



KASTAMONU UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE DESCRIPTIONS

FIRST YEAR/1st SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
TDL103	Turkish Language I (D.E)	C	2	0	2	2
Course Objective	The aim of this course is to enable students to understand the position of the Turkish language among the world's languages, to recognize it within its historical development, and to acquire the ability to evaluate Turkish in terms of its phonetic and structural features.					
Course Content	Definition and characteristics of language; the relationship between language, nation, and culture; languages of the world and their classifications; the place and historical development of Turkish among world languages; phonetics in Turkish; phonological features and sound changes in Turkish; spelling rules and their application; punctuation marks and their usage; vocabulary; sentence structure; and the lexicon of the Turkish language.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
YDL105	English I (D.E)	C	2	0	2	2
Course Objective	The aim of this course is to develop students' skills in speaking, writing, listening, reading, and comprehension in English through student-centered methods and techniques.					
Course Content	Definition and characteristics of language; the relationship between language, nation, and culture; languages of the world and their classifications; the place and historical development of Turkish among world languages; phonetics in Turkish; phonological features and sound changes in Turkish; spelling rules and their application; punctuation marks and their usage; vocabulary; sentence structure; and the lexicon of the Turkish language.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
AİT101	Atatürk's Principles and History of Turkish Revolution I (D.E)	C	2	0	2	2
Course Objective	The aim of this course is to develop students' skills in speaking, writing, listening, reading, and comprehension in English through student-centered methods and techniques.					
Course Content	Concepts, definitions, course methods, and an overview of sources; the Industrial Revolution and the French Revolution; the decline of the Ottoman Empire in the 19th century; the Tanzimat and Islahat Edicts; the First and Second Constitutional Periods; the Italo-Turkish War and the Balkan Wars; World War I; the Armistice of Mondros; the Wilson Principles; the Paris Peace Conference; Mustafa Kemal's arrival in Samsun and the situation in Anatolia; the Amasya Circular; National Congresses; the opening of the Ottoman Parliament; the establishment of the Grand National Assembly of Turkey and internal revolts; the Law of Fundamental Organization (Teşkilat-ı Esasiye Kanunu); the foundation of the regular army; the First and Second Battles of İnönü, the Battles of Kütahya-Eskişehir and Sakarya, and the Great Offensive; treaties during the War of Independence; the Treaty of Lausanne; the abolition of the Sultanate.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL6001	Introduction to Business Science I	C	3	0	3	6
Course Objective	The aim of this course is to introduce fundamental concepts and scientific principles related to business administration, to help students understand its relationship with other disciplines, and to present the basic issues concerning business establishment and operational processes. It also aims to enable students to connect theoretical knowledge with contemporary business practices.					
Course Content	This course covers human needs, economic phenomena, the concept of business, the historical development of businesses, stages of business establishment, feasibility studies, types of businesses, global economic transformation, business environment and objectives, conditions for business success, business productivity, and business-related risks.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL12001	General Accounting I	C	3	0	3	6
Course Objective	The aim of this course is to help students understand the concept and functioning of accounting, as well as the structure of accounting systems.					
Course Content	This course focuses on the basic concepts of accounting, the accounting cycle, and the structure of accounting systems.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL13003	Business and Economic Mathematics	C	3	0	3	4
Course Objective	The aim of this course is to develop students' systematic and numerical thinking abilities, foster problem-solving habits, and enable them to apply theoretical mathematical knowledge to business-related problems.					
Course Content	Recognizing, understanding, and explaining mathematical concepts and terminology from a business perspective; identifying problems and expressing them mathematically; constructing appropriate models and adapting different techniques to various problems; analyzing and solving complex business problems using systematic thinking methods.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
İKT14805	Introduction to Economics	C	3	0	3	4
Course Objective	The aim of this course is to provide students with basic knowledge of microeconomic and macroeconomic concepts.					
Course Content	This course covers the definition of economics, supply, demand, elasticity, markets, national income, and an overview of key macroeconomic topics.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
KAM11801	Basic Law	C	2	0	2	4
Course Objective	The aim of this course is to provide students with a fundamental understanding of legal concepts and principles.					
Course Content	The course covers the definition of law, its significance in social life, fundamental principles of law, legal rules, branches of law, the judicial system, types of lawsuits, the application of legal rules, and basic legal concepts.					



