



# **UNIVERSITY OF KYRENIA**

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Course Catalogue**

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This course catalogue is developed to give information about the Business Administration Programme in Faculty of Economics and Administrative Sciences, University of Kyrenia.

The catalogue includes key information with regards to the duration of the programme, mode of study, course description, credit and grading system etc. of the programme.

We hope you can find the necessary information to your questions about the Department of Business Administration and the course programme.

Sincerely

Program Coordinator

## **Business Administration (BA) Programme**

### **General Information about the Department of Business Administration**

The program prepares its students to careers in management by giving them a very wide ranging education. The curriculum has been designed to ensure that students are provided solid foundations in all of the functional areas of Business Administration, as well as, the basics of other economic and administrative sciences. Furthermore, elective courses allow students to deepen their knowledge in a number of areas that they choose. As a result, graduates of this program will be well equipped to tackle a wide range of issues they will encounter in their future as successful managers.

#### **Vision of the Programme**

We provide students with a comprehensive business education to make them fit to the fast-changing environment of global management tasks.

#### **Mission of the Programme**

The mission of our department is to provide high quality education and to create a positive impact on the changing world conditions. We strive to achieve our mission by:

- By employing effective and competent academic staff to achieve excellence in academic field,
- By offering them high quality courses to enable them to develop general knowledge, intercultural skills and competencies.
- By meeting all expectations of our stakeholders at national, regional and global levels.

#### **Official Length of Programme:**

4 years (excluding one year of English preparatory class if necessary), 2 semesters per year, 16 weeks per semester.

#### **Mode of study: Full time**

#### **Profile of the Programme and Method of Education**

Business Administration Department offers a 4-year Bachelor program designed to train business students to have a solid background in fundamental business concepts and applications.

Students are awarded with the degree of Bachelor of Science in Business Administration upon the successfully completion of 42 courses (yielding a total of 120 local credits equivalent to 240 ECTS) Detailed information on the curriculum and the study plan is given extensively in Appendix A.

#### **Qualification Awarded**

Bachelors of Science (B.Sc) (Bachelor's Degree/ first cycle in Bologna System)

## **Level of Qualification**

Qualifications Framework- European Higher Education Area (QF-EHEA): 1

## **Access Requirement(s)**

High School Diploma. Admission of Turkish nationals is by Placement through a nation-wide Student Selection Examination (ÖSS) administered by Assessment, Selection and Placement Centre (ÖSYM). Admissions of Turkish Cypriots is based on the University of Kyrenia Entrance and Placement exam. Admission of international students is based on their high school credentials. Proof of English Language proficiency is also required.

## **Qualification Requirements**

120 University of Kyrenia Credits (University of Kyrenia Credit is contact hour based) which is total 240 ECTS credits must be completed after being successful in the courses to become a graduate of the Business and Administration Department.

ECTS is a credit system designed to make it easier for students to move among different countries. Since they are based on the learning achievements and workload of a course, a student can transfer their ECTS credits from one university to another so they are added up to contribute to an individual's degree programme or training. ECTS helps to make learning more student-centred. It is a central tool in the Bologna Process, which aims to make national systems more compatible.

ECTS also helps with the planning, delivery and evaluation of study programmes, and makes them more transparent

## **Arrangements for Transfer from another Business Administration Department**

A student wishing a transfer from another university must prove her/his English Proficiency if he/she wishes to attend to the programme. At the time of OSS examination the candidate's entrance score must not be less than the lowest score for admission to the Business Administration Department. The transcript and course content of the applicant is examined by the department and the student is then accepted into the appropriate year of the programme.

## **Examination Regulations, Assessment and Grading**

The evaluation of the students' performance varies according to the methods of delivery followed in each course offered in different departments of the Faculty of Economics and Administrative Sciences in University of Kyrenia. In addition to a final exam, which is requisite according to the regulations of Kyrenia, the results of minimum one mid-term exam along with other evaluation criteria are usually taken into consideration in order to determine the final grade of the student. These supplementary performance evaluation criteria might be quiz grades, laboratory works, home works, term projects and presentations depending on each individual course. Weights of all abovementioned partial grades within the overall grade gained by the student at the end of the semester are defined by the lecturer delivering the course.

The content of the exams as well as the method of assessing students' knowledge are determined by the course lecturer. The exams are normally designed according to the intended learning objectives. The results of the mid terms are posted both on the web page as well on the bulletin board so that the objections can be considered if any corrections are needed for re-evaluation. The exams are graded over 100 points. The means and variances are also computed for the exams in order to see the distribution of percentages of the students which are under in classes. The exams may be completely closed (for the texts part) or/and may be open book depending on the course subject and the teachers consensus.

Students failing to attend to any mid-term or final exam with a valid excuse are allowed to take a "Make-up Exam". If the student fails the course at the end of the semester, he/she is given the chance to take an additional "Re-sit" exam; the grade of the re-sit exam replaces the grade of the final exam gained by the student while his/her average grade is re-calculated. No make-up exam is given in case of missing the re-sit exam.

The timetables of mid-term, final and re-sit examinations are announced by the Economics and Administrative Sciences Faculty, following the dates defined in academic calendar that is set by the Rectorate of University of Kyrenia. Other critical dates for possible additional midterm examinations, quizzes as well as any term project submission deadline are defined by the lecturer of each course.

Lecturers submit the student grades to the Chairperson until "The last day for the submission of letter grades" that is specified in the academic calendar. All grades become official when reported to the Registrar's Office by each Department.

