

## INTERNATIONAL BUSINESS MANAGEMENT COURSE CONTENT

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
AIT101	Atatürk's Principles and the History of Turkish Revolution I	(2,0,0)	2	2	Compulsory

The reasons that prepared the collapse of the Ottoman Empire and the Turkish Revolution. Disintegration of the Ottoman Empire, Tripoli War, Balkan Wars, First World War. Armistice of Mudros. The situation of the country in the face of the occupations and the reaction of Mustafa Kemal Pasha, the departure of Mustafa Kemal Pasha to Samsun. The opening of the Turkish Grand National Assembly of the National Struggle. Treaty of Sevr. The Lausanne Peace Treaty. Atatürk's Principles: Republicanism, Nationalism. Populism, Statism. Secularism, Revolutionism.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
EAS101	Introduction to Economics: Microeconomics	(3,0,0)	3	6	Compulsory

Introduction. The Scope and Method of Economics. The Economic Problem: Scarcity and Choice. Demand, Supply, and Market Equilibrium. Demand and Supply Applications, Elasticity. Household Behaviour and Consumer Choice. The Production Process. Costs Functions and Output Decisions. General Equilibrium. Monopoly. Oligopoly. Monopolistic Competition. Externalities, Public Goods, and Social Choice. Uncertainty and Asymmetric Information.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
ENG101	English I	(3,0,0)	3	4	Compulsory

Talking about biographies, asking and answering about general knowledge, talking about past events, talking about technology in the future, asking for permission/making a request, formal phone conversations, informal phone conversations, making an appointment, talking about products, checking understanding/asking for clarification.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
TUR101	Turkish I: Written Expression	(2,0,0)	2	2	Compulsory

Reading passages related to the chapter; grammar studies; vocabulary and translation activities; listening activities; debates on current issues related to the department (Repetition of tenses, Internet history, Health and medicine, passive frameworks, Social issues, Environmental issues, Repetition of modals, Law and punishment, repetition of adjective phrases, Language and Literature, Repetition of noun phrases.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
AIT103	History I for International Students	(2,0,0)	2	2	Compulsory

Origins and rise of Ottoman Empire, Ottoman Administrative System, Ottoman Society, Law and Education, Revolts and Reform Attempts in Ottoman Empire, Reforms Through 19th Century, Military and Administrative Reforms, Reign of Abdülhamid II, Young Ottomans and Ottomanism, First Constitutional Era, Second Constitutional Era, Political Struggle for Power, The Ideological Debates: 1913-1918, Ottoman Empire and First World War I

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS103	Introduction to Business 1	(3,0,0)	3	6	Compulsory

The fundamentals of business and economics. Ethics and social responsibility. Competing in global economy. Information technology and E-Commerce. Forms of Business Ownership. Entrepreneurs and Small Business Owners. Functions of management. Organization and team work. Producing quality goods and services. Employee motivation, workforce trends and labor relations. Managing human resources. The art and science of marketing.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
YIT103	Turkish I for International Students	(2,0,0)	2	2	Compulsory

The Turkish Alphabet and how Phonetics is in Turkish Alphabet, how nouns are made plural in Turkish, how to form yes-no questions, how to form sentences with “there is/there are, possessives in Turkish, how to use personal pronouns, numbers and asking questions related to numbers, how to use noun states in Turkish, where and how to use present continuous tense and simple present tense.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
CMP151	Introduction to Information Technologies	(3,0,0)	3	6	Compulsory

Basic components that make up the computer system: Processor, input-output units, storage and other peripherals; Operating systems: Working effectively in the operating system, customizing and managing the system, Introduction of auxiliary software: Archiving programs, audio/video player programs, screen recording programs, computer network systems. • Word processing programs: Editing text and pages, working with tables, pictures and graphics, creating forms, letters and labels. Customize menus and toolbars, and create advanced applications and effective homework reports. (MS WORD)

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
MTH171	Mathematics for Economics and Business I	(3,0,0)	3	6	Compulsory

Equations and inequalities and their applications, functions and graphs, lines, parabolas and systems and their applications, exponential and logarithmic functions, mathematics of finance.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
AIT102	Atatürk's Principles and the History of Turkish Revolution II	(2,0,0)	2	2	Compulsory

