

**KARABÜK ÜNİVERSİTESİ**  
**LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ**

<b>DEPARTMENT OF BUSINESS</b>					
<b>Content of Master's Degree in Business with Thesis</b>					
<b>COURSE CODE</b>	<b>COURSE NAME AND CONTENTS</b>	<b>T</b>	<b>A</b>	<b>C</b>	<b>ECTS</b>
<b>ISL702</b>	<b>Auditing Standards</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To explain the methods and techniques used in the process of transferring the financial statements and accounting records that are subject to auditing within the framework of financial statement audit to both the business authorities and the parties using the accounting data in a correct, honest and reliable manner.				
<b>ISL705</b>	<b>Arge Management in Organizations</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of the course is to present the importance of R & D for enterprises, which is one of the most important factors in the competition in our country and the world, and to provide information about the national and international studies in the field of R & D.				
<b>ISL706</b>	<b>Rating</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to examine both theoretical and regulatory issues related to credit and corporate governance rating.				
<b>ISL707</b>	<b>Digital Marketing</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to understand the trends that can shape the future of digital marketing. This course will provide an opportunity to develop knowledge of how digital media, such as the internet, e-mail, mobile and interactive TV, are used to effectively market a firm's goods and services and to investigate the reality and applications of e-business from a marketer perspective.				
<b>ISL711</b>	<b>Financial Risk Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to examine the financial risks faced by businesses and to apply the techniques used in managing these risks.				

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<b>ISL712</b>	<b>Strategic Information Systems</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	Evaluating factors acting upon businesses in the internal and external environment, developing analyzing abilities necessary to adapt the business to its environment, identifying strategies and policies to be followed in order to remain competitive in the markets.				
<b>ISL713</b>	<b>Corporate Finance</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To provide the students with the necessary theoretical knowledge in business finance and international finance as well as providing practical examples				
<b>ISL714</b>	<b>Money and Banking</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of the course is to introduce the operation of financial system and financial instruments, the financial crises, the causes of these crises, their effects on economies and the main reasons behind the crises.				
<b>ISL716</b>	<b>Statistical Decision Making</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To gain the ability to solve a decision-making problem encountered in real life using statistical methods and to interpret the decisions taken statistically.				
<b>ISL720</b>	<b>Financial Institutions Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to teach students financial institutions. Therefore, the course is to provide topics and examples that will help to understand financial institutions. In the management of financial institutions, the student is expected to know and comprehend financial institutions.				
<b>ISL721</b>	<b>International Economic Organization</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	Evaluating of economic globalisation. Examining of structures, principles and main characteristics of regional economic integrations. Analising of international financial organisations.				

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<b>ISL724</b>	<b>Consumption Psychology</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	In this course, it is aimed to know the consumers, who are one of the leading actors of production and consumption in the developing and globalizing world, to understand the functioning of the economy, to determine the factors affecting the consumer behavior and to express the purchasing decision process.				
<b>ISL725</b>	<b>The Effecting Factors Of Accounting</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	This course aims to deal with the factors affecting the accounting interdiscipline in the current context.				
<b>ISL739</b>	<b>Technology Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The object of this course is to explain what the innovation and innovation management is and their importance. How the product and process innovations will be managed successfully will be especially discussed in the course				
<b>ISL740</b>	<b>Dynamics Of Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	It is aimed to evaluate contemporary and current management theories, the application of studies related to theories, total quality, decision-making and information systems, and leadership skills and motivation concepts in management dynamics.				
<b>ISL742</b>	<b>Organizational Behaviour</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	Organizational Behavior course aims to provide students with knowledge and understanding of the core areas of organisational/occupational psychology.				
<b>ISL752</b>	<b>Leadership In Organizations</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The course intended to teach the importance of the concept of leadership and the phenomenon of leadership to the students of future s administrators and / or Future s managers and intended to train conscious individuals .				

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<b>ISL753</b>	<b>Strategic Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course the basic concepts of strategic management, strategic management and purpose of the definition, historical development and to provide background information on the strategic management process.				
<b>ISL756</b>	<b>International Marketing</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	Fundamentals of Global Marketing;.Local Marketing in Mature and Emerging Markets. Global Management; Globalizing Marketing, Products and Services, Pricing, Distribution, Advertising, Promotion, Direct Marketing and Personal Selling. Organizing for Global Marketing, The Future of Global Marketing. Applications; Foreign Trade Balance in Turkey From 1923 To 2002, Foreign Trade Applications				
<b>ISL757</b>	<b>Marketing Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The course focuses on various marketing strategies, including segmentation, targeting, positioning, and marketing mix (product, price, place and promotion) strategies and explores how those strategies contribute to the company's competitive advantage in the marketplace.				
<b>ISL759</b>	<b>Advanced Financial Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The purpose of this course is to provide students the opportunity to develop deep skills and understanding of the theory and practice that underlie corporate financial policy and related complex financial transactions. such net present value and capital budgeting,valuation of the firm, IPOs, Mergers and Acquisitions.				
<b>ISL760</b>	<b>Human Resources Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to analyse the aim, principle, basic functions and business applications of human resource management.				
<b>ISL761</b>	<b>Managerial Accounting</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	This course provides information on management accounting, cost and profit functions, theoretical approaches and accounting systems.				