Grades are entered into the information system belong to each student. The students are ranked according to their success and the scores. The high honor and the honor students are publicly announced and during the graduation ceremony, they are complemented and documented by the certificates.

## Grading Scheme and Grades

PERCENTAGE	COURSE GRADE	GRADE POINTS
90-100	AA	4,00
85-89	BA	3,50
80-84	BB	3,00
75-79	CB	2,50
70-74	CC	2,00
60-69	DC	1,50
50-59	DD	1,00
0-49	FF	0,00

## Occupational Profiles of Graduates

Graduates of this program will be excellent candidates to work as managers with a strong background in business administration and solid foundations in all economic and administrative sciences. This will give them a broad vision and strengthen their ability to understand the rapidly changing world around them. They will be prime candidates for upwardly-mobile management positions in companies.

## Key Learning Outcomes

The students who successfully complete the program should have;

- 1) Demonstrate knowledge of and proficiency in the terminology, theories, concepts, practices and skills specific to the field of business administration.
- 2) Demonstrate your ability to integrate both traditional and non-traditional cognitive skills, including analytical inquiry, information literacy, quantitative fluency and communicative fluency.
- 3) Demonstrate foundational knowledge in accounting, economics, finance, management, and marketing in application of concepts and theories.
- 4) Demonstrate effective skills in written and oral communications using appropriate technologies.
- 5) Demonstrate an ability to integrate the concepts of the core areas of business.
- 6) Demonstrate awareness to the importance of the ethical requirements of business activities.
- 7) Demonstrate an ability to conduct methodological, secondary research into business issues, which may relate to general business or to a specific business function, which requires familiarity with a range of data, research sources and appropriate methodologies.

## **Objectives and Contents of the Course: ENG 101 English I**

**Objectives of the Course:** The aim of this course is to expose students to some basic functions in some specific situations so that the students can easily communicate with the foreign people in their immediate environment and develop their ability to comprehend oral English.

**Course content:** This course aims to develop students' awareness of the language used in everyday life situations as well as the vocabulary items used in different topics. The course has been designed to show the students communicatively useful expressions in their immediate environment. Understanding how the language is used to maintain communication or convey meaning in specific situations is prior to how the structures are put together to form the language.

## **MTH 173 Mathematics for Business and Economics I**

**Objectives of the Course:** This course is designed to review and improve basic mathematical concepts needed by the students. The main objective of this course is to provide a mathematical background needed for solving simple business and economics problems.

**Course content:** On successful completion of this course, all students will have developed skills in mathematics; construct a mathematical model for solving a problem, and be able to handle business and economic problems mathematically.

## **CMP 151 Introduction to Information Technologies**

**Objectives of the Course:** The course aims to supply students with basic knowledge in information technology.

**Course content:** This course is designed to familiarize students with computers and their applications. It will also emphasize the use of computers and technology throughout their high school, college, and future careers. Students will learn fundamental concepts of computer hardware and software and become familiar with a variety of computer applications, including word-processing, spreadsheets, databases, and multimedia presentations. Students will also investigate Internet-based applications, working with email and learning how to browse the web. Coursework also includes activities that explore social and ethical issues related to computers.

## **EAS 103 Introduction to Business I**

**Objectives of the Course:** This course is designed to provide a general perspective and an overview of the field of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary.

**Course content:** This course will provide necessary foundation to students for more advanced courses in business administration by covering the major areas of



business administration such as economics, human resources management, marketing, finance, accounting and operations management.

### **EAS 101 Introduction to Economics: Micro Economics**

**Objectives of the Course:** This course aims to give the student the basic concepts and tools of the economic analysis. In general, the aim is to cultivate a disciplined way of thinking economically on real world economic problems. The focus of the course will be on the conceptual foundations of the economics discipline, without omitting the concrete cases that could be relevant for economic analysis.

**Course content:** Students will obtain the fundamental economic terminology, market equilibration process and the degree of competition under different market types. At the end of this course, students are expected to acquire some notion as to what economics is about. After examining the basic framework of economics in general and its concepts, the main focus will be microeconomics, which deals with the individual decision problems.

### **ENG 102 English II**

**Objectives of the Course:** The aim of this course is to develop the students' capacity to conduct writing task through the vocabulary, listening and speaking skills, to reinforce and consolidate the language and skills that the students have learned from earlier courses, to develop their level of knowledge, communicative capacity, and ability to analyze and reflect on the language, to develop students' language skills and to prepare them for their future professional life.

**Course content:** This course offers the students a wide range of grammatical structures and key language and vocabulary of English in the technical, industrial, and scientific sectors at intermediate level for every day communication at work. This course aims to bring the students to a level that will enable them to fulfill the requirements of the main courses of their departments. The ability to evaluate, analyze and synthesize information in written discourse will be highlighted. Documentation in writing will be introduced at the beginning of the course, in order to solidly establish the skill by the end. Students will learn the discourse patterns and structures to be used in different essay types that they need for real life, hands-on tasks like explaining process, organizing schedules, reporting or progress, or analyzing risk.

**Prerequisite:**ENG 101

### **MTH174 Mathematics for Business and Economics II**

**Objectives of the Course:** The aim of this course is to provide students' knowledge about the basic concepts and techniques about business administration and business life, to provide students' knowledge about how concepts are applied to work life and make students equipped for other department courses of business administration.

