Business Administration Ph.D.

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Course Definitions

**BUS 600 Thesis  (Non-credit)**
Supervised independent research on a topic agreed between the student and the supervisor (a faculty member) and approved by the Administrative Committee of the Institute. It is evaluated by a jury of three or five faculty and other universities’ members. It covers the application of any one of the theories included in the doctoral program.

**BUS 690 Seminar  (Non-credit)**
Seminar presentation and group discussions on selected topics related to the Business Administration program.
Elective Courses

BUS 601 History of Management Thought  (3,0) 3

BUS 602 Theory of Financial Markets and Institutions  (3,0) 3
Models for portfolio decisions by investors and the pricing of securities in capital markets. Theory of choice under uncertainty, stochastic properties of security prices, portfolio theory, asset pricing models, term structure models and pricing of derivative securities.

BUS 603 Organizational Behaviour: Life and Experiences  (3,0) 3
Theories and research on how individuals and groups behave in organizations. Focus on topics like perception, emotions, motivation, stress, mentoring, gender, and cultural influences.

BUS 604 Strategy and Management in Marketing Science  (3,0) 3
Focus on understanding and evaluation of the philosophy and objectives behind strategy and management in marketing. Strategic and managerial insights in the areas of macromarketing, marketing mix management and strategy, distribution, promotion, services marketing, consumer behavior, and international marketing with evaluation and discussions to provide benefits of new conceptualizations and further theory construction in these areas.

BUS 605 Research Methods  (3,0) 3
An investigation of fundamentals of applied social science research focusing on research processes; theory construction and hypothesis development; basic choices in research design including focus group interviews, case studies, ethnography, survey research and experimentation; sampling design; measurement and instrument design; reliability and validity in measurement, and exploratory and confirmatory factor analysis.

BUS 607 Advanced Managerial Economics  (3,0) 3
The course is designed to increase the capacities of students in applying the concepts tools and models of managerial economics in the analysis of a firm and a sector. In the seminar students analyze a sector and a firm in the sector in groups of 3-4 students. The seminar has the secondary aim of giving experience to students in coordinated group work and in report writing.

BUS 608 Advanced Accounting  (3,0) 3
Scope of accounting; accounting as an information system; financial accounting concepts and standards; generation and processing of financial accounting data; periodic profit measurement; application of financial accounting methods to corporations; consolidated financial statements; accounting and economic concepts of income and value; accounting for changing prices (inflation accounting); financial statement analysis; an introduction into management accounting.

BUS 609 Investment Analysis and Portfolio Management  (3,0) 3
The course is designed to study the developments in modern portfolio theory including mean variance portfolio theory, single index and multi index models, constant correlation model and capital asset pricing model. The course also introduces the arbitrage pricing theory and option pricing theory. During the semester students are required to apply the theory on empirical tests.

BUS 610 Financial Strategy and Planning  (3,0) 3
The basic inputs to the planning system. Objective-setting, project planning and budgeting phases. Detailed analysis of operating budgets and financial budgets. Variance analyses and control phases of planning.

BUS 611 Organization Design  (3,0) 3
BUS 612 Advanced Consumer Behaviour  (3,0) 3
An analysis of concepts, principles, theories and models of consumer behavior with applications to particular managerial cases, discussion of and field research related to contemporary issues in consumer behavior.

BUS 613 Special Topics in Organization Studies  (3,0) 3
Micro and macro organizational topics; internal processes, environmental trends, inter-organizational relationships, or recent advances in organizational thinking.

BUS 614 Labor Unionism  (3,0) 3
A presentation of the history of labor movements in the developed and developing countries, with special reference to the development of Turkish labor unionism; an analysis of the structure and functions of the various units of labor organization. Special problems such as union membership, union freedoms and democracy, with some emphasis being given to legislation pertinent to labor unions in Turkey. Also, a review of trends in workers participation in management and developments in public employee unionism in various countries will be covered.

BUS 615 Management and Organizations  (3,0) 3
Management, organizations and organization theory; organizational goals and effectiveness; contextual influences on organizations: Technical and institutional environments, size and technology; organization structures and design; new forms of organization; organizational processes; decision-making, power, politics and conflict; organizational change; comparative forms of organization and management.

