

PROGRAM INFORMATION

Program Name and Degree Awarded: Business Administration - BA

Duration of Studies: 4 Years (8 semesters)

Total Credits / ECTS: 124 Credits / 240 ECTS

Language of Instruction: English

Mission and Vision:

Mission:

- Provide students with the knowledge and skills to be the future global business leaders, aware of the changes in real business life
- Educate the students with a comprehensive business education to make them fit for the challenges of the future work environment
- Give the students the benefits of up-to-date research-based expertise
- Encourage students to take part in collaborative works in a multicultural environment
- Create an enduring educational value for the students, alumni, business, and academic communities we serve

Vision:

The Business Department aspires to be a leading hub of innovative business education, recognized globally for shaping responsible, adaptable, and visionary leaders who drive sustainable growth, foster collaboration across cultures, and contribute meaningfully to business and society.

Program Objectives:

The Business Administration program aims to:

- Equip students with a strong foundation in business theory and practice, enabling them to succeed in diverse professional environments.
- Foster critical thinking, problem-solving, and decision-making skills necessary for effective leadership and management.
- Develop graduates who are adaptable to technological, economic, and social changes in global business environments.
- Promote ethical awareness, social responsibility, and sustainability in business decision-making.
- Prepare students to communicate effectively and work collaboratively in multicultural and multidisciplinary teams.
- Encourage an entrepreneurial mindset, innovation, and lifelong learning to enhance personal and professional growth.
- Build connections between academic learning and real-world practice through research, projects, and industry engagement.

Program Learning Outcomes:

1. Enhance effective decision-making, critical thinking skills, and improve analytic techniques

2. Demonstrate ability for team-working, collaboration, and leadership
3. Understand social, economic, and legal issues both within local and global environments
4. Speak and use English for professional purposes
5. Understand and evaluate ethical issues and situations
6. Critically evaluate, analyze, and interpret information to solve problems and make business decisions
7. Understand the external forces that impact business decisions and be familiar with the contemporary business problems, understand their universal and societal impacts
8. Apply theoretical knowledge of business and management to practice
9. Understand business concepts related to marketing, management, human resource management, accounting, finance, production operations management, and information technology
10. Understand business concepts related to workforce and customer diversity in international business
11. Act independently in the business world with the help of the knowledge acquired
12. Encourage entrepreneurship, innovations, and sustainability in the business environment

Curriculum

1-3-5-7 SEMESTERS				
COURSE CODE	COURSE NAME	CREDIT	ECTS	TYPE OF COURSE
COMN109	MATHEMATICS	(3-0-0)3	5	ZORUNLU
COMN107	ECONOMICS	(3-0-0)3	6	ZORUNLU
UFLE01	FOREIGN LANGUAGE ELECTIVE I (ENGLISH)	(3-0-0)3	3	SEÇMELİ
COMN117	INTRODUCTION TO SOCIAL SCIENCES	(3-0-0)3	6	ZORUNLU
UTEC01	UNIVERSITY ELECTIVE I	(3-0-0)3	5	SEÇMELİ
COMN104	PSYCHOLOGY	(3-0-0)3	5	ZORUNLU
BFIN201	FINANCIAL ACCOUNTING I	(3-0-0)3	6	ZORUNLU
BUSN205	PRINCIPLES OF MANAGEMENT	(3-0-0)3	6	ZORUNLU
COMN221	MATHEMATICS FOR SOCIAL AND APPLIED SCIENCES	(3-0-0)3	6	ZORUNLU
COMN223	MACROECONOMICS	(3-0-0)3	6	ZORUNLU
COMN253	STATISTICS	(3-0-0)3	6	ZORUNLU
BFIN303	CORPORATE ACCOUNTING	(3-0-0)3	6	ZORUNLU
BUSN303	PRODUCTION MANAGEMENT	(3-0-0)3	6	ZORUNLU
BUSN351	SUSTAINABLE DEVELOPMENT AND GROWTH	(3-0-0)3	6	ZORUNLU
BFIN301	BUSINESS FINANCE	(3-0-0)3	6	ZORUNLU
BUSN301	PRINCIPLES OF MARKETING	(3-0-0)3	6	ZORUNLU