**Course content:** This course will cover the topics of matrices and determinants; solution of systems of linear equations; inverse matrix method, Cramer's rule; rate of

change, derivatives; higher order derivatives, curve sketching, optimization, revenue, cost, profit applications; cost-benefit analysis; functions of several variables, partial derivatives, applications; Lagrange multipliers, integrals, definite integrals, areas and applications.

**Prerequisite:***MTH 173*

### **CMP 152 Introduction to Computer Applications**

**Objectives of the Course:** As a continuation of the previous course, computer applications II provides full menu of application modules with core requirements for spreadsheet, presentation software. Students will have the opportunity to practice and get hands on experience using the different technologies. The impact would be mainly focused on accomplishing a number of tasks in a number of ways in different office programs to dominate on presentation software and spreadsheet applications.

**Course content:** This course provides hands on applications on the following:

- Navigate and create world pages;
- Navigate and create excel workbooks;
- Enter formulas and functions;
- Understand relative and absolute references;
- Use functions, including lookup functions;
- Be able to create and format charts;
- Filter and sort Excel worksheets;
- Understand custom and conditional formats;
- Understand pivot tables;
- Be able to create and edit presentations;
- Be able to define and enter table data;
- Be able to create slide shows including using transition effects, animation and creating hyperlinks.

**Prerequisite:***CMP 151*

### **EAS 104 Introduction to Business II**

**Objectives of the Course:** The aim of the course is to help students build on the basic concepts of management, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

**Course content:** This course will present the principles, techniques and concepts required for profitable managerial activities, emphasis being placed on analysis to enable sound planning, organizing, leading, and controlling.

**Prerequisite:***EAS 103*

### **EAS 102 Introduction to Economics: Macro Economics**

**Objectives of the Course:** The main purpose of the course is to introduce main concepts and analysis tools of macro economics to students.

**Course content:** Upon the completion of the course, students will acquire information on national income accounting, economic growth, aggregate demand and

its components, macroeconomic problems such as unemployment and inflation as well as economic policies for these problems will be studied. Students will also gain the ability to diagnose economic problems and develop economic policies for these problems.

**Prerequisite:***EAS 101*

### **EAS 201 Advance Communication Skills I**

**Objectives of the Course:** This course aims to improve academic writing skills that students will need in their academic and professional life.

**Course content:** This course follows a curriculum designed to enable skills of accessing and arranging information and to improve students' writing skills that they will need in their academic and professional life. Knowledge of paragraph organization, ability to write different types of paragraphs, stages of essay writing process and essay organization are the topics that will be covered.

**Prerequisite:***ENG 102*

### **MTH 281 Business Statistics I**

**Objectives of the Course:** The aim of this course is to familiarize students with the basic concepts and techniques in statistics. This course will enable students to enhance their analytical skills to interpret data and to produce information for decision making in functional areas of business and economics and help them think statistically.

**Course content:** This course focuses on descriptive statistics which covers methods of organizing, summarizing and presenting data in an informative way. Inferential statistics that covers the methods used to determine something about a population, based on a sample will also be briefly introduced

### **EAS 203 Accounting I**

**Objectives of the Course:** The objectives of this course are to establish a sound foundation of the financial accounting principles and to ensure students understand the process of gathering, recording, classifying, summarizing, reporting as well as interpreting financial information. A first accounting course introduces the student only briefly to actual accounting concepts, practices and techniques. The real focus of this course is on the meaning and the usefulness of accounting information. After completing Acct 201 and Acct 202, students will be able to use accounting information for decision-making. Everyone needs a basic understanding of accounting information, not only those students planning a career in business. Accounting information is useful in any career as well as in personal financial activities.

**Course content:** This course is an introduction to the preparation and interpretation of financial statements. With the help of computer-based problems and internet assignments, it covers the accounting cycle by which the information about business

transactions is summarized in these statements. The principal methods of instruction will consist in interactive lecturing and problem-solving.

### **EAS 100 Sociology**

**Objectives of the Course:** The course aims to introduce students to the main concepts of sociology by examining the basic debates in sociology, knowledge to be able to identify major traditions of enquiry in sociology and increase familiarity with contemporary social and political thinking.

**Course content:** This course provides the introductory conceptual framework for the study of the changing social world. Definition of the basic concepts of authority, power, ideology, socialization, stratification, culture and gender will be combined with the examination of the basic approaches in the sociological theory.

### **EAS 202 Advance Communication Skills II**

**Objectives of the Course:** The objective of this course is to help students learn how to communicate discuss, debate, present orally in a business environment.

**Course Content:** The course content focuses on selected written and oral forms of communication related to topics and issues critical to students of Business Studies.

**Prerequisite:***EAS 201*

### **MTH 282 Business Statistics II**

**Objectives of the Course:** The aim of this course is to familiarize students with the basic concepts and techniques in statistics. To enhance the analytical skills of students to interpret data and to produce information for decision making in functional areas of business and economics. To help students think statistically and to motivate students to study furthers in areas of challenge offered by statistics.

**Course content:** This course concentrates on inferential statistics covering hypothesis testing, analysis of variance tests, chi-squared test, regression and correlation, time-series analysis and non-parametric methods.

