

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

<b>DEPARTMENT OF ENTREPRENEURSHIP</b>					
<b>Content of Master's Degree in Entrepreneurship 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>GRS752</b>	<b>Cost 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 teach students to identify cost-volume relationships, determine the effects of these relationships on the profit function, and interpret parameter changes in the profit function. The course includes the concept of cost and its division, cost-volume relations and determination methods, cost-volume-profit analyzes and the application of these analyzes in management decisions.				
<b>GRS753</b>	<b>Entrepreneurship Theory and Approaches</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The aim of the course is for the students taking the course to have information about the historical adventure of the concept of entrepreneurship, current entrepreneurship definition and theories. This course includes the definition and importance of entrepreneurship and entrepreneur concepts, entrepreneurship theories and approaches, current entrepreneurship models and types of entrepreneurs.				
<b>GRS754</b>	<b>Turkish Economy</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 examine the development of the Turkish Economy chronologically from 1923 to the present. Introduction to the Turkish economy, chronological examination of the Turkish economy according to the economic policies implemented from 1923 to the present.				
<b>GRS756</b>	<b>Business Plan and Model Design</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	Among the aims are to ensure that students have knowledge about business model, business plan and strategy, to teach how to write a business plan and its elements, and to provide depth of application. Course content, business plan preparation, business model design, strategy and strategic management, components of the business plan.				
<b>GRS757</b>	<b>Brand Management and Strategy</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	It aims to understand what the important concept "brand" means and why it is so important today. At the same time, it is aimed for students to know the components of the brand and, accordingly, to understand and interpret how a brand is managed. It includes information based on theory and practice about the brand, such as brand and basic concepts related to the brand, brand positioning studies, brand identity elements, branding process.				

**Bu belge, güvenli elektronik imza ile imzalanmıştır.**

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<b>GRS761</b>	<b>Current Approaches To Marketing</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	This course aims to teach the developments and new approaches in marketing literature and to evaluate and analyze current practices. This course covers the development process of approaches in marketing and new marketing approaches that have emerged in recent years.				
<b>GRS762</b>	<b>Human Resources Management</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	This course aims to teach students the functions and functions of human resources departments in businesses and new approaches in the field of human resources management. Definition of human resources management, its functions and functions, employee recruitment, job application, interview techniques, employee training, career management and career planning, performance evaluation and performance evaluation techniques, compensation, employee motivation, human resources management practices that affect the employee's commitment to the business and productivity. constitutes its content.				
<b>GRS763</b>	<b>Venture Finance</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To provide students with information about determining the financing needs that arise during the entrepreneurship process and about financing sources and types of financial support. Financial analysis and planning, investment decision, capital budgeting, financial supports, financial resources, risk capital, angel investors constitute the content of the course.				
<b>GRS764</b>	<b>Intellectual Property Rights and Practices</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	To ensure that students have an idea about intellectual property rights and copyrights regarding trademarks, patents and designs. Intellectual and artistic works, inventions, patents, utility models, designs, brands, geographical indications, new plant varieties, integrated circuit topographies, etc. Includes rights over categories.				
<b>GRS765</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 the course is to investigate in depth the financing techniques widely used in the world and to discuss the applications of these techniques through examples. Factoring, forfaiting, leasing, venture capital and derivative markets constitute the content of the course.				
<b>GRS766</b>	<b>Investment Projects Analysis</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	It is aimed to provide students with knowledge about certain evaluation methods and the ability to apply these methods. Basic information and concepts about investment projects, the process of preparing the investment project, and the methods used in project evaluation for businesses constitute the content of the course.				

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<b>LUEE701</b>	<b>Scientific Research Techniques and Science Ethics</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>8</b>
<b>Purpose and Content</b>	The course aims to provide information on how to conduct academic research, the scientific stages through which this research is completed, the methods and techniques to be used during this process, and the ethical principles that need to be followed.				
<b>GRS797</b>	<b>Graduate 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>GRS7098D</b>	<b>Course Specialised Field</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Purpose and Content</b>	Course Specialised Field 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 and instil a strong work discipline.				
<b>GRS7098T</b>	<b>Thesis Specialised Field</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Purpose and Content</b>	Thesis Specialised Field is a theoretical course that the faculty member proposes to the graduate students he/she supervises in order to share the methods of conducting research in the current literature, following and evaluating the literature, and to establish and carry out the scientific foundations of the student's thesis / exhibition / project work.				

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