BUSN300	INTERNSHIP	(0-1-0)0	1	ZORUNLU
BUSN405	INTERNATIONAL BUSINESS	(3-0-0)3	6	ZORUNLU
BUSN461	STRATEGIC PLANNING AND MANAGEMENT	(3-0-0)3	5	ZORUNLU
BSEL01	TECHNICAL ELECTIVE I	(3-0-0)3	6	SEÇMELİ
BSEL02	TECHNICAL ELECTIVE II	(3-0-0)3	6	SEÇMELİ
BSEL03	TECHNICAL ELECTIVE III	(3-0-0)3	6	SEÇMELİ
2-4-6-8 SEMESTERS				
COURSE CODE	COURSE NAME	CREDIT	ECTS	TYPE OF COURSE
BUSN102	INTRODUCTION TO BUSINESS	(3-0-0)3	7	ZORUNLU
COMN120	PRINCIPLES OF LAW	(3-0-0)3	6	ZORUNLU
UFRC01	UNIVERSITY ELECTIVE I	(3-0-0)3	4	SEÇMELİ
COMN204	ETHICS IN PROFESSION	(3-0-0)3	5	ZORUNLU
UFLE02	FOREIGN LANGUAGE ELECTIVE II (ENGLISH)	(3-0-0)3	3	SEÇMELİ
COMN115	SOCIOLOGY	(3-0-0)3	5	ZORUNLU
BFIN202	FINANCIAL ACCOUNTING II	(3-0-0)3	6	ZORUNLU
BUSN206	ORGANIZATIONAL BEHAVIOUR	(3-0-0)3	6	ZORUNLU
BUSN208	BUSINESS COMMUNICATION	(3-0-0)3	6	ZORUNLU
BUSN210	FINANCIAL MANAGEMENT	(3-0-0)3	6	ZORUNLU
UHTC02	TURKISH	(2-0-0)2	2	SEÇMELİ
UFRC02	UNIVERSITY ELECTIVE II	(3-0-0)3	4	SEÇMELİ
BFIN302	COST ACCOUNTING	(3-0-0)3	5	ZORUNLU
BUSN304	HUMAN RESOURCES MANAGEMENT	(3-0-0)3	6	ZORUNLU
BUSN356	ENTREPRENEURSHIP	(3-0-0)3	6	ZORUNLU
COMN352	RESEARCH METHODS	(3-0-0)3	6	ZORUNLU
BUSN306	MARKETING MANAGEMENT	(3-0-0)3	5	ZORUNLU
UHTC01	HISTORY	(2-0-0)2	2	SEÇMELİ
BUSN420	RESEARCH PROJECT	(3-0-0)3	6	ZORUNLU
BSEL04	TECHNICAL ELECTIVE IV	(3-0-0)3	6	SEÇMELİ
BSEL05	TECHNICAL ELECTIVE V	(3-0-0)3	6	SEÇMELİ
BSEL06	TECHNICAL ELECTIVE VI	(3-0-0)3	6	SEÇMELİ
MISY404	MANAGEMENT INFORMATION SYSTEMS	(3-0-0)3	6	ZORUNLU

Laboratory and Equipment Capacity (if applicable)

Career Opportunities

Graduates of the Bachelor of Arts in Business Administration program are equipped for a wide range of professional and managerial roles across industries. Career opportunities include:

- Management trainee / junior manager
- Marketing coordinator
- Financial analyst
- Human resources specialist
- Business development associate
- Operations coordinator
- Entrepreneur / small business owner

Graduates may also continue their academic journey in an MBA or other graduate-level programs.

Contact Information

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COURSE CATALOGUE DESCRIPTIONS

1st Semester

COMN107 Economics

This course introduces students to the key concept and topic of microeconomics such as opportunity cost, production possibility frontier, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly.

COMN109 Mathematics

This course provides the revision of basic algebra, fractions and partial fractions. Linear equations, arithmetic expressions and simplification of algebraic expressions. Operations with surds and indices. Logarithms and methods for solving logarithmic functions. Techniques for solving quadratic functions. Graph sketching for quadratic equations in Cartesian plane. Solving linear, polynomial and rational inequalities. Parallel and perpendicular lines.

COMN117 Introduction to Social Sciences

The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills.

COMN104 Psychology

This course is a broad introduction to the field of psychology. Aim of this course is give the foundation of ‘what is psychology’ and ‘what are the main issues and topics’ in psychology to the students. With this aim student will cover schools in psychology, biological basis of behaviour, sensation and perception, states of consciousness, learning, memory, cognition, psychological disorders, health and stress, life span development and personality development. Students explore the key figures, diverse theoretical perspectives, and research findings that have shaped some of the major areas of contemporary psychology. This course also examines the research methods used by psychologists across these areas to study the origins and variations in human behaviour.

2nd Semester

BUSN102 Introduction to Business

This course aims to provide a comprehensive introduction to the key elements of the business organization addressing competing theories and models of the firm and its environment, to provide a critical perspective on the main functional areas of management, and to develop analytical skills to identify the links between the functional areas in management, organizations, management practices and the business environment.

COMN115 Sociology

The course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on

sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.

COMN120 Principles of Law

The course deals with the basics of law. It introduces the students the elements drawn from legal theory, legal philosophy as well as legal practice. It makes special references to Turkish law. It starts with the discussion of what law is and continues with the other rules of social conduct like moral and customary rules. It familiarizes students with legal concepts like “burden of proof” and methods of legal interpretation.