Abolition of the Sultanate; Proclamation of the Republic; Taking the Election Decision in the First Parliament; Establishment of the People's Party; Ankara Becoming the Capital, Proclamation of the Republic and Reactions; Abolition of the Caliphate (The Emergence of the Problem of the Caliphate and the Events Preparing the Abolition of the Caliphate), Progressive Republican Party and Sheikh Said Rebellion; Law of Takrir-i Sukun; Closing the Progressive Republican Party; İzmir Assassination Attempt), Free Republican Party and Menemen Incident; An Overview of Atatürk-Inönü Separation, Revolutions and Their Goals; Revolutions in Law; 1924 Organization-ı Esasiye Law; Adoption of the Turkish Civil Code; Adoption of Other Basic Laws; Revolutions in Women's Rights, Education and Culture; The Law of Unification of Education; Adoption of the New Turkish Alphabet; New Understanding of History and Language; From Darülfünun to Istanbul University; Fine Arts, Developments in Economics; Late Ottoman Economy; Turkish Economy Congress and Its Results; Economic Activities in the First Years of the Republic; Transition to the Practice of Statism, Revolutions Made in Social Life (Modernization in Clothing: The Law on Wearing Hats; Closure of Lodges, Zawiyas and Tombs, Adoption of International Time, Calendar, Numbers, Measurements and Week Holidays; Adoption of the Law on Surnames; Developments), Turkey's Foreign Policy in Atatürk Era; Years 1919-1923; Years 1923-1930, Going to the Second World War and Turkish Foreign Policy 1931-1939, Principles of Atatürk; General Overview of Atatürk's Principles; Republicanism, Nationalism, Populism, Statism, Secularism, Revolutionism, İsmet İnönü Period (1938-1950); Domestic Policy During the Second World War; Establishment of the Democratic Party, Democratic Party Period (1950-1960); May 27 Military Intervention and National Unity Committee

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
EAS102	Macroeconomy	(3,0,0)	3	6	Compulsory

Introduction to Macroeconomics. Measuring National Output and National Income. Growth, Productivity, Unemployment and Inflation. Aggregate Expenditure and Output Determination. Government and Fiscal Policy. The Money Supply. Money Market, and Monetary Policy. Money, the Interest Rate, and Output. Aggregate Demand, Aggregate Supply, and Inflation. The Labor Market, Unemployment, and Inflation. Supply Side Economics. Balance of Payments. Macroeconomic Issues and Policy. General Review.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
ENG102	English II	(3,0,0)	3	4	Compulsory

Health matters, restaurant problems-complaints and responses, talking about computer problems, reporting the news and the weather, product problems- complaints at the store, talking about the future possibilities, health problems and herbs, job qualifications and working conditions.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
TUR102	Turkish II: Oral Expression	(2,0,0)	2	2	Compulsory

Spelling, punctuation and composition (punctuation marks, other signs), Spelling, spelling rules (capital letters, spelling of numbers, spelling of abbreviations, spelling of quoted words), Composition (purpose of composition, method of writing composition), plan in composition, introduction, development, result, Expression features, clarity in expression, simplicity in expression, clarity and sincerity in expression, Expression disorders (using synonyms in sentences), Misuse of idioms, Expression styles (explanation, story, concise expression, description, satire, portrait, proof, speech, Verbal expression types (daily and impromptu speech, prepared speech, panel discussion, debate, panel), Written expression types (letter, telegram, greeting, invitation, literary letter), business letters, official letter, petition, report, report, decision, advertisement, conversation, criticism, memoir, travel writing, interview, survey, autobiography, biography, novel, story, fairy tale, fable, theatre, tragedy,drama ,scenario) .

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
AIT104	History II for International Students	(2,0,0)	2	2	Compulsory

The Aarmistice of Moundros and Its Aftermath, The National Resistance Movement and Mustafa Kemal Pasha, The Great National Assembly and the Treaty of Sevres, Great Offensive, Treaty of Lausanne and Sheikh Sait Rebellion, Declaration Of The Turkish Republic, The Major Periods in the Political History of Turkey I, The Major Periods in the Political History of Turkey II, Women and Nationbuilding in the early Turkish Republic I, Women and Nation building in the early Turkish Republic II

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
EAS104	Introduction to Business II	(3,0,0)	3	6	Compulsory