**Prerequisite:***MTH 281*

### **EAS 204 Accounting II**

**Objectives of the Course:** The purpose of the course is to provide the students with a detailed understanding of assets, liabilities, stockholders' equity, and important income statement items. Besides, it aims to make the students familiar with detailed presentation of the above mentioned items in the financial statements. That course further aims to make the students understand how to: (1) prepare a bank reconciliation, (2) record merchandising activities in perpetual and periodic inventory systems, (3) use inventory costing methods, (4) account for uncollectible receivables, (5) account for marketable securities, (6) calculate depreciation for tangible fixed

assets using different depreciation methods, (7) account for short-term and long-term liabilities and stockholders' equity.

**Course content:** This course covers assets, liabilities, and items of income statement. Thus; current assets, fixed assets, short-term liabilities, and long-term liabilities. While covering assets and liabilities, income statement items are also discussed simultaneously. In this regard; accounting for cash, receivables, marketable securities, merchandise inventories, fixed assets, short-term liabilities, long-term liabilities, and related income statement items are investigated.

**Prerequisite:***EAS 203*

### **EAS 214 International Political Economy**

**Objectives of the Course:** This course aims to generate sound knowledge about the forces that participate in the making and changing of the contemporary international political economy. It discusses different structural arrangements that shape the evolution of global political economy, especially with regard to international trade, as well as the different actors involved in the shaping of these arrangements.

**Course content:** This course will provide an in-depth and systematic knowledge of key aspects, structures and agents of economic globalisation, and students will be able to critically evaluate the dynamics and interests that govern their interaction. Students will be able to use the knowledge generated by the course to develop their own perspectives and analyses on key issues dominating in the contemporary global political economy.

**Prerequisite:***EAS 102*

### **MAN 202 Business Ethics**

**Objectives of the Course:** The aim of this course is to discuss major topics over business ethics, professional ethics, work ethics, and make students to be able to recognize and analyze ethical dilemmas in business world.

**Course content:** This course provides necessary knowledge and skills about business ethics, stakeholders, corporate social responsibility, ethical dilemmas in business, sustainable development and ecological issues, corporate and employees, business and public issues, business ethics and its application on different cultures.

**Prerequisite:***EAS 104*

### **EAS 304 Principles of Marketing**

**Objectives of the Course:** This course aims to illustrate the role of marketing management within the framework of other internal functional areas and the relationship between marketing strategy and the strategic environment.

**Course content:** This course serves as the foundation of marketing for students who have no previous background in marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. You will study the basic concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

**Prerequisite:***EAS 104*

### **ACCT 301 Managerial Accounting**

**Objectives of the Course:** This course designed to help students to understand the fundamental concepts of managerial accounting.

**Course content:** This course teaches students how to extract and modify costs in order to make informed managerial decisions. Planning is covered by topics including activity-based costing, budgeting, flexible budgeting, cost-volume-profit analysis, cost estimating, and the costs of outsourcing. Control is covered by topics including standard costing, variance analysis, responsibility accounting, and performance evaluation. Emphasis is placed on cost terminology (the wide variety of costs), cost behaviour, cost systems, and the limitations concerning the use of average costs.

**Prerequisite:***EAS 204*

### **EAS 310 Organisational Behaviour and Social Psychology**

**Objectives of the Course:** The purpose of this course is to help students understand organizations and take effective action in them by understanding the social dynamics and context shaping organizational life.

**Course content:** Due to increasing competition, the human element in organizations started playing very important role. Businesses excel when employees understand how their behaviours influence an organization's performance and enable strategy execution, and when they are led effectively and are motivated to do their best. The field of organizational behaviour explains how people and groups in organizations behave, react, and interpret events and it explains the role of organizational systems, structures, and processes in shaping behaviour, and explains how organizations really work.

**Prerequisite:***EAS 104*

### **EAS 309 Operational Research**

**Objectives of the Course:** The course aims to let students know how to use mathematical and statistical tool to make decisions.

**Course content:** This course will cover many topics related to quantitative analysis. The topics that will be covered in this course include decision analysis, Regression, forecasting, linear programming model (graphical and simplex methods), transportation models, waiting lines and Markov analysis.

**Prerequisite:***MTH 172*

### **EAS 301 Financial Management I**

**Objectives of the Course:** This course studies the essentials of corporate finance with basic theories. It covers time value of money, financial statement analysis, valuing stocks and bonds, capital budgeting, capital structure decisions and cost of capital estimation.

**Course content:** This is an introductory course in the principles of corporate finance. The primary objectives are to familiarize students with the major financial decisions made by firms, the process for making those decisions, and to provide a conceptual framework for understanding and analysing those decisions. Major topics include financial statement analysis, the time value of money, bond and stock valuation and investment techniques.

**Prerequisite:** *EAS 204*

### **MRK 306 Marketing Management**

**Objectives of the Course:** The course aims to give the student the basic theoretical and practical knowledge about marketing. A student who successfully finishes the course is expected to have acquired the competency to carry out related assessment procedures about problem foundations of marketing, environmental forces and marketing ethics, strategic marketing planning and forecasting, marketing research and marketing information systems, consumer buying behaviour, organizational buying behaviour, market segmentation, and product concepts.

**Course content:** The course acquires the marketing knowledge of the following issues:

- Marketing: creating and capturing customer value
- Company and marketing strategy: partnering to build customer relationships
- Analyzing the marketing environment
- Managing marketing information to gain customer insights
- Consumer markets and consumer buyer behaviour
- Business markets and business buyer behaviour
- Customer-driven marketing strategy: creating value for target customers

**Prerequisite:** *EAS 304*

### **MAN 307 Research Methods**

**Objectives of the Course:** The goal of this course is to provide students with the ability to understand and apply the process and basic tools and techniques of conducting scientific research in business-related areas

**Course content:** Students will acquire the information on scientific research process; problem identification and formulation of hypotheses; research design; measurement; data collection methods; sampling; data analysis and interpretation; preparation of a research report.

