MANAGEMENT	MAN 519	1	3 + 0	3	7

Prerequisites

Language of Instruction	German
Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The aim of this course is, to learn contemporary international financing techniques and being able to use this knowledge to analysis in practice
Content	Internationalization and processes, the foreign exchange market, exchange rate systems, the exchange rate risk management, multinational enterprises, international money and capital markets to provide funds, multinational enterprises, international bond and stock markets to provide funds, foreign trade financing, direct foreign capital investments and foreign evaluation of investment projects

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Learning the factors which acquire an international dimension of financial markets.	1	1,2,3	A,C
2) Understanding the foreign exchange market, exchange rates	2,5,6	1,2,3	A,C

and international parity conditions with the Setup changes.			
3) International money order, bond and stock markets, the analysis will be necessary to exploit international organizations and sources can provide consulting services	4,5,20	1,2,3	A,C
4) Ability to work in multinational enterprises, to become proficient and capable of being.	7,10,13	1,2,3	A,C
5) Foreign trade financing facilities and the ability to use these opportunities to export processes and decision making	1,6	1,2,3	A,C
6) Preparing a report on the feasibility of direct foreign capital investments.	2,7,20	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction to the basic concepts of International Financing	
2	The functioning of the exchange markets and the underlying parity conditions	
3	Exchange rate forecasts: fundamental analysis and problem solving	
4	Exchange rate forecasts: technical analysis and applications	
5	The international money market, international monetary market borrowing and investment tools, problem solving	
6	International capital markets, international capital market issuance of stock, bond, decision-making and problem-solving using these tools	
7	Midterm Exam	
8	Euro Markets and tools	
9	Payments balance, foreign trade finance: General introduction	
10	Short term financing of foreign trade financing facilities and problem solving	

11	Foreign trade financing long-term financing facilities and problem solving
12	Firm strategies and Direct foreign capital investments, evaluation of investment projects: introduction
13	Evaluation of investment projects: static and dynamic calculations of investment; the implementation of multinational companies and problem solving
14	Evaluation of investment projects: calculations of investment under uncertainty; the implementation of multinational companies and problem solving
15	Case Studies
16	Final Exam

RECOMMENDED SOURCES	
Textbook	1) Internationales Finanzmanagement; Hans Büschgen 2) Internationale Finanzierung; Peter Blattner
Additional Resources	

MATERIAL SHARING	
Documents	Scripting and case studies
Assignments	Each student, choosing different countries and firms to determine the risks of regression analysis related Setup
Exams	

ASSESSMENT			
IN-TERM STUDIES		NUMBER	PERCENTAGE
Mid-terms		1	70
Quizzes		2	10
Assignment		1	20
	Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE			40
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE			60
	Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.			X		
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.					X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.					X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.					X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.				X	

9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.	X	
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.		X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.	X	
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X	
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.		X
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.	X	
15	Students should use effectively widespread and valid information technologies in their field.		X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.	X	
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.	X	
18	Students should grasp the importance of the scientific point of view for social development and	X	

	global competitiveness as well as social rights and social justice, which are the basis of modern societies.	
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.	X
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.	X

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	5	80
Mid-terms	1	6	6
Quiz	2	6	12
Homework	2	10	20
Final examination	1	10	10
Total Work Load			176
Total Work Load / 25 (h)			7.04
ECTS Credit of the Course			7

COURSE INFORMATION					
Course Title	<i>Code</i>	<i>Semester</i>	<i>L+P Hour</i>	<i>Credits</i>	<i>ECTS</i>
INTERNATIONAL STRATEGIC MANAGEMENT	MAN 521	1	3 + 0	3	8

Prerequisites	-
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Language of Instruction	German
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Course Level	Master Degree
Course Type	Compulsory
Course Coordinator	
Instructors	
Assistants	
Goals	The nature of globalizing world economy is to provide a broad knowledge of international business, multinational business management and its interactions with strategies. It is also aimed to discuss what paradoxes exist in various strategic levels, contexts and contents in strategic management in the international arena, and to bring the contemporary content of strategic management to the agenda in this way.
Content	Basic Concepts: Globalization, International, Transnational and Global Firms, International Business Forms, International Competitiveness, Causes of Cross-Border Growth, Roads and Logic, The Concept of Daily Gun Strategy from the Past, Contemporary Strategic Management Case and Basics, Basic Elements of Strategic Management Process and Strategy Strategy and Competition Strategies, Company Level Strategies, Cross-Border Strategic Collaborations, Formation of Strategy: External Analysis, Strategy Formation Process with Analytical Techniques, Internal Analysis, Formulation of the Strategy Competitive Advantage on the Sustainable Growth Approach