BUS 616 Cases in Labor Law  (3,0) 3
Intensive analysis of legal problems arising out of labor relations, both individual and collective, based on court rulings, arbitration awards, and other documentary materials.

BUS 617 Financial Reporting  (3,0) 3
Conceptual framework of accounting; informational needs of accounting information users; accounting standards, standard setters, and standard conflicts; internationalization of the standard setting process; International Accounting Standards and EU harmonization; accounting in selected countries; financial reporting; the disclosure of decision-useful information; users of financial reporting; accounting and valuation in the capital markets; earnings and valuation under certainty; earnings and valuation under uncertainty; capital market efficiency; the role of analysts in the capital market; accounting information and company valuation.

BUS 618 Cases in Business Ethics  (3,0) 3
Examinations of selected ethical issues in social systems or institutions within businesses operate, in an individual company taken as a whole and in a particular individual or individuals within a company and their behaviors and decisions.

BUS 620 Cases in Human Resource Management  (3,0) 3
The main objective of this course is to evaluate by examining the firm’s human resource strategies and practices in context of the economical, legal, technological and social developments. Course will involve interpreting and analysing by case study method the firm’s human resource startegies and practices.

BUS 622 Current Issues in International Finance  (3,0) 3
This course covers an analysis of how the economic slowdown which started with the sub-prime mortgage crisis in the US in 2007 and spread from the US to Europe has affected the policies of central monetary institutions like the FED and the ECB and thereby the functioning of international financial markets and international investment decisions. The course begins with an analysis of how the sub-prime mortgage crisis started in the US and how the contagion spread to financial markets worldwide. The policies and practices of the FED and the European Central Bank are examined with a view of determining their effects on financial markets and growth rates in the slowdown countries and in the rest of the world. Particular attention is paid on the effects of the crisis and the subsequent monetary policies on exchange rate risks and on the management of the Foreign Exchange exposure and the impact of the recent interest rate policies of the FED and the ECB on international financial flows and international investment decisions.

BUS 625 Organizational Culture and Leadership Capabilities  (3,0) 3
To increase the knowledge and capabilities of the students on the impacts of national and organizational cultural specifications and leadership capabilities in the organizations. At the end of the course it is expected that the students will donate themselves about; the cultural values, norms and assumptions, how to analyses cultural elements and specifications in the organizations, how to benefit from them to solve the possible problems and decision making processes in the organizations, the raise their capabilities about the leadership styles etc.
The course draws upon the ideas and theories of two ancient eminent authors on strategy: Sun Tzu and Chanakya as expressed in their two respective works The Art of War and Arthashastra. These ideas and theories are then used to explore and understand current real life international business practices. They are also used to deduce practical tools and policies that may be applied in business planning and in the execution of plans.

Thinking is said to play a very powerful role in our lives. The most significant variable in determining success or failure is the quality of thinking. If this is so, than to be equipped with the tools of the thinking is an indispensable trait. Being aware of this fact quite a number of universities worldwide begin installing new courses to teach their students basic critical thinking skills. It is now widely accepted that students can and should be taught thinking skills. There is a growing awareness that thinking skills instruction is necessary and appropriate. Credit courses in critical thinking skills are being developed at numerous colleges and universities and even state university systems have instituted thinking skill requirements as part of their general education programs. This trend triggered a quick response by academicians and there is quite a number books and other instructional materials are available. Sound Judgment attracts a growing interest especially in the business life. Decision making theory has gone a long way to shed light for the people in charge especially at the top level managers and CEOs. Evaluating the effects of feelings on our judgments when to employ gut feeling and when to ignore it has become the subject of many researchers. There is growing body of articles, thesis and conference presentations published. Until recently, the academic circles have passively evaded from the concept of wisdom for good reason; literature entitled wisdom generally covers foggy and mystical philosophical and religious teachings. But there are signs that serious scholarly interest is consistently increasing towards wisdom. Researchers enlightened the concept as an expert knowledge system permitting excellent judgment and as a deeper and more fundamental understanding of the world. They assert “wisdom as a central element of leadership”. Indeed considering the inevitable necessity of change and wicked nature of business problems of our times, wisdom might be a key component of strategic leadership.