**Prerequisite:** *MTH 282*

### **EAS 306 Money and Banking**

**Objectives of the Course:** The course aims to provide the student with an introduction to the role of money, financial markets, financial institutions and monetary policy in the economy, thus providing a solid foundation for further study or employment in the financial services industry.

**Course content:** There are three main components of the course. First, the role of financial markets in the economy will be considered with a particular emphasis on bond markets and interest rate determination. The course will then cover the main aspects of banks and other financial institutions before turning to an investigation of the role of money, central banking and monetary policy.

**Prerequisite: EAS 204**

### **MAN 309 Organisation Theory**

**Objectives of the Course:** This course focuses on the behavioural and structural aspects of organizations. It aims: (a) to familiarize students with the basic concepts, models, and theories of organization; (b) to develop a better understanding of individual and group behaviour and of organizational processes; (c) to understand the relationship between organizational structure, design, culture and behaviour within the organization; and (d) to provide a conceptual foundation upon which theoretical knowledge can be applied to organizational and managerial problems

**Course content:** This course includes defining the main design characteristics of a particular organization; comprehending the basic processes, and how individuals and groups think and behave in organizations; analyzing the fit between the organization, its people and their work and the environment; determining the fit between the organization's design and various elements such as its size, age, technology, and strategy; and understanding how all these variables bring about organizational effectiveness.

**Prerequisite: EAS 104**

### **EAS 308 Operations Management**

**Objectives of the Course:** The course aims to let students know how operations are managed in a changing global economy.

**Course content:** This course will cover many topics related to operations management. The topics that will be covered in this course include operations and productivity, productivity challenge, operations in the service sector, achieving competitive advantage through operations, ten strategic OM decisions, project management and scheduling, forecasting, design of goods and services

Prerequisite: MTH 282

### **EAS 401 International Business Management**

**Objectives of the Course:** The course will discuss all important issues in international business management.

**Course content:** This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing. Upon completion, students should be able to describe the foundation on international business.



***Prerequisite:EAS 104***

### **EAS 403 Human Resource Management**

**Objectives of the Course:** This course will cover many topics in HRM such as leadership, values, employment planning, recruiting and selecting employees, training and compensating them, and evaluating their performance.

**Course content:** Human Resource Management is a specialization within the field of Management that encompasses several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. The effective performance of these functions requires understanding and skill in employment law, planning, job analysis, recruitment, selection, orientation, training, employee development, performance appraisal, compensation, benefits, safety, and labor relations. Even if you do not enter into a career in Human Resources, you should understand the topics covered in this course since the job of the general manager is to supervise people as well as financial and material resources. Since managers report that they spend about half their time dealing with "people-related" issues, it is important that you are introduced to the major topics associated with managing people in the context of the global marketplace.

***Prerequisite:MAN 309***

### **EAS 409 Management Information Systems (MIS)**

**Objectives of the Course:** The course aims to give the student the following information on MIS:

- Students will be able to develop organizational strategy that uses information systems to create business value;
- Examine how and why information systems are used;
- Use information systems to increase collaboration and communication;
- Explain how information systems are used to gain competitive advantage;
- Students will be able to differentiate among key elements of information technology infrastructure;
- Examine how emerging technologies affect IT infrastructure;
- Examine how enterprise systems support organizational goals and processes;
- Examine the role of database technologies in business intelligence and knowledge management;
- Explain foundational networking and communications concepts and applications;
- Students will be able to explain how information systems are built and managed;
- Formulate a business case for a new information system;
- Differentiate among development models;
- Explain how to secure information system resources;
- Examine how information systems affect risk;
- Students will be able to discuss ethical and social issues concerning information systems;
- Describe information systems' social impact;
- Examine privacy issues concerning information systems.

**Course content:** Students will acquire information on the introduction to MIS; fundamentals of MIS; information system technology; computing: algorithms and data structures; database management; developing information systems; application of MIS and simulation of MIS.

**Prerequisite:***EAS 104*

### **MAN 402 Graduation Project**

**Objectives of the Course:** Graduation project leading to BSc. Degree, arranged between a student and the faculty member. The aim of this course is to enable students to conduct a study on one of the topics related to business in North Cyprus or their home countries. Students will collect data and analyse the results.

**Course content:** The purpose of the Graduation Project is to assure/ascertain that the students have acquired the skills, knowledge and concepts necessary to perform well when they leave the university. Each student will use educational tools to broaden his/her knowledge about a particular, selfselected topic. Students are also expected to show how proficient they are in solving real world problems with certain constraints for the outcome-based evaluation by the review board.

**Prerequisite:***MAN 307*

### **EAS 404 Strategic Management**

**Objectives of the Course:** The course is designed specifically not only to introduce students with key strategy concepts but also aims to help students to integrate and apply their prior learning to various business situations.

**Course content:** The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

**Prerequisite:***EAS 104*

### **Elective Courses**

#### **MRK 401 Marketing Research**

**Objectives of the Course:** This course seeks to develop skills of students based on comprehension of marketing research and provide a solid perspective on how marketing research supports strategic marketing management decisions. It also seeks to improve students' critical thinking skills and problem solving ability.