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Examines activities in multinational corporations.	1,2	1,2,3	A,C
2) Builds strategic models in multinational corporations.	5,7	1,2,3	A,C
3) Makes environmental and internal analyses in multinational corporations.	2,10	1,2,3	A,C
4) Understands the functions of companies in an international level and leads accordingly.	14,20	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion
Assessment Methods:	A: Testing, B: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction and Historical Development	
2	The tasks of strategic management in a multinational company, strategic research	
3	Strategic goal setting in multinational companies	
4	Environmental analysis in multinational companies	
5	Internal analysis in multinational companies	
6	Strategy building in multinational companies	
7	Midterm Exam	
8	Strategy control in multinational companies	
9	The importance of information management in multinational companies	
10	The importance of the organizational structure of multinational firms	
11	The importance of knowledge management in multinational companies	
12	Supply management, production management, strategic marketing, product management principles in multinational companies	
13	Strategic financial management, strategic human resource management and strategic technology management in multinational companies	
14	Paper Presentations	
15	Paper Presentations	
16	Final	

RECOMMENDED SOURCES	
Textbook	
Additional Resources	

MATERIAL SHARING	
Documents	
Assignments	
Exams	

ASSESSMENT

IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	70
Quizzes	1	10
Assignment		20
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		40
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.					X
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.				X	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.				X	
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.					X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.				X	

Assistants	
Goals	Macro environmental factors that affect marketing strategies, marketing research, market segmentation, target marketing, basic marketing concepts such as international marketing positioning standpoint. International market entry strategies international marketing marketing mix decisions receipt of learning, learning how.
Content	International marketing and international trade, International Marketing, international marketing and the importance of the definition of the information to be collected In the process of Internationalization, international marketing environment International divestitures are permitted, International marketing strategies, market segmentation, target market selection, and Product decisions and strategies, marketing mix, Brand selection, pricing strategies, distribution Strategies, Promotion Strategies

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Macro environmental factors affecting international marketing decisions on learning	2, 3	1,2,3	A,C
2) Understanding of the importance of international marketing research, international research planning learning milestones.	1,3,4	1,2,3	A,C
3) Meshing, target marketing and positioning in international markets to learn the topics	1,2	1,2,3	A,C
4) To have knowledge about strategies for entrance into international markets	1,2	1,2,3	A,C
5) In international markets, learning, adaptation and standardization of the marketing mix decisions to have knowledge about effective factors in handling.	1,2,3	1,2,3	A,C
6) To learn how international marketing guarantees you a competitive advantage	1,4, 12	1,2,3	A,C
7) International marketing, relate to the concepts of leadership, ethics and corporate social responsibility	11,12	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction to Marketing and international marketing	Lecture notes
2	Basic concepts of marketing and international marketing	Lecture notes
3	International Market environment	Lecture notes
4	International consumer behavior	Lecture notes
5	International market research	Lecture notes
6	Used international marketing analysis tools	Lecture notes
7	International marketing strategies	Lecture notes
8	Midterm exam	Lecture notes
9	International markets product decisions	Lecture notes
10	International markets pricing decisions	Lecture notes
11	International markets promotion decisions	Lecture notes
12	The deployment decisions in international markets	Lecture notes
13	International Marketing Association	Lecture notes
14	Student presentations	Lecture notes
15	Student presentations	Lecture notes
16	Final Exam	Lecture notes

RECOMMENDED SOURCES	
Textbook	Scripts
Additional Resources	Heribert Meffert; Marketing Philip Kotler, Gary Armstron, John Saunders, Veronica Wong; Grundlagen des Marketings Nieschlag, Dichtl, Hörschgen; Marketing Kotler/Bliemel; Marketing-Managemet

MATERIAL SHARING		
Documents	International marketing-related sample documents	
Assignments		
Exams		
ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	80
Quizzes		
Assignment	1	20
	Total	100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.				X	
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.				X	
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.		X			
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of				X	

	interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.				X	
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.			X		
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.				X	
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.	X				
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.			X		
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.					X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.			X		
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.	X				
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.		X			
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.				X	
15	Students should use effectively widespread and valid information technologies in their field.		X			
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.		X			

17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.		X			
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.			X		
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.			X		
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.				X	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	5	80
Mid-terms	1	6	6
Quiz	2	6	12
Homework	2	10	20
Final examination	1	10	10
Total Work Load			176
Total Work Load / 25 (h)			7.04
ECTS Credit of the Course			7