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FIRST YEAR/2nd SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
TDL104	Turkish Language II (D.E)	C	2	0	2	2
Course Objective	The aim of this course is to introduce Turkish texts and teach students how to analyze them in terms of structure and content; to demonstrate the relationship between purpose, emotion, and thought at the textual level; to present written and oral expression types to reveal the richness of Turkish in textual form; and to improve verbal communication skills through speaking-discussion types and effective communication techniques.					
Course Content	Definition and components of composition; the relationship between sentence, paragraph, and text; meaning and structural elements in a text; paragraph formation and expression techniques; methods of developing ideas in a paragraph; types of texts and official correspondence; thought-based writing, creative and fictional writing, and other text types; speaking methods and effective speaking techniques; prepared and impromptu speeches; public speaking; and types of discussions					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
YDL106	English II (D.E)	C	2	0	2	2
Course Objective	The aim of this course is to help students improve their basic English language skills.					
Course Content	This course covers the teaching of basic English grammar along with the development of reading comprehension, writing, listening comprehension, and speaking skills at an elementary level.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
AİT102	Atatürk's Principles and History of Turkish Revolution II	C	2	0	2	2
Course Objective	The aim of this course is to teach the stages of the foundation of modern Turkey and to provide knowledge about the establishment of the Republic of Turkey and Mustafa Kemal Atatürk.					
Course Content	The course covers the modernization process of Turkey, the stages of founding modern Turkey, and the National Struggle period. It also provides an understanding of the political and military conditions prior to the War of Independence.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL16004	Introduction to Business Science II	C	3	0	3	6
Course Objective	The aim of this course is to enable students to develop a basic understanding of business management by learning the core business functions in detail. It also aims to equip students with the ability to analyze factors that influence decision-making processes in businesses.					
Course Content	The course covers key business functions such as management, production, marketing, finance, human resources, and R&D. It also examines contemporary business practices and decision-making processes.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL12002	General Accounting II	C	3	0	3	6
Course Objective	The aim of this course is to advance students' accounting knowledge by teaching them how to record, classify, and report financial transactions of businesses at an intermediate level. It also aims to equip students with competencies in period-end procedures and the preparation of financial statements.					
Course Content	The course covers accounting applications related to merchandise inventory, depreciation, severance pay, provisions, and income-expense accounts. Additionally, period-end transactions and the preparation of financial statements are emphasized.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
IKT14806	Microeconomics	C	3	0	3	5
Course Objective	The aim of this course is to present economic theory at an intermediate level and to help students understand microeconomic topics through the analysis of real-life economic problems.					
Course Content	Economic models; classification of markets; the concept of industry; demand theory including cardinal and ordinal approaches; revealed preference hypothesis; utility function; demand and supply elasticities					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL10002	Basic Information Technologies	C	2	2	3	4
Course Objective	The aim of this course is to provide students with fundamental knowledge about computer systems, the Internet, and commonly used services, as well as to develop basic-level skills in using operating systems (Windows 7) and office applications (MS Word, Excel, PowerPoint, and Access).					
Course Content	Basic computer concepts; Internet and its services; usage of Windows 7; MS Word, MS Excel, MS PowerPoint, and MS Access.					



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SECOND YEAR/3rd SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL24001	Law of Obligations	C	3	0	3	4
Course Objective	This course aims to introduce students to the fundamental concepts of Turkish Law of Obligations, the nature of debt relationships, and the sources of obligations, including legal transactions, torts, and unjust enrichment.					
Course Content	General concepts of the Law of Obligations; formation of obligations; sources of obligations; special cases in debt relationships; and the termination of obligations.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL26007	Management and Organization	C	3	0	3	5
Course Objective	The aim of this course is to provide students with an understanding of the basic functions of management, the historical development of management thought, and key business management concepts such as communication, leadership, decision-making, and motivation—laying a foundation for those who wish to pursue a career in this field.					
Course Content	This course serves as an introduction to business management. It covers the historical development of management and examines in detail all management functions within an organization. Topics such as effective decision-making, leadership, communication, and motivation are also discussed to ensure the efficient execution of these functions.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL25001	Principles of Marketing	C	3	0	3	4
Course Objective	To provide students with an understanding of the core principles of marketing and managerial practices in the marketing field.					
Course Content	Marketing: Creating and Capturing Customer Value – Company and Marketing Strategy: Partnering to Build Customer Relationships – Analyzing the Marketing Environment – Managing Marketing Information to Gain Customer Insights – Consumer and Business Markets.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL26009	Communication and Public Relations	C	3	0	3	4
Course Objective	The aim of this course is to provide an academic perspective on the impact and significance of the communication discipline at individual, institutional, and structural levels.					
Course Content	This course covers topics such as intrapersonal communication, interpersonal communication, group communication, corporate communication, mass communication, and political communication.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL22005	Financial Management I	C	3	0	3	5
Course Objective	The objective of this course is to equip students with an understanding of the financial decision-making processes within firms and to provide knowledge of fundamental principles of financial management. The course emphasizes financial analysis, efficient resource allocation, and value creation.					
Course Content	The course covers basic concepts of financial management, including short-term financial decisions such as cash, receivables, and inventory management, as well as long-term decisions like fixed asset financing. It also introduces essential techniques for evaluating a firm's financial performance.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL22001	Year End Transactions Accounting	C	3	0	3	4
Course Objective	The objective of the course is to enable students to integrate accounting records maintained during the period with the inventory and valuation processes performed at the end of the period, to prepare accounting entries, and to reflect these in the financial statements. Additionally, students will be able to calculate the profit/loss and tax resulting from these transactions.					
Course Content	The course includes fundamental concepts related to inventory procedures, both accounting and non-accounting inventory operations, balance sheet and income statement accounts, preparation of financial statements, and the calculation of profit/loss and tax.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
IKT24801	Macroeconomics	C	3	0	3	4
Course Objective	The aim of this course is to provide students with a solid foundation in understanding macroeconomic theories and policies. It focuses on analyzing key macro-level issues such as economic growth, inflation, unemployment, and monetary policy that affect business operations.					
Course Content	The course covers fundamental concepts and models of macroeconomics, addressing economic fluctuations and the impact of monetary and fiscal policies on businesses. Additionally, global economic developments and international economic relations are discussed.					