COMN204 Ethics in Profession

The aim of this course is to define ethical principles, to enable students to develop ethical behaviours related to their profession, and to provide information about unethical behaviours that students may encounter in their professions. Within the context of the course, students will demonstrate an understanding of the ethical principles in general or in the application of specialized knowledge, results of research, creative expression, design processes, etc. that are related with their sciences, disciplines and potential professionals.

3rd Semester

BFIN201 Financial Accounting I

The course intends to provide an exposure to basic concepts of accounting. It covers the nature and purpose of accounting, accounting principles, introduction to single entry and double entry system, preparation of journal, ledger and trial balance, simple and complex adjustments, preparation of worksheets related to purchases, sales, receivables, payables, inventories, cash control, property, plant and equipment. The course also includes preparation of final accounts viz. trade/manufacturing account, profit and loss account and balance sheet, simple and complex adjustments.

BUSN205 Principles of Management

This is a comprehensive introductory course on the management process with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. It focuses on entire organization to form a strategic vision, setting objectives crafting a strategy and then implementing it. It also investigates how organization develop and maintain a competitive advantage within a changing business environment influenced by political, economic, social, technological, legal and environmental factors. The course content is organized around the four functions of management; planning, organizing, leading and controlling, for systematic understanding of management related challenges and applying conceptual tools and techniques in analyzing, evaluating and addressing management issues.

COMN223 Macroeconomics

This course deals with the macroeconomics issues. Macroeconomics investigates how economic growth and fluctuations occur. It also deals with the determinations of the unemployment, inflation and economic growth.

COMN253 Statistics

The course covers the key definitions (describing data graphically and numerically), probability, important discrete probability distributions (Binomial, Hypergeometric, Poisson), important continuous probability distributions (Uniform, Normal, Exponential), sampling distributions of sample mean, sample proportion and sample variance, single population estimation (confidence interval estimates for the mean and proportion-Student's t-distribution) and two population estimation (confidence intervals for the paired difference of mean, proportion and variance-Chi-Square test).

COMN221 Mathematics for Social and Applied Sciences

The course includes advanced mathematical applications related to business management. Course topics cover optimization, identification and maxima and minima, curve sketching and functions, coordinate geometry, acute and obtuse angles and sine and cosine formulas.

4th Semester

BFIN202 Financial Accounting II

The course provides the advanced aspects of accounting on the areas of partnership firm accounting viz. formation, admission, withdrawal and dissolution of partnership firms, exposure to corporations stockholders equity, identification of earnings per share, and dividends, long-term liabilities, bonds payables, marketable securities, analysis and interpretation of financial statements, importance of GAAP, exposure to analysis of company reports.

BUSN206 Organizational Behaviour

The course intends to provide contemporary behavioural aspects and detailed insights on behavioural aspects of management, viz. individual, group and organizational behavioural aspects. The course also focuses on different organization theories, motivational theories, theories of leadership, organizational development and change, organizational effectiveness.

BUSN208 Business Communication

One of the biggest challenges facing employees and managers in a global workforce is the ability to communicate in an effective and efficient manner. Students will learn how to make efficient use of different types of communication technologies, how to prepare written documents (e.g. C.V.'s, business letters, memos, reports, etc.) and how to prepare effective presentations. Communicating in teams, with stakeholders and on a cross-cultural level will also be emphasized. The focus of the course is improving the students' all-round communication skills, not their English grammar usage.

BUSN210 Financial Management

The main objective of this course is to make students understand the basic finance concepts. The course involves studies on decision-making utilizing financial resources available to the firm from the perspective of the manager.

5th Semester

BFIN303 Corporate Accounting

The course focuses on development and managing of accounting concepts related to company affairs viz. Formation, Management, Dividend policies, financial management transactions, managing different shares viz. Promoters shares and equity shares etc. The course provides detailed insights on the accounting aspects of managing a company.

BUSN303 Production Management

Production/operations management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment. This course considers the operations from a managerial perspective. We will consider key performance measures of operations (productivity, quality and response time) as well as important concepts for improving the performance of operations along these dimensions. At the end of the course students will have a basic understanding of the role production/operations management plays in business processes. Emphasis is given both to familiarization of various production processes and service systems, and to the analysis of problems arising in the management of operations.

BFIN301 Business Finance

The course primarily focuses on the managerial aspects of financial management which are vital for financial decisions. The course covers financial analysis, planning and control, ratio analysis, funds flow analysis, cash flow analysis, capital budgeting techniques, Capital structure determination, Dividend policy, overview of mergers and acquisitions, overview of international finance, Analysis of real company financial reports etc.

BUSN351 Sustainable Development and Growth

This course is designed to introduce students to some major challenges in today's sustainable development and help them gain a more holistic and realistic view of their country's situation in a global context. The topics cover some complex relationships among various aspects of development, including population growth, economic growth, improvements in education and health, industrialization and post-industrialization, environmental degradation, and globalization.