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<b>ISL763</b>	<b>Project Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To give a detailed view of the historical development of entrepreneurship and the term entrepreneur and to improve students' knowledge of the art of the science of Entrepreneurship Concept and the entrepreneurship theories.				
<b>ISL764</b>	<b>Financial Analysis</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to give the information needed in order to analyze the use of accounting entities and reports. In addition, by analyzing financial statements, make students to gain necessary knowledge and skills to decide financial structure of enterprises.				
<b>ISL765</b>	<b>Strategic Marketing Planing</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To teach companies to develop and develop strategies related to marketing in the medium and long term and to implement and develop a strategic marketing plan that covers the implementation of these strategies.				
<b>ISL766</b>	<b>Enterpreneurship</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To give a detailed view of the historical development of entrepreneurship and the term entrepreneur and to improve students' knowledge of the art of the science of Entrepreneurship Concept and the entrepreneurship theories.				
<b>ISL767</b>	<b>International Finance</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The goal of the course is to provide students with a deep understanding of international financial management issues. The students will learn how to judge the riskiness of a currency from a firm's perspective, and how to measure and manage the company's exposure to exchange rate and international interest rate risks. They will discover how companies use banks, markets such as the Eurobond and currency futures and options markets, and techniques such as currency swaps.				
<b>ISL768</b>	<b>Financial Institutions</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>

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<b>Purpose and Content</b>	The main purpose of this course is to introduce the financial markets in our country and the financial institutions involved in these markets and to evaluate the international markets and institutions.				
<b>ISL769</b>	<b>Capital Markets and Portfolio Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	This course aims to introduce graduate students the basic concepts of investing, the tools and principles to be able to better understand trading in financial markets. It is also aimed that students will be equipped with the knowledge for portfolio selection, portfolio management and investment evaluation through theoretical methodologies. Through solving the problems it is aimed to develop and increase the skills of the student in the field of investment and portfolio construction.				
<b>ISL771</b>	<b>Marketing Communication</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The purpose of this course for students is to understand the importance of integrated marketing communication and the place of the brand in integrated marketing communications.				
<b>ISL778</b>	<b>Statistics For Managers</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	This course aims to help students to think with numerical data and to understand and interpret the numbers behind them. Thus, it is aimed to improve the ability of the student to select the appropriate data analysis method when necessary.				
<b>ISL781</b>	<b>Foreign Trade Affairs and Accounting</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of the course is to get students to know the basic components of foreign trade, to have knowledge of all phases of foreign trade management process and to gain the ability to coordinate the export-import management.				
<b>ISL784</b>	<b>Qualitative Research Methods</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The course aims to provide hands on practical experience of different qualitative methods including in-depth interviewing, focus groups and ethnography, as well as practice in analysing qualitative data.				

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<b>ISL786</b>	<b>Brand Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	It aims to understand what an important concept "brand" means and why it is so important today. It is also aimed that students know the components of the brand and understand and interpret how a brand is managed accordingly.				
<b>ISL788</b>	<b>Financial Techniques</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to teach the financing techniques widely used in the world and to inform students about the risks and costs covered by these techniques.				
<b>ISL791</b>	<b>Entrepreneurial Marketing</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	This course focuses on the key marketing concepts and methods relevant for entrepreneurs. It covers the marketing elements of new venture initiation (including a business plan), as well as marketing decisions for small and growing organizations.				
<b>LUEE701</b>	<b>Scientific Research Techniques and Scientific Ethics</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of this course is to provide the students with a knowledge of the methods in general social sciences and in specific business and entrepreneurship areas.				
<b>ISL797</b>	<b>MA Seminar</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>6</b>
<b>Purpose and Content</b>	The seminar course is a practical class designed for graduate students under the supervision of a faculty member. It involves conducting comprehensive research on a certain topic related to their thesis area, compiling this research into a report, and presenting the findings orally.				
<b>ISL7098D</b>	<b>Course Field of Specialization</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Purpose and Content</b>	The Specialization Area course is a theoretical course proposed by a faculty member to share their knowledge, experience, and expertise in their scientific field with graduate students under their supervision. This course aims to educate students on scientific ethics, instil a strong work discipline, teach research methods in the current literature, and provide guidance on conducting research, following, and evaluating the literature. The course also focuses on establishing and implementing the scientific foundations of the student's thesis/exhibition/project work.				

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<b>ISL7098T</b>	<b>Thesis Field of Specialization</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Purpose and Content</b>	The Specialization Area course is a theoretical course proposed by a faculty member to share their knowledge, experience, and expertise in their scientific field with graduate students under their supervision. This course aims to educate students on scientific ethics, instil a strong work discipline, teach research methods in the current literature, and provide guidance on conducting research, following, and evaluating the literature. The course also focuses on establishing and implementing the scientific foundations of the student's thesis/exhibition/project work.				
<b>ISL799</b>	<b>MA Thesis Research</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>26</b>
<b>Purpose and Content</b>	The Thesis Course is a practical class designed for graduate students under the supervision of a faculty member. It includes guidance on various aspects of their thesis work, such as literature review, methodology, fieldwork, and laboratory research. This course provides the necessary information and direction for the students to prepare their theses following the "Graduate Thesis Writing Guidelines and Templates," as well as guidance on defending and submitting their theses.				

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