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SECOND YEAR/4th SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL24002	Commercial Law	C	3	0	3	4
Course Objective	The aim of this course is to provide undergraduate students with a foundational understanding of commercial matters within the framework of the Turkish Commercial Code and relevant legislation. It also aims to develop students' ability to interpret and analyze legal practices in the field of commercial law.					
Course Content	In accordance with the structure of the Turkish Commercial Code, the course focuses on topics related to commercial enterprises, companies, and negotiable instruments.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL26006	Organizational Behavior	C	3	0	3	4
Course Objective	The objective of the organizational behavior discipline is to guide institutions—based on their employees—so they can adapt to today's rapidly changing and globalized business environment. This course aims to teach students the fundamental concepts of systemic and behavioral dynamics at the individual, group, and organizational levels from both theoretical and practical perspectives.					
Course Content	Organizational behavior examines, through a systematic approach, how individual (micro), group-related (meso), and organizational (macro) factors influence the attitudes and behaviors of individuals within and around institutions. It contributes to management science and managerial practice by providing feedback on system functioning and employee behavior, supporting management functions that enhance job performance and strengthen organizational commitment.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL25004	Marketing Management	C	3	0	3	4
Course Objective	The course aims to provide decision-makers with the knowledge necessary to identify and solve problems related to international marketing.					
Course Content	Fundamental concepts in international marketing, understanding export and import processes, Pricing strategies in international marketing					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL23002	Statistics	C	3	0	3	5
Course Objective	This course aims to teach students how to collect quantitative data related to social phenomena, analyze these data, and derive policy-relevant conclusions.					
Course Content	The course covers data analysis methods, theories and techniques for examining numerical data, economic indices, probability distributions, and calculations of probabilities. It also informs students about the applications of these methods in economics, business, and management activities.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL26008	Entrepreneurship	C	3	0	3	4
Course Objective	The objective of this course is to inform students about theoretical aspects of entrepreneurship while also providing practical knowledge through case studies related to the field. Thus, it aims to ensure that students gain awareness of developments in entrepreneurship.					
Course Content	The course covers concepts related to entrepreneurship; the importance and evolution of entrepreneurship; characteristics of entrepreneurs; motivation in entrepreneurship; creativity and innovation in entrepreneurship; business ideas in entrepreneurship; management, marketing, finance, and production plans within a business plan; and case studies in entrepreneurship.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL22006	Financial Management II	C	3	0	3	5
Course Objective	The aim of this course is to teach students advanced fundamental concepts and techniques in financial management, thereby equipping them with competence in financial decision-making processes. It also seeks to develop their understanding of critical topics such as capital markets, investment, and financing decisions.					
Course Content	The course covers capital budgeting, risk and return analysis, introduction to financial markets, long-term financing sources, and capital structure. Additionally, it focuses on financial performance measurement and valuation methods.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL25006	Production Management	C	3	0	3	4
Course Objective	The objective of this course is to enable students to understand the concepts and processes related to the production function within businesses.					
Course Content	The course covers fundamental concepts of production, production processes, production systems, facility location selection, workplace layout, process analysis, and supply chain processes.					



