

**DEPARTMENT of BUSINESS ADMINISTRATION  
PRODUCTION MANAGEMENT AND MARKETING DICIPLINE  
MASTER'S DEGREE PROGRAM**

<b>SCIENTIFIC PREPRATION</b>							
<b>C. CODE</b>	<b>COURSE NAME</b>	<b>C/E</b>	<b>The.</b>	<b>Prc .</b>	<b>Tot.</b>	<b>Credits</b>	
	<b>Compulsory Courses</b>					<b>Nation.</b>	<b>ECTS</b>
ÜYP-521	Introduction to Business	C	3	0	3	3	5
ÜYP-523	General Accounting I	C	3	0	3	3	5
ÜYP-525	Management and Organization I	C	3	0	3	3	5
ÜYP-527	Financial Management I	C	3	0	3	3	5
ÜYP-529	Production Management	C	3	0	3	3	5
ÜYP-531	Marketing Principles	C	3	0	3	3	5
<b>Total</b>			<b>18</b>	<b>0</b>	<b>18</b>	<b>18</b>	<b>30</b>

<b>I. SEMESTER</b>							
<b>C. CODE</b>	<b>COURSE NAME</b>	<b>C/E</b>	<b>The.</b>	<b>Prc .</b>	<b>Tot.</b>	<b>Credits</b>	
	<b>Compulsory Courses</b>					<b>Nation.</b>	<b>ECTS</b>
ÜYP-501	Research Methods in Social Sciences	C	3	0	3	3	5
ÜYP-701	Specialized Field Course	C	8	0	8	0	9
ÜYP-801	Thesis Preparation	C	0	1	1	0	1
<b>Pool of Elective Courses</b> <b>Elective courses will be selected from the pool 4 courses</b>							
ÜYP-503	New Approaches in Marketing	E	3	0	3	3	5
ÜYP-505	Strategic Marketing Management	E	3	0	3	3	5
ÜYP-507	Consumer Researches	E	3	0	3	3	5
ÜYP-509	Marketing in Business Services	E	3	0	3	3	5
ÜYP-511	Logistics Management	E	3	0	3	3	5
ÜYP-513	Manufacturing and Process Management	E	3	0	3	3	5
ÜYP-515	Quality Management Systems	E	3	0	3	3	5
ÜYP-517	Innovation and Technology Management	E	3	0	3	3	5
ÜYP-519	Productivity and Performance Management	E	3	0	3	3	5
<b>Total</b>			<b>23</b>	<b>1</b>	<b>24</b>	<b>15</b>	<b>30</b>

II. SEMESTER							
C. CODE	COURSE NAME	C/E	The.	Prc .	Tot.	Credits	
	Required Courses					Nation.	ECTS
ÜYP-702	Specialized Field Course	C	8	0	8	0	9
ÜYP-802	Thesis Preparation	C	0	1	1	0	1
ÜYP-602	Seminar	C	0	2	2	0	5
	<b>Pool of Elective Courses</b> Elective courses will be selected from the pool 4 courses						
ÜYP-502	Marketing Researches	E	3	0	3	3	5
ÜYP-504	Customer Relations and Sales	E	3	0	3	3	5
ÜYP-506	Internet Environment and Marketing	E	3	0	3	3	5
ÜYP-508	Brand Management and Research	E	3	0	3	3	5
ÜYP-510	Marketing Issues and Analysis	E	3	0	3	3	5
ÜYP-512	Modern Production Systems	E	3	0	3	3	5
ÜYP-514	Process Management	E	3	0	3	3	5
ÜYP-516	Product Development and Design	E	3	0	3	3	5
ÜYP-518	Sectorial Analysis Applications	E	3	0	3	3	5
ÜYP-520	Employee Health Job Security Applications	E	3	0	3	3	5
<b>Total</b>			<b>20</b>	<b>3</b>	<b>23</b>	<b>12</b>	<b>30</b>

III. SEMESTER							
C. CODE	COURSE NAME	C/E	The.	Prc .	Tot.	Credits	
	Required Courses					Nation.	ECTS
ÜYP-803	Thesis	C	0	1	1	0	21
ÜYP-703	Specialized Field Course	C	8	0	8	0	9
<b>Total</b>			<b>8</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>30</b>

IV. SEMESTER							
C. CODE	COURSE NAME	C/E	The.	Prc .	Tot.	Credits	
	Required Courses					Nation.	ECTS
ÜYP-803	Thesis	C	0	1	1	0	21
ÜYP-703	Specialized Field Course	C	8	0	8	0	9
<b>Total</b>			<b>8</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>30</b>

V. SEMESTER							
C. CODE	COURSE NAME	C/E	The.	Prc .	Tot.	Credits	
	Required Courses					Nation.	ECTS
ÜYP-805	Thesis	C	0	1	1	0	21
ÜYP-705	Specialized Field Course	C	8	0	8	0	9
<b>Total</b>			<b>8</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>30</b>

VI. SEMESTER							
C. CODE	COURSE NAME	C/E	The.	Prc .	Tot.	Credits	
	Required Courses					Nation.	ECTS
ÜYP-806	Thesis	C	0	1	1	0	21
ÜYP-706	Specialized Field Course	C	8	0	8	0	9
<b>Total</b>			<b>8</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>30</b>