



2025-2026 Academic Year
List of Courses Offered in Foreign Language
2025-2026 Akademik Yılı
Yabancı Dilde Açılacak Dersler Listesi

Institute of Social Sciences
Sosyal Bilimler Enstitüsü

	Department <i>Bölüm</i>	Course Code <i>Ders Kodu</i>	ECTS <i>AKTS</i>	Course Title <i>Dersin Adı</i>	Semester <i>Dönem</i>	Course Content <i>Dersin İçeriği</i>	Academic Staff <i>Dersi Veren Öğretim Elemanı</i>	Online Available <i>Çevrimiçi</i>
1	Business Administration <i>İşletme</i>	BUS5909	8	Research Methods in Social Sciences	Spring	This course provides an overview of the fundamental research designs, data collection techniques, and analytical approaches used in social sciences, with a focus on developing the skills necessary to design and evaluate empirical studies.	Assoc. Prof. Dr. Umut Kubat Dokumacı	No
2	Business Administration <i>İşletme</i>	BUS5012	8	Brand Management	Spring	This course examines the strategic principles and practices of building, managing, and sustaining strong brands, focusing on brand identity, positioning, equity creation, and long-term value management.	Assoc. Prof. Dr. Umut Kubat Dokumacı	No
3	Business Administration <i>İşletme</i>	BUS 5017	8	Marketing Communication	Spring	This course introduces the key concepts and tools of marketing communication. It covers integrated marketing communication (IMC), advertising, public relations, promotional strategies, digital and social media communication, brand messaging, target audience analysis, and basic media planning. Current trends and practical examples are also discussed.	Assoc. Prof. Dr. R. Meltem YETKİN ÖZBÜK	No
4	Business Administration <i>İşletme</i>	BUS 5004	8	Financial Management	Spring	The main purpose of the course is to ensure the issues about the finance function and the decisions that are taken by financial manager is known by the students. Function of Finance, Decisions of financing, short, medium and long term financing, the cost of capital, capital decisions, dividend policy, capital budgeting, evaluation of risky investment projects, cash management, accounts management.	Prof. Dr. Aslıhan ERSOY BOZCUK	No