Introduction to Management, Managers and Organization. Historical Roots of Management Practices. Human Resources Approach and its Effects on Management. Systems Approach and its Effects on Management. Contingency Approach and its Effects on Management. Applications of Managerial Approaches. Management Environment. Globalization and its Effects. Planning. Strategic Management. Organizational Design. Leading.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
YIT104	Turkish II for International Students	(2,0,0)	2	2	Compulsory
The Turkish Alphabet and how Phonetics is in Turkish Alphabet, how nouns are made plural in Turkish, how to form yes-no questions, how to form sentences with “there is/there are, possessives in Turkish, how to use personal pronouns, numbers and asking questions related to numbers, how to use noun states in Turkish, where and how to use present continuous tense and simple present tense.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
CMP152	Introduction to Information Technologies	(3,0,0)	3	6	Compulsory

Basic components that make up the computer system: Processor, input-output units, storage and other peripherals;

- Operating systems: Working effectively in the operating system, customizing and managing the system, Introduction of auxiliary software: Archiving programs, audio/video player programs, screen recording programs, computer network systems.
- Microsoft Excel programs: Editing text and pages, Working with tables, pictures and graphics, creating forms, letters and labels. Customize menus and toolbars, and create advanced applications and effective homework reports. (MS Excel)

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
MTH172	Mathematics for Economics and Business II	(3,0,0)	3	6	Compulsory
Matrices, Matrix Algebra, and Special Types of Matrices, Transpose of a Matrix, Determinant, and Inverse, Systems of Linear Equations, Cramer’s Rule, and Row Echelon Form, Functions, Limits, and Continuity, Solving Problems, Derivative and Chain Rule, Product Rule, and Quotient Rule, Applications, Integration, Applications, Solving Problems.					

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
EAS100	Sociology	(3,0,0)	3	6	Compulsory

Introduction to Sociology--The Sociological Imagination. Introduction to Sociological Perspectives and Theories. Introduction to Sociological Research. The Social and Cultural Dimensions of Human Experience. Culture. Socialization. The Mass Media. Micro and Macro Approaches to the Organization of Social Life. Social Interaction. Groups and Organizations. Families. Deviance, Gender, and the Human Body. Deviance and Crime. Genders and Sexualities. The Body--Disabilities, Aging, and Death.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
EAS201	Advanced Communication Skills I	(3,0,0)	3	6	Compulsory

This course follows an intermediate to upper intermediate level of curriculum designed to enable skills of accessing and arranging the necessary information and to improve students' writing and reading comprehension skills that they will need in their academic and professional lives. Paragraph organization, identifying and producing different types of paragraphs, stages of essay writing and organization are some of the topics that will be covered.

Course Code	Course Name	T,U,L)	Credit	ECTS	Compulsory/Elective Course
EAS203	Accounting I	(3,0,0)	3	6	Compulsory

Definition of Accounting - functions and principles. Financial Statements: definitions and account classifications. Practicing classifications on balance sheet. Expanded Accounting Equation. Preparing Income Statements, Statement of Owners' Equity and Balance Sheet. The Accounting Cycle. Practicing Journalizing, Ledgering and Trial Balance.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
MAN207	Business Law	(3,0,0)	3	6	Compulsory

This course begins by presenting the legal and regulatory environment in which businesses operate which is essential for well-prepared business executives. Next, it covers sources and basic principles of the legal system as it relates to business, the law of business structures, contract law, intellectual property law, employment law, and business ethics, and studies a wide range of applications of the law in contracts, torts, agency, and government regulation of business. In each topic, special focuses are put on classifying the legal responsibilities that apply to a business executive and the legal liabilities that may be attracted by their actions.

Course Code	Course Name	(T,A,L)	Credit	ECTS	Compulsory/Elective Course
MTH281	Statistics I	(3,0,0)	3	6	Compulsory

Frequency distributions and their graphs, measures of central tendency, measures of dispersion and skewness, basic concepts and rules of probability, probability distributions: Binomial, poisson, normal, and Chi-Square distributions, sampling concepts, sampling distributions.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS202	Advanced Communication Skills II	(3,0,0)	3	6	Compulsory

Organization, identifying and producing different types of presentations, descriptive, narrative, persuasive and informative presentations and covering visual aids as well as research methods are some of the topics that will be covered.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
MAN202	Business Ethics	(3,0,0)	3	6	Compulsory

Introduction to ethics, Business ethics, Stakeholder theory, Corporate social responsibility, Case study discussion, Ethical dilemmas in business, Sustainable development and ecological topics, Employees and their ethical problems, Business ethics and public issues, Business ethics and Turkish culture, Case study discussion

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS204	Accounting II	(3,0,0)	3	6	Compulsory