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THIRD YEAR/5th SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36001	Human Resources Management	C	3	0	3	6
Course Objective	To equip students with theoretical and practical skills and experience related to the quality, selection, placement, induction, and career planning of human resources required by organizations at the global, national, and local levels.					
Course Content	To learn the theoretical foundations of Human Resources science.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL32003	Cost Accounting	C	3	0	3	6
Course Objective	Financial accounting based on International Financial Reporting Standards (IFRS) used in banks concerns how a business using IFRS balances its income and expenses. In accordance with the principles of IFRS-based financial accounting, it concerns the current financial position of the business and how it has arrived at this position from the past. The business has assumed the necessary responsibility to share its financial status and related data with managers and relevant persons. Business owners must use the accurate figures prepared by IFRS-based financial accounting in order to implement future economic plans in their businesses and maintain existing efficiency.					
Course Content	Providing cost accounting concepts and techniques and using this information in the economic decision-making process					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36509	Total Quality Management	E	3	0	3	5
Course Objective	This course aims to introduce the concepts of Total Quality Management and Quality Management Systems, Total Quality Management techniques, and Statistical Process Control tools; and to establish the necessary foundation for interpreting control charts.					
Course Content	The concepts of competition and quality, Total Quality Management principles and applications, Total Quality Management tools and techniques, statistics, probability, control charts, and reliability are among the topics covered in this course.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36515	SME and Family Business Management	E	3	0	3	5
Course Objective	To equip students with the knowledge to make informed decisions on strategy, finance, corporate governance, and succession (generational transition) by helping them understand the economic role and unique structure of SMEs and family businesses; Using the Family-Business-Ownership (FBO) model, it aims to enable them to design steps for institutionalization and professionalization, manage working capital and cash flow, evaluate digitalization and sustainability opportunities with concrete tools, and gain practical problem-solving skills through case/project studies.					
Course Content	Providing basic information about entrepreneurship, the historical development of entrepreneurship, the management and problems of SMEs, the institutionalization process of newly established businesses, sustainable growth methods in SMEs, and basic information about the application of contemporary management approaches in SMEs.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36523	Leadership and Motivation	E	3	0	3	5
Course Objective	The aim is to define the basic concepts related to leadership and motivation and to examine the main theories related to both leadership and motivation.					
Course Content	The course covers the definition and importance of leadership, leadership theories (trait approach to leadership, behavioral approach, situational approach, modern approaches), leadership in public administration, variables related to leadership, the definition, importance, and objectives of motivation, motivational tools, motivation theories (content and process theories, other theories and approaches), motivation in public institutions, and variables related to motivation.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35513	Customer Relationship Management	E	3	0	3	5
Course Objective	To help students understand the meaning, content, characteristics, and importance of Customer Relationship Management (CRM) from the perspectives of employees, customers, and managers.					
Course Content	The role of consumer behavior in marketing, factors influencing consumer behavior, cultural and social factors, the purchasing decision process, consumer behavior models, types of purchasing behavior, consumer behavior research, and consumerism.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35523	Production Planning and Controlling	E	3	0	3	5
Course Objective	To instill in students the fundamental principles and concepts of Production Planning and Control.					
Course Content	Introduction to production systems. Demand forecasting methods. Total production planning. Inventory management. Material requirements planning. Job scheduling and assignment.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35515	Consumer Behaviour	E	3	0	3	5
Course Objective	The fundamentals of consumer behavior aim to convey concepts, principles, and teachings related to perception, learning, motivation, attitude formation and change, and the realization of behavior, in order to understand what defines and shapes consumer behavior and thereby guide it.					
Course Content	Consumer behavior, concepts, approaches, theories, recommendations, perception, learning, motivation, attitude and behavior, satisfaction-loyalty, customer relationship management systems, and their place in marketing information systems.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35521	Supply Chain Management	E	3	0	3	5
Course Objective	This course aims to equip students with the ability to understand and apply effective supply chain management strategies.					
Course Content	Supply Chain Technologies, Information Flows, Demand and Order Management, Customer Service, Transportation, Distribution, Operational Functions					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35519	Service Marketing	E	3	0	3	5
Course Objective	It involves explaining the basic concepts of service marketing to students. It covers the elements of the service marketing mix and explains what service businesses need to do regarding customer complaints and customer retention.					
Course Content	The content of this course includes the definition of the concept of service marketing, an examination of the environmental conditions that affect service marketing activities, an explanation of the elements of the service marketing mix, which are the elements of the service marketing process, and a discussion of customer complaints and customer retention methods in service businesses.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL32515	International Finance	E	3	0	3	5
Course Objective	This course aims to teach the markets and organizations in which multinational companies operate within a financial framework, both theoretically and practically. It also covers the fundamental financial and economic theories necessary for international finance. The objective is to show students how to make important decisions in international financial markets. The course content also includes the following topics: international monetary systems, foreign exchange rate calculations, international parities, measuring and managing the profits and losses generated by foreign exchange, and foreign currency investments.					
Course Content	Global financial markets: International finance and other financial areas, International money markets, Foreign currency theories and markets, Foreign currency exchange rate calculations, Arbitrage methods, International parities and calculations, Calculating profits and losses arising from exchange rate changes, Swaps, Hedge techniques, Financial crises.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL34509	Foreign Trade Transactions and Management	E	3	0	3	5
Course Objective	The organization of international trade departments in businesses, fundamental international trade rules, Turkish Foreign Exchange and Customs Legislation, delivery and payment methods, preparation and analysis of relevant documents (contracts, proforma and commercial invoices, letters of credit, circulation certificates, certificates of origin, bills of lading, packing lists, and insurance policies), free zones, export and investment incentives, Eximbank loans, case studies, and the practical implementation of all these.					
Course Content	Foreign trade, documents used in foreign trade, payment methods in foreign trade, delivery methods in foreign trade, foreign trade exchange regulations, foreign trade customs regulations, foreign trade export procedures, foreign trade import procedures, value added tax (VAT) in foreign trade transactions, foreign trade financing techniques, foreign trade state aid, other regimes in foreign trade transactions, the European Union, and other economic unions.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL30505	Business English I	E	3	0	3	5
Course Objective	The aim is to provide students with English correspondence focused on institutions, organizations, and companies, and to convey these correspondence templates to the students.					
Course Content	This course covers the topics of providing students with English correspondence focused on institutions, organizations, and companies, and conveying these correspondence templates to the students.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
*OSD	Common Elective Course	E	3	0	3	5
Course Objective	To ensure that students gain an interdisciplinary perspective.					
Course Content	It varies depending on the course taken.					



