

KARABÜK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

DEPARTMENT OF BUSINESS					
Content of Doctorate in Business					
COURSE CODE	COURSE NAME AND CONTENTS	T	A	C	ECTS
ISL805	Current Issues In Management	3	0	3	8
Purpose and Content	The aim of this course is to equip the students with the necessary academic skills for the solutions of managerial problems.				
ISL809	Theories of Organization	3	0	3	8
Purpose and Content	At the end of this course, participants will be able to understand, analyze and appreciate: 1. Classical, neoclassical and modern theories of organization. 2. The research organization as a social system. 3. The importance of and process for goal setting and defining strategy in an organization. 4. The structure and design of an organization. 5. Communication in the organization.				
ISL811	Learning Organizations	3	0	3	8
Purpose and Content	To examine business practices that have the idea of ??being a learning organization by teaching methods of accessing data and information, sharing information effectively to accelerate the transition from individual learning to organizational learning, and developing the idea of ??making businesses one-by-one learning organization.				
ISL816	Strategic Human Resource Management	3	0	3	8
Purpose and Content	The aim of this course is to teach the students in detail how human resources have transformed over time with a scientific perspective, important points about strategic management, and associating these two scientific concepts with a wider perspective within the scope of the strategic dimension gained by understanding the importance of human resources.				
ISL818	Financial Modeling	3	0	3	8
Purpose and Content	The aim of the course is to examine financial decisions practically. It is aimed that students will have a better understanding of basic finance theories by studying financial models used in real life decision making.				

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ISL821	Marketing Policies	3	0	3	8
Purpose and Content	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.				
ISL829	International Accounting	3	0	3	8
Purpose and Content	Turkey Accounting and Financial Reporting Standards to introduce students to the basic principles and practices and standards are intended to illustrate the operation in the economic environment.				
ISL830	Organizational Psychology	3	0	3	8
Purpose and Content	This course aims to provide students with knowledge and understanding of the core areas of organizational/occupational psychology.				
ISL833	Strategic Brand Management	3	0	3	8
Purpose and Content	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.				
ISL834	Financial Performance and Decision Making Techniques	3	0	3	8
Purpose and Content	The objective of the course is to learn how to use financial statement information to evaluate the firm's past and present performance and to predict likely future outcomes.				
ISL835	Strategic Marketing Management	3	0	3	8
Purpose and Content	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.				
ISL836	Current Issues in Human Resource Management	3	0	3	8

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Purpose and Content	The aim of the course is to explain what kind of innovations has emerged in the field of Human Resources Management in parallel with the developments in technology and how these effects on Human Resources Management in enterprises.				
ISL837	Current Issues in Consumer Research	3	0	3	8
Purpose and Content	This course is specially designed for Karabuk university students enrolled in PhD Specialization in Consumer Behavior. As part of their degree, PhD Specialization students with Thesis are required to undertake a new study on a focused topic in consumer behavior.				
LUEE801	Scientific Research Techniques and Scientific Ethics	3	0	3	8
Purpose and Content	To be able to know how a process in a scientific research proceeds and how a scientific report must be prepared.				
ISL897	PhD Seminar	0	2	0	6
Purpose and Content	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.				
ISL8098D	Course Field of Specialization	4	0	0	4
Purpose and Content	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.				
ISL8098T	Thesis Field of Specialization	4	0	0	4
Purpose and Content	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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ISL899	PhD Thesis	0	1	0	26
Purpose and Content	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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