Uniform Systems of Organizations' accounts. Income Statements: Departmental and General. Practice for Departmental Statements. Preparing a comparative and common size financial statements. Analysis and Interpretation of Financial Statement. Ratio analysis. Problem solution of ratios with interpretation. Cost management: fixed and variable costs concepts.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS214	International Political Economy	(3,0,0)	3	6	Compulsory

Washington Consensus: International Political Economy from 1970s to 1990s. Trade: From GATT to WTO. The United States in the Global Economy. International Business: Multi National Enterprises and Foreign Direct Investment. Project. Political Economy of Privatization. Labour Migration. Tariffs, Quotas and Arguments for Protection. Student Presentation I. Student Presentation II. Global Labour Movement. Revision

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
MTH282	Statistics II	(3,0,0)	3	6	Compulsory

Summary of discrete distributions, summary of continuous distributions, descriptive statistics, point estimation, interval estimation and the control limit theory, inferences in the mean and variance of a distribution, inferences on proportions, comparing two means and two variances, simple linear regression.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
ACC301	Managerial Accounting	(3,0,0)	3	6	Compulsory

Accounting concepts and reporting techniques applied in a management decision-making context- analyze accounting data from real-world case studies and present their analysis, conclusions, and recommendations- Managerial accounting models used by diverse enterprises in virtually all industrialized nations include cost accounting and the behavior of costs, budgeting, differential analysis, and responsibility accounting - Reporting techniques involving the use of current spreadsheet and graphic presentation technology - Flow of costs in job costing system- Assignment of direct and indirect costs- Uses of CVP analysis- Applying CVP analysis for a single product- Designing ABC systems- Activity hierarchies - ABC cost management applications

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS301	Financial Management I	(3,0,0)	3	6	Compulsory

Introduction to Financial Management. Financial Planning and Analysis. Sources of Financing. Capitalization. Valuation. Working Capital. Working Capital Management. Accounts Receivable and Inventory Management. Capital Budgeting and Estimated Cash Flow. Long-term Financing. Dividend Policy. Leverage and business risk. Special Financing. Financial System.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS304	Principles of Marketing	(3,0,0)	3	6	Compulsory

Company and Marketing Strategy Partnering to Build Customer Engagement, Value, and Relationships. Marketing Creating Customer Value and Engagement. Analyzing the Marketing Environment. Understanding Consumer and Business Buyer Behavior. Customer Value-Driven Marketing Strategy Creating Value for Target Customers. Product, Services, and Brands Building Customer Value. Developing New Products and Managing the Product Life Cycle. Pricing Understanding and Capturing Customer Value.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS309	Operational Research	(3,0,0)	3	6	Compulsory

Introduction to operations research, types of decision-making environments, decision making under risk, regression and correlations, linear programming models, graphical and computer methods, simplex methods, Markov chains, transportation models.



<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS310	Organisational Behaviour and Social Psychology	(3,0,0)	3	6	Compulsory

Introduction to Organizational Behavior. Individual Differences: Personality and Ability. Values, Attitudes, and Moods and Emotions. Perception, Attribution, and the Management of Diversity. Learning and Creativity. The Nature of Work Motivation. Creating a Motivating Work Setting. Leaders and Leadership

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS306	Money and Banking	(3,0,0)	3	6	Compulsory

Why Study Money, Banking and Financial Markets? An Overview of the Financial System. What is Money? Understanding Interest Rates. Economic Analyses of Financial Structure. Financial crises. Economic Analysis of Financial Regulation. Banking Industry: structure and competition. The Goals and Structure of Central Banks. The Conduct of Monetary Policy: Strategy and Tactics. International Financial Institutions.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
MRK306	Marketing Management	(3,0,0)	3	6	Compulsory

Product, Services, and Brands: Building Customer Value, New-Product Development and Product Life-Cycle Strategies, Pricing: Understanding and Capturing Customer Value, Marketing Channels: Delivering Customer Value

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
MAN307	Research Methods	(3,0,0)	3	6	Compulsory

Formulating and clarifying the research topic, attributes of a good research topic, generating and refining research ideas, writing a research proposal, structure of a research paper, understanding how to write an introduction section, critically reviewing the literature, planning a literature search strategy, obtaining and evaluating the literature, the credibility of research findings, selecting samples, using secondary data, collecting primary data through observation, analysing quantitative data, analysing qualitative data, writing and presenting your project report.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS308	Operations Management	(3,0,0)	3	6	Compulsory

Introducing the Operations Management. The Service/Manufacturing Concept. Customer Relationship. Customer Satisfaction. Managing Supply Relationships. Operational Processes. Organizational People. Resource Utilization. Performance Management