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THIRD YEAR/6th SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL33002	Research Methods	E	3	0	3	5
Course Objective	Ensuring that students have the necessary knowledge to plan scientific research, conduct literature reviews, collect data, analyze it, and report their findings.					
Course Content	Basic information on qualitative and quantitative research and fundamental statistical analysis.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL32004	Financial Statements Analysis	E	3	0	3	5
Course Objective	Understanding financial statements to perform financial analysis.					
Course Content	Types of financial statements, analysis techniques, and analysis and interpretation of financial statements.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36514	Management Information Systems	E	3	0	3	5
Course Objective	The objective of the Management Information Systems course is to teach students how information systems that support decision-making processes in businesses are designed and managed.					
Course Content	The course covers topics such as the basic concepts of information systems, system development processes, database management, and the strategic use of information technologies.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36512	Organizational Development and Change Management	E	3	0	3	5
Course Objective	The course aims to provide an understanding of organizational structure, processes, and culture within the context of theoretical foundations and organizational theories, to illustrate how effective organizational development and change management techniques are applied through examples, and to develop the necessary knowledge and skills.					
Course Content	The course content consists of the theoretical basis of organizational development and change management, its purpose, scope, elements, relationship with organizational theories, intervention techniques, and examples from business life.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36510	Corporate Governance	E	3	0	3	5
Course Objective	This course is an advanced and comprehensive finance course covering all topics related to corporate management and financial decisions. More specifically, this course will cover financial theory related to the emergence of modern companies with complex ownership structures and related applications.					
Course Content	This course covers the fundamental concepts and theoretical framework of corporate governance: modern companies, the development of corporate structure and firm theory, different ownership structures, the costs and benefits that widespread and centralized ownership systems provide to investors, management control systems, and external corporate governance mechanisms.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35526	Process Management	E	3	0	3	5
Course Objective	To convey effective techniques and current developments in process management and improvement to students.					
Course Content	Process improvement, competency analysis, process competency indices, fuzzy logic and fuzzy process competency analysis, value stream mapping					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35514	Brand Management	E	3	0	3	5
Course Objective	To introduce the basic concepts related to Branding and Marketing, develop a management perspective, provide analytical solution approaches to various brand problems, enhance the ability to generate conclusions and recommendations for solving problems managers may encounter, and provide information on textile marketing.					
Course Content	Information on brand definition, the concept of brand management, the concept of marketing, market analysis methods and types, the marketing unit and its responsibilities, and the concept of brand architecture.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL35528	Cooperative Management	E	3	0	3	5
Course Objective	The aim of the Cooperative Management course is to develop students' awareness of cooperatives and to teach them about the economic, social, and cultural dimensions of cooperatives. Its main objective is to provide the necessary knowledge and skills for the agricultural sector by explaining the structure of economic organizations.					
Course Content	Definition of organization, formal and informal organizations, definition of cooperatives, their basic characteristics, history, and principles of cooperatives, classification of agricultural cooperatives					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL36504	Business World and Philosophy	E	3	0	3	5
Course Objective	The aim of the course is to instill decision-making approaches in the business world, the philosophical foundations of values and knowledge, and the applicability of power, manipulation, and impression management.					
Course Content	Decision-Making Approaches in Business, Axiology and Its Reflections on Business Life, Epistemology and Knowledge in Business, Power, Organizational Policy, Conformism, Impression Management					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL34506	Labor and Social Security Law	E	3	0	3	5
Course Objective	To reinforce labor law by considering case studies encountered in individual and collective areas of application and to develop students' analytical skills.					
Course Content	To reinforce knowledge of individual and collective labor law, solve practical examples that enable application, and develop analytical thinking.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL30506	Business English II	E	3	0	3	5
Course Objective	The aim of this course is to teach professional English and terminology in the field of Optometry and Optics, which is necessary for students to develop their academic language skills for English academic studies.					
Course Content	This course is not a language teaching or grammar course but aims to develop the vocabulary of students who have knowledge of English grammar by reading texts related to the field.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL 32526	Human Rights	E	3	0	3	5
Course Objective	Human rights have been introduced from the perspectives of law and politics, and attempts have been made to define the concepts of rights, freedoms, and human rights. It also aims to inform students about human rights and to enhance their ability to make contextual assessments of different approaches.					
Course Content	It includes assessments of human rights and related international documents; the concepts of human rights and fundamental rights; the characteristics of fundamental individual rights and their differences from other rights; the relationship of fundamental individual rights to human nature and the consequences arising from this relationship; and the historical and intellectual origins and development of human rights.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL32527	Academic Turkish	E	3	0	3	5
Course Objective	The aim of this course is to enable students to achieve an effective and flawless level of written expression at an academic level and to ensure the appropriate use of terminology that must be known and used in the field.					
Course Content	Examination of the phonetic, morphological, semantic, and syntactic features of the Turkish language.					