**Course content:** This course includes understanding the marketing research process; identifying critical issues that face marketing researchers today; designing

and implementing a successful marketing research project, including: identifying a proper sampling strategy, designing survey instruments, collecting data, statistically analysing collected data, and interpreting the results and reporting marketing research results in a way that is both professional and appropriate for managers.

***Prerequisite:MAN 307***

### **EAS 406 Services Marketing**

**Objectives of the Course:** This course aims to clarify the premise that the marketing of services has a separate and distinct corpus of knowledge and management/operational challenges that differ from traditional goods marketing practices. The course will try to clarify these differences and provide the student with near or virtual hands-on practice to equip him or her to pursue an entry-level position in the services marketing business sector.

**Course content:** In this course, the focus will be on the marketing objectives and strategies employed by companies in the services sector, i.e. banks, hotels, hospitals, schools, transportation, professional services, as well as companies in which services marketing is an integral part of the performance mix, i.e. fast food operations and traditional restaurants, certain types of retail operations and the marketing of communications companies where services, hardware and software are intimately related.

***Prerequisite:EAS 103***

### **EAS 482 Entrepreneurship Development**

**Objectives of the Course:** This course aims to develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

**Course content:** The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered.

***Prerequisite:EAS 103***

### **EAS 408 International Economy**

**Objectives of the Course:** The main goal of the first part of the two-semester “International Economics” course is to introduce students to both classical and modern theories of international trade in goods and services, as well as empirical research on trade. A substantial fraction of the course is dedicated to examination of efficient trade policies. The main goal of the second part of the course is to introduce students to introductory level of theories of international finance flows, determination of interest and exchange rates in interconnected economies, macroeconomic policies available to the government, and the nature of financial crises.

**Course content:** The main goal of the first part of the two-semester “International Economics” sequence. the course is to introduce students to both classical and

modern theories of international trade in goods and services, as well as empirical research on trade. A substantial fraction of the course is dedicated to examination of efficient trade policies. The main goal of the second part of the course is to introduce students to introductory level of theories of international finance flows, determination of interest and exchange rates in interconnected economies, macroeconomic policies available to the government, and the nature of financial crises.

***Prerequisite:*EAS 102**

### **EAS 481 Innovation Management**

**Objectives of the Course:** The course aims to provide students with basic concepts and awareness in technological innovation and an understanding of the challenges and opportunities that small and large firms face in relation to this. The course has an integrated approach to tackling the complex concepts in and knowledge about technological innovation in relation to technological development.

**Course content:** The course covers areas such as the importance of innovation, leadership in research and development, management of innovation and technology, partnerships, networks and alliances, product and process development, commercialisation of research as well as entrepreneurship and business creation.

***Prerequisite:*EAS 104**

### **EAS 302 Financial Management II**

**Objectives of the Course:** The objective of this course is to inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival respectively development of business subjects and the economy as a whole. Students should acquire the basic knowledge by means of combining theoretical cognitions and practical attitudes to enable them the understanding of financial problems in business practice after completed the vocational studies. The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

**Course content:**

1. Business environment and basic concept of financial management: the role of financial management with realizing the purpose of operations. Forms of business organizing. Concept of temporal money value. Financial environment of an enterprise.
2. Financial markets and evaluation: Risk, return and model for ascertaining the price of invested capital. Evaluation and financial management.
3. Long-term financial decisions. Financing decisions. Capital structure and the policy of dividends.
4. Long-term investment decisions: Capital investments planning. Estimation of the risk of investment projects.
5. Financing and investment in international perspective.

6. Management of working capital and financial analysis: management of working capital, short-term financing sources, cash management, debtors management and the management of stocks. Users, purpose and methods of analysis of financial statements.
7. Currency exchange rate and the management of currency exposure.
8. Funding of small and medium-sized enterprises in Croatia and comparison with the financing the same in Europe.

**Prerequisite:**EAS 301

### **EAS 381 Managerial Decision Making**

**Objectives of the Course:** This course aims to introduce students to an examination of alternative models of managerial decision-making processes, including strategic decision making; a study of the role and impact of modelling in decision-making; and of factors such as risk, judgement, ambiguity etc.

**Course content:** This course will cover insights about decision-making from the fields of economics, marketing, organizational behaviour, statistics, and psychology to understanding judgment and decision making under conditions of uncertainty.

**Prerequisite:**EAS 104

### **Information on the National Higher Education Systems**

The basic structure of the North Cyprus Education System consists of four main stages as pre-school education, primary education, secondary education and higher education.

Pre-school education consists of non-compulsory programs whereas primary education is a compulsory 8 year program for all children beginning from the age of 6. The secondary education system includes “General High Schools” and “Vocational and Technical High Schools”.

The Higher Education System in North Cyprus is regulated by the Higher Education Planning, Evaluation, Accreditation and Coordination Council (Yükseköğretim Planlama, Denetleme, Akreditasyon ve Koordinasyon Kurulu, YÖDAK). Established in 1988, the Council regulates the activities of higher education institutions with respect to research, governing, planning and organization. The higher education institutions are established within the framework of the Higher Education Law. All programs of higher education should be accredited by YÖDAK.