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
MAN309	Organisational Theory	(3,0,0)	3	6	Compulsory

Organizations and Organizational Effectiveness, Stakeholders, Managers and Ethics, Organizing in a Changing Global Environment, Basic Challenges of Organization Design, Designing Organizational Structure: Authority and Control, Designing Organizational Structure: Specialization and Coordination, Organizational Design, and Strategy in a Changing Global Environment, Types and Forms of Organizational Change.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS401	International Business Management	(3,0,0)	3	6	Compulsory

Regional And Global Strategy. The Multinational Enterprise. The Triad and International Business. International Politics. International Culture. International Trade. Multinational Strategy. Organizing Strategy. Production Strategy. Marketing Strategy. Human resource management strategy.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS403	Human Resource Management	(3,0,0)	3	6	Compulsory

Introduction to Human Resource Management. Staffing I. Staffing II. Compensation and Benefits I. Compensation and Benefits II. Compensation and Benefits III. Performance Management I. Performance Management II. Human Resource Development I. Human Resource Development II. Global Human Resource Management & Future Issues I. Global Human Resource Management & Future Issues II.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS409	Management Informations Systems	(3,0,0)	3	6	Compulsory

Introduction to MIS. Fundamentals of MIS. Information system technology. Computing: algorithms and data structures. Database management. Developing information systems. Application of MIS. Simulation of MIS.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
IRS422	Conflict and Conflict Resolution	(3,0,0)	3	4	Non- Technical Elective

Introduction and Overview of Course. Violent Conflict and its Management in the Post-Cold War World. Prevention. Case Study: Rwanda. Mediation. Case Studies: Bosnia (Dayton) and Kosovo (Rambouillet). Peace Implementation. Humanitarian Intervention. Case Study: Somalia. Accountability and Peace. The Future of International Conflict Management.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Core/Elective Course</b>
FIN430	Globalization and Financial Markets	(3,0,0)	3	4	Non-Technical Elective

International trade and global economy. The growth of globalization, the relations between globalization capitalism and new technologies are studied. The effects of globalization on developed and underdeveloped countries, anti-globalization movements and dangers to globalization, reshaping globalization for developed and underdeveloped countries and the future of globalization. Current global issues such as the recent global financial and economic crises are widely tackled.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
MRK401	Marketing Research	(3,0,0)	3	6	Elective

Decision-Making Perspective on Marketing Research and Marketing Research in Practice, The Marketing Research Process, Research Design and Implementation, Data Collection, Information Collection: Qualitative & Observational Methods, Information from Respondents: Issues in Data Collection and Survey Method, Attitude Measurement, Designing the Questionnaire.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS402	Graduation Project	(3,0,0)	3	6	Compulsory

This course provides students to prepare a detailed business plan for a star-up enterprise by integrating their knowledge of all business disciplines accumulated through their program.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS404	Strategic Management	(3,0,0)	3	6	Compulsory

Strategy and its Importance. Vision and Mission, Objectives and Strategy. Evaluating a Company's External Environment. Evaluating a Company's Resources, Capabilities, and Competitiveness. The Five Generic Competitive Strategies. Other important Business Strategy choices. Strategies for Competing in Foreign Markets. Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy. Strategy execution.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS408	International Economics	(3,0,0)	3	6	Elective Course

International Economic Institutions. Absolute Advantage, Comparative Advantage and the Gains from Trade. Tariffs, Quotas and Arguments for Protection. International Trade and Labour. Balance of Payments. International Trade and Environmental Standards. The Global Pattern of Maritime Trade. International Financial Crises. The United States in the Global Economy. The European Union: Many Markets into One. Export-Oriented Growth in East Asia.

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsory/Elective Course</b>
EAS482	Entrepreneurship Development	(3,0,0)	3	6	Elective Course

The importance of small business. Entrepreneurial economy. Entrepreneurship and Economic Development. Type of Entrepreneurship. Entrepreneur and small business. Features and types of businesses and entrepreneurs. Sources of business ideas. The role of entrepreneurship in economic development. Terms of entrepreneurship. Innovation and entrepreneurship. Entrepreneurship and small business. The life cycle of a small company. Small business sector in Croatia. Forms of entrepreneurial organization. Sources of capital. Entrepreneurial process. Entrepreneurial strategies. Starting a new company. Buying an existing business. Franchising. Family business. Entrepreneurial project: an entrepreneurial venture and entrepreneurial