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COURSE DESCRIPTIONS

FOURTH YEAR/7th SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45003	Sales Management	C	3	0	3	5
Course Objective	The purpose of the Sales Management course is to determine the building blocks required in an effective sales process and to create an effective sales team, which is an important part of marketing within the company. At the end of the course, it is aimed to understand how marketing and sales reach the targets and how the target sales figures are exceeded.					
Course Content	Sales process, relationship between sales and marketing, sales team structures, customer management (CRM), use of technology in sales					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46001	Strategic Management	C	3	0	3	5
Course Objective	The Strategic Management course is designed for upper-level undergraduate students majoring in aviation management. The Course provides the integration of functional areas of business administration into a realistic applicable approach to business situations. The course addresses the strategic management process this begins from strategy formulation at the corporate level, business level and functional level. The second stage will cover strategy implementation and control which includes organizational design, the management control system and resource management.					
Course Content	The Strategic Management course is designed for upper-level undergraduate students majoring in aviation management. The Course provides the integration of functional areas of business administration into a realistic applicable approach to business situations. The course addresses the strategic management process this begins from strategy formulation at the corporate level, business level and functional level. The second stage will cover strategy implementation and control which includes organizational design, the management control system and resource management.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISLSTAJ	Internship	C	0	2	1	8
Course Objective	To enable students to apply the knowledge and skills they have learned theoretically in a real work environment, providing them with the opportunity to gain professional experience and understand the dynamics of working life. During their internship, students work in institutions relevant to their field, gaining an awareness of professional responsibility and developing their teamwork, communication and problem-solving skills.					
Course Content	Working for a specific period at an institution or organisation related to the student's field of study, Observing the institution's operations, organisational structure, and production/service processes, Examining and implementing field-related practices on-site, Analysing the relationship between theoretical knowledge and practical applications, Developing behaviour consistent with professional ethical standards, Reporting on the experience and observations gained at the end of the internship.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46513	Corporate Culture	E	3	0	3	5
Course Objective	Organizational culture course mainly focuses on the features, items, the basic functions and results of organizational culture. In general, in order to emphasize the importance of the culture case, is examined in detail the relationship between organizational culture and national culture. However, the relationship between organizational culture and leadership, motivation, organizational image, examining performance and organizational effectiveness-is intended to describe.					
Course Content	1) Definition of Culture, 2) Elements of Culture, Cultural Dimensions, 3) Types of Organizational Culture					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46519	Business Ethics and Social Responsibility	E	3	0	3	5
Course Objective	The aim of the course is to give theoretical and practical knowledge and to provide academic competence related to social responsibilities of enterprises, work ethic, ethical issues for business functions.					
Course Content	Social responsibility approaches, morality and ethics, foundations of business ethics, leadership and ethical responsibility in business, organizational ethics and social responsibility, ethics management and institutionalization in enterprises, management of differences.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45519	International Marketing	E	3	0	3	5
Course Objective	Providing information to decision makers about international marketing problems and solutions of these problems.					
Course Content	1) Basic concepts in international marketing, 2) Understanding export operations and import operations, 3) Pricing strategies in international marketing, 4) International marketing research, 5) International market segmentation and positioning, 6) Pricing strategies in international marketing, 7) Distribution in international marketing, 8) Advertising in international marketing, 9) Personal sales in international marketing, 10) Import operations and management, 11) Export operations and management					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45525	Innovation and Technology Management	E	3	0	3	5
Course Objective	To learn the planning, management, supervision and coordination of the development and implementation of technological capabilities that will enable companies to shape and realize their strategic and operational goals. Awareness will be created by explaining innovation strategies in the world and in Turkey, and to gain innovative thinking ability.					