Higher education in North Cyprus comprises all post-secondary higher education programmes, consisting of short, first, second, and third cycle degrees in terms of terminology of the Bologna Process. The structure of North Cyprus higher education degrees is based on a two-tier system, except for dentistry, pharmacy, medicine and veterinary medicine programmes which have a one-tier system. The duration of these one-tier programmes is five years except for medicine which lasts six years. The qualifications in these one-tier programmes are equivalent to the first cycle (bachelor degree) plus secondary cycle (master degree) degree. Undergraduate level of study consists of short cycle (associate degree) and first cycle (bachelor degree) degrees

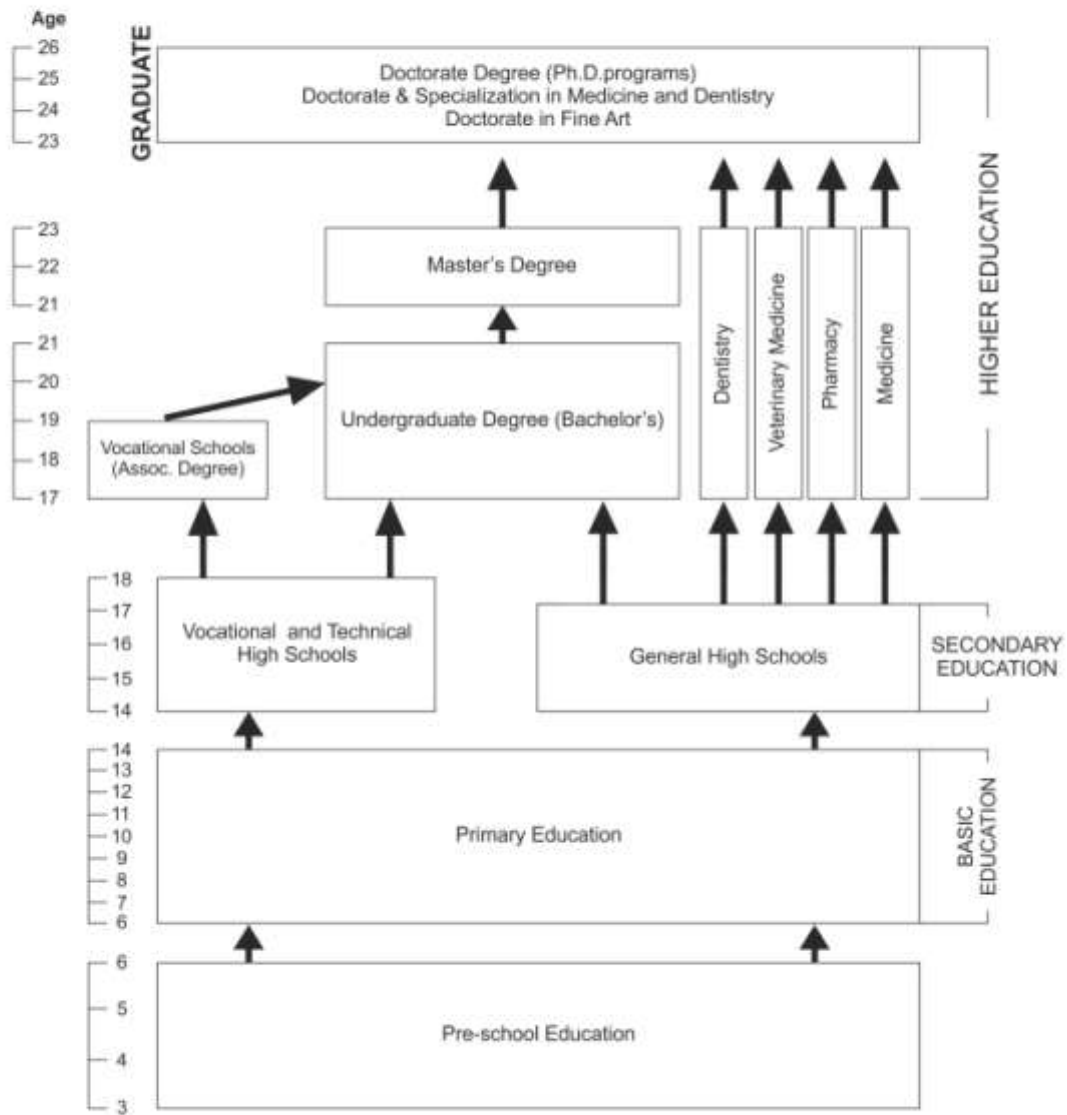
which are awarded after the successful completion of full-time two-year and four-year study programmes, respectively.

Graduate level of study consists of second cycle (master degree) and third cycle (doctorate) degree programmes. Second cycle is divided into two sub-types named as master without thesis and master with thesis. Master programmes without thesis consists of courses and semester project. The master programmes with a thesis consist of courses, a seminar, and a thesis. Third cycle (doctorate) degree programmes consist of completion of courses, passing a qualifying examination and a doctoral thesis. Specializations in dentistry, accepted as equivalent to third cycle programmes are carried out within the faculties of dentistry. Specialization in medicine, accepted as equivalent to third cycle programmes are carried out within the faculties of medicine, and university hospitals and training hospitals operated by the Ministry of Health.

Universities consist of graduate schools (institutes) offering second cycle (master degree) and third cycle (doctorate) degree programmes, faculties offering first cycle (bachelor degree) programmes, four-year higher schools offering first cycle (bachelor degree) degree programmes with a vocational emphasis and two-year vocational schools offering short cycle (associate degree) degree programmes of strictly vocational nature.