Course Content	The concept of innovation and innovation types, concepts related to innovation, technology management activities and tools.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL42513	Capital Market and Intermediary Institutions	E	3	0	3	5
Course Objective	To learn capital market instruments and intermediary institutions.					
Course Content	Capital market instruments are explained and institutions and organizations that operate in the capital market are explained.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL42517	Computerized Accounting	E	3	0	3	5
Course Objective	To practice the knowledge of theoretical knowledge on computer, to be able to use packaged softwares related with accountancy					
Course Content	The commercial package programs, stock transactions through the current account, invoices and dispatch procedures, accounting records, arranging temporary and final trial balance, balance sheet and income talosu issues related regulations. In addition, according to the conditions and new developments, procedures or programs required information and documentation updates show.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
CEK44501	Social Policy	E	3	0	3	5
Course Objective	To gain perspectives on policies and approaches to combat inequalities resulting from free economic activities.					
Course Content	Policies and measures aimed at eliminating social problems after the Industrial Revolution.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ULS41801	European Union and Turkey	E	3	0	3	5
Course Objective	Basic concepts and theories related to EU enlargement and describe actors and institutions that affect the enlargement process, Turkey-EU relations can be compared with the other candidate countries for EU relations					
Course Content	To evaluate the historical development of Turkey-EU relations in a comparative framework of political, economic and legal aspects					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46517	Current Business Issues	E	3	0	3	5
Course Objective	Socio-cultural, technological, organizational, managerial structural problems of businesses, internal and external environmental problems of enterprises.					
Course Content	Problems of organization and management, problems of supply, problems of managers and staff, production management problem, marketing management problem, export problem, financial management problem, accounting management problem, qualified personnel problem, human resources problem, public relations problem, focusing on business problems at managerial, sectoral and regional level, discussing and seeking solutions in the context of problems of management such as decision making problem, administrative and technical consultancy, lack of guidance services, quality-standard problem, technology problem.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL43505	Operational Research	E	3	0	3	5
Course Objective	To enable students to acquire the skills to analyse, model and determine the most appropriate solution to complex decision-making problems using scientific methods. This course aims to develop a systematic approach to planning, resource allocation, production, inventory and transportation problems encountered in fields such as business, engineering and economics.					
Course Content	Understanding the fundamental concepts and methods of operations research, Being able to convert real-life decision-making problems into mathematical models, Applying techniques such as linear programming, network models, transportation, assignment, and inventory control, Being able to make the most appropriate decision among alternative solutions using quantitative analysis and optimisation techniques, Effectively use operations research software (e.g., LINDO, Excel Solver, etc.), Develop analytical thinking, problem-solving, and systematic decision-making skills.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL43503	Statistics Packaged Softwares	E	3	0	3	5
Course Objective	The aim is to enable students to perform statistical analyses with computer support. Within the scope of the course, it is intended that students will be able to effectively use statistical package programmes (e.g. SPSS, R, Excel, Minitab, etc.) used in the processes of data collection, organisation, analysis and interpretation.					
Course Content	Overview of statistical software packages, Data entry, organisation and variable definition, Calculation of descriptive statistics (mean, median, variance, etc.), Graphical data representations (histogram, box plot, scatter plot, etc.), Correlation and regression analyses, Hypothesis tests (t-test, ANOVA, Chi-square test, etc.), Confidence intervals and sampling distributions, Factor analysis, cluster analysis and other multivariate techniques					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46515	International Business Management	E	3	0	3	5
Course Objective	To ensure that students gain knowledge, skills and perspectives related to the management of businesses operating on a global scale.					
Course Content	Regional and Global Strategy, Multinational Corporations, Tripartite Community and International Trade, International Politics, International Culture, International Trade, Multinational Strategy, Organisational Strategy, Production Strategy, Marketing Strategy, Human Resources Management Strategy					



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FOURTH YEAR/8th SEMESTER

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL42002	Investment Project Analysis	C	3	0	3	5
Course Objective	To improve students' ability of application on scientific analysis and numerical methods related to investment project valuation.					
Course Content	1) Basic Concepts and Classification of Investment Projects, 2) Feasibility Study Preparation: Economical Study, 3) Feasibility Study Preparation: Technical and Financial Study, 4) Time Value of Money, 5) Basic Inputs Related to Investment Projects Valuation					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45004	Marketing Research	C	3	0	3	5
Course Objective	The aim of this course is to provide students with the ability to learn and apply the fundamentals and techniques of marketing research.					
Course Content	Stages of marketing research, marketing information system, statistical analysis methods					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46520	Relevant Issues in Organizational Behavior	E	3	0	3	5
Course Objective	To provide information about changing and developing new trends in the field of organizational behavior, theories and theorists to help students for getting knowledge about changing the literature of organizational behavior.					
Course Content	Delegation of the authority and psychological empowerment, Emotional Intelligence, Employees Work/Life Conflicts, Nepotism					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46514	Case Study in Management	E	3	0	3	5
Course Objective	By analyzing cases that took place in the work life, it is aimed to comprehend the knowledges in management field.					
Course Content	Cases that took place in the work life are examined and analyzed as case studies.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46510	Current Approaches in Management	E	3	0	3	5
Course Objective	Being able to know the contemporary approaches in management science.					
Course Content	Learning the basic concepts and contemporary approaches in management science.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL46522	Personal Development in Business Life	E	3	0	3	5
Course Objective	The purpose of this course is to introduce contemporary career planning methods in accordance with real life problems in the rapidly changing economic, social, cultural, ethical and legal conditions of the business world and to give the students the ability to adapt them to their own lives.					
Course Content	This course aims to develop the skills and abilities necessary to achieve success in business life. Within the scope of this course, students gain knowledge and experience in time management, communication skills, stress management, leadership, problem solving and decision making. In addition, topics such as increasing motivation and self-confidence, goal setting and planning are also addressed, contributing to the personal and professional development of students. This course helps individuals to acquire the basic skills necessary to achieve their career goals and to be successful in business life.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45516	New Trends in Marketing	E	3	0	3	5
Course Objective	To have knowledge about current applications in marketing.					
Course Content	Marketing concept and analysis of current developments and applications in marketing.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45524	International Logistics	E	3	0	3	5
Course Objective	Being active in the scope of international logistics, international transportation rules, dangerous goods transportation, delivery methods.					
Course Content	International transportation types and rules, dangerous goods transportation, delivery methods, international agreements.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45522	Marketing Communications	E	3	0	3	5
Course Objective	It is aimed to establish a positive communication environment between businesspeople and customers and to develop strategies and applications as a whole for marketing communication tools so that the process of managing this communication can be analyzed.					
Course Content	Marketing-oriented use of communication tools involves research, planning, implementation, evaluation and strategy development processes as well as elements of marketing communication.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL42514	Managerial Accounting	E	3	0	3	5
Course Objective	To determine the cost and performance information necessary for long-term success in various competitive environments; To develop a framework for utilizing information generated by managerial information systems for tactical and strategic decisions; To analyse the current practices in cost management; To evaluate the methods for decentralizing and controlling organizations.					
Course Content	Teaching the definition and importance of management accounting. Teaching valid cost types in aspect of cost concept and management. Teaching costing systems and budgeting. Teaching production volume with costs and the relationships between profit/deficit. Teaching profit function and application areas.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL44504	Company Law	E	3	0	3	5
Course Objective	To introduce the basic principles of Turkish partnerships law and to reveal its differences and similarities with other legal systems.					
Course Content	Corporation, collective company, commandite company, joint-stock company, limited company					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
IKT42802	Economics of Turkey	E	3	0	3	5
Course Objective	The aim of this course to give information about the past and current situation of Turkish economy and, to acquire skills in the understanding and interpreting the economic events which took place during the first years in the republic and skills in the producing the solution for the problems.					
Course Content	1) Turkish economy in the period 1923- 1938, 2) Turkish economy in the period 1939-1950: Turkish and world economic situation during and after World War II. 3) The liberal development model in the period 1950-1960; applications and results. 4) The period 1960-1978; developments in the economy during the first three plans of development; gains and remaining problems to the future. Application of the import-substitution industrialization model and its results.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL45526	Digital Marketing	E	3	0	3	5
Course Objective	It is to learn the new business understanding and applications within the e-market structure. To be able to comprehend the commercial applications made in the virtual environment; To be able to recognize electronic commerce applications in the world and in Turkey.					
Course Content	In this course, basic concepts in digital marketing, parties in digital marketing transactions, technological requirements of digital marketing, web-based business forms and applications, and electronic business models will be discussed.					

CODE	COURSE TITLE	C/E	T	P	C	ECTS
ISL43508	Multivariate Statistical Analysis	E	3	0	3	5
Course Objective	To teach multivariate statistics concepts, how to use these statistical methods in data analysis and how to interpret. To train students so that they are able to conduct multivariate statistical analysis of various real data sets.					
Course Content	Principle Components, Factor analysis, Canonical Correlation Analysis, Discriminat Analysis, Multivariate Variance Analysis, Reduction of dimensionality, Parametric estimation, Multivariate classification and clustering, Logistic Regression Analysis, Cluster Analysis, Multidimensional Scaling, Multivariate covariance analysis.					

Department Board Decision

*Determined by Department Board Decision No. 30/64 dated November 6, 2025.

Program Information

The requirements for graduation mandate that a student must earn at least 240 ECTS credits, achieve successful completion of the Mandatory Summer Internship, and include a minimum of two OSD-coded courses among their completed coursework.

Abbreviations

E: Elective Course

C: Compulsory Course

T: Theory

U: Practic

K: Credit

ECTS: European Credit Transfer System