Second cycle degree holders may apply to third cycle programmes if their performance at the first cycle degree level is exceptionally high and their national central Graduate Education Entrance Examination (ALES) score is also high and their application is approved. The doctoral degree is conferred subject to at least one publication in a cited and refereed journal.

## GENERAL STRUCTURE OF THE NORTH CYPRUS EDUCATION SYSTEM



**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**1st Semester**

**2nd Semester**

**Fall Semester**

**Spring Semester**

CODE	COURSE NAME	T	U	L	CR	ECTS	Preq	CODE	COURSE NAME	T	U	L	CR	ECTS	Preq
ENG 101	English I	3	0	0	3	4		ENG 102	English II	3	0	0	3	4	ENG 101
MTH173	Mathematics for Business and Economics I	3	0	0	3	6		MTH 174	Mathematics for Business and Economics II	3	0	0	3	6	MTH 173
CMP151	Introduction to Information Technologies	3	0	0	3	6		CMP152	Introduction to Computer Applications	3	0	0	3	6	CMP 151
EAS103	Introduction to Business I	3	0	0	3	6		EAS104	Introduction to business II	3	0	0	3	6	EAS103
EAS101	Introduction to Economics: Micro Economics	3	0	0	3	6		EAS102	Introduction to Economics: Macro Economics	3	0	0	3	6	EAS101
AIT151	Ataturk's Principles and History of Turkish Revolution I	2	0	0	0	2		AIT152	Ataturk's Principles and History of Turkish Revolution II	2	0	0	0	2	AIT101
TUR151	Turkish I: Writing	2	0	0	0	2		TUR152	Turkish II: Oral Expression	2	0	0	0	2	
<b>Total</b>								<b>Total</b>							
					15	32							15	32	

**3th Semester**

**4th Semester**

**Fall Semester**

**Spring Semester**

CODE	COURSE NAME	T	U	L	CR	ECTS	Preq	CODE	COURSE NAME	T	U	L	CR	ECTS	Preq
EAS201	Advanced Communication Skills I	3	0	0	3	6	ENG102	EAS 202	Advanced Communication Skills II	3	0	0	3	6	EAS 201
MTH281	Business Statistics I	3	0	0	3	6		MTH 282	Business Statistics II	3	0	2	3	6	MTH 281
MAN 207	Business Law	3	0	0	3	6		EAS 204	Accounting II	3	0	0	3	6	EAS203
EAS203	Accounting I	3	0	0	3	6		EAS 214	International Political Economy	3	0	0	3	6	EAS 102
EAS 100	Sociology	3	0	0	3	6		MAN 202	Business Ethics	3	0	0	3	6	EAS 104
*YIT101	Turkish I for foreign students							*YIT102	Turkish II for foreign students						
<b>Total</b>								<b>Total</b>							
					15	30							15	30	
*	Turkish I for foreign students	4	0	0	4	4		*	Turkish II for foreign students	4	0	0	4	4	

**5th Semester**

**6nd Semester**

**Fall Semester**

**Spring Semester**

CODE	COURSE NAME	T	U	L	CR	ECTS	Preq	CODE	COURSE NAME	T	U	L	CR	ECTS	Preq
EAS 304	Principles of Marketing	3	0	0	3	6	EAS104	MRK 306	Marketing Management	3	0	0	3	6	EAS304
ACC 301	Managerial Accounting	3	0	0	3	6	EAS 204	MAN 307	Research Methods	3	0	0	3	6	MTH282
EAS310	Organizational Behavior and Social Psychology	3	0	0	3	6	EAS104	EAS306	Money and Banking	3	0	0	3	6	EAS204
EAS 309	Operational Research	3	0	0	3	6	MTH172	MAN309	Organization Theory	3	0	0	3	6	EAS104
EAS 301	Financial Management I	3	0	0	3	6	EAS204	EAS308	Operations Management	3	0	0	3	6	MTH282
<b>Total</b>								<b>Total</b>							
					15	30							15	30	

**7st Semester**

**8ud Semester**

**Fall Semester**

**Spring Semester**

CODE	COURSE NAME	T	U	L	CR	ECTS	Preq	CODE	COURSE NAME	T	U	L	CR	ECTS	Preq
EAS 401	International Business Management	3	0	0	3	6	EAS104	MAN402	Graduation Project	3	0	0	3	6	MAN307
EAS 403	Human Resource Management	3	0	0	3	6	MAN309	EAS404	Strategic Management	3	0	0	3	6	EAS104
EAS409	Management Information Systems	3	0	0	3	6	EAS104		Elective	3	0	0	3	6	
	Elective	3	0	0	3	6			Elective	3	0	0	3	6	
	Elective	3	0	0	3	6			Elective	3	0	0	3	6	
<b>Total</b>								<b>Total</b>							
					15	30							15	30	

<b>ELECTIVE COURSES</b>		T	U	L	CR	ECTS	
MRK 401	Marketing Research	3	0	0	3	6	MAN307
EAS 406	Services Marketing	3	0	0	3	6	EAS103
EAS482	Entrepreneurship Development	3	0	0	3	6	EAS103
EAS408	International Economy	3	0	0	3	6	EAS102
EAS481	Innovation Management	3	0	0	3	6	EAS104
EAS302	Financial Management II	3	0	0	3	6	EAS301
EAS381	Managerial Decision Making	3	0	0	3	6	EAS104