BUSN301 Principles of Marketing

The course introduces the essential principles of marketing (key concepts, methods of analysis, strategies and tactics) critical to managing profitable customer relationships in today's dynamic and allied environment. This course also stresses the marketing function's contribution to any organization.

6th Semester

BFIN302 Cost Accounting

The course intends to provide basic and advanced concepts of cost accounting. The course covers the scope and nature of cost accounting, principles, classifications of cost accounting, exposure to product cost accounting system viz. external and internal reporting systems, costing and control of raw materials, labor and factory overheads, job order and process costing system,

joint and by-product costing, cost accounting for defective units, spoiled units, scrap and waste materials, direct and absorption costing, marginal costing and break-even analysis.

BUSN304 Human Resource Management

The course intends to provide conceptual and application insights of contemporary human resource management practices viz. Recruitment, Selection, Training and Development, Induction, Motivation, performance evaluation and Termination. The course covers the practical implementation of HR practices in the real life business situations which the business students ought to be proficient with.

BUSN306 Marketing Management

This course explains how marketing can be used in strategic orientation of a company. The course examines the creation and distribution of products and services to consumers. It focuses on determinants of demand, such as price, advertising and promotion, as well as social and environmental determinants of consumer and firm behaviour. The course also focuses on real-life company marketing plan preparation.

COMN352 Research Methods

This course aims to provide students with conceptual and theoretical framework in research methods. The course tends to develop student skills in research and the ability to choose research topic, make critical literature review, decide on research approach, and select proper sample by using different aspects of qualitative and quantitative research methods.

BUSN356 Entrepreneurship

This course provides an understanding of the characteristics of the entrepreneur and the unique concepts of business ownership to the student who has a strong desire to start a business. Emphasis is placed on identifying and evaluating entrepreneurial opportunities by focusing on the student's entrepreneurial potential and creating a new business venture.

7th Semester

BUSN405 International Business

The course focuses on offering the deep insights on the concepts and applications of international business aspects. The course covers the different theories of international business including theories of international trade and investment, international organizations, organizational participants of international business, culture and ethics in international business, strategies and organization in the international firm.

BUSN461 Strategic Planning and Management

The course aims at providing the advanced insights of strategic management perspective on key business decisions. The course primarily focuses on the corporate strategic planning process, strategy formulation, the impact of micro and macro environment on strategic decision making.

BUSN300 Internship

The aim of the Business Administration internship is to provide the student with a professional work experience in an organizational environment. Internships offer students a period of

practical experience in the industry relating to their field of study. This experience is valuable to students as it allows them to experience how their studies are applied in the “real world”, and since work experience can also be highly attractive to potential employers. Students are required to use the Internship Logbook which provides information on the internship guidelines. All students are required to write an internship paper as a summary of their experience.

8th Semester

BUSN420 Research Project

This is a practical field project needs to be undertaken by the students with the guidance of a supervisor. The primary focus of the research project on the areas related to marketing and consumer behaviour. The students ought to identify the real life problems, use appropriate research methodology to find appropriate solutions. The students ought to prepare a detailed research project for grading.

MISY404 Management Information Systems

This course focuses on the applications of information technology within organizations, particularly the acquisition, development, and implementation of computer-based information systems. It covers planning and the use of information systems by management, various approaches to developing and building MIS, software tools, end- user computing and information centers in planning strategies and management science.

UNIVERSITY HTC ELECTIVE COURSES

COMN106 Turkish

To show the characteristics and rules of operation of Turkish language with examples; to give the students the ability and habit to express their feelings and thoughts accurately and effectively; developing vocabulary through written and oral texts; The aim of this course is to teach the rules of reading texts or the programs they listen to correctly. COMN106 course aims to provide basic Turkish reading, speaking and writing skills for international students.

Bu derste, yazı dilinin ve yazılı iletişimin temel özellikleri, yazı dili ile sözlü dilin arasındaki farklar, Yazılı ve sözlü anlatım; öznel anlatım, nesnel anlatım, paragraf türleri, metnin tanımı ve metin türleri, yazılı anlatım, yazılı anlatım, planlı yazma aşamaları (konu, konunun sınırlandırılması, amaç, bakış açısı, ana ve yan düşüncelerin belirlenmesi, yazma planı hazırlama, kağıt düzeni) bilgilendirici metinler üzerinde kuramsal bilgiler: örnekler üzerinde çalışmalar ve yazma uygulamaları, bir metnin özetini ve planını çıkarma, yazılı uygulamalardaki dil ve anlatım yanlışlarını düzeltme ve sözlü anlatım uygulamaları işlenmektedir.

COMN108 History

The course provides a detailed exposure on the history of the construction of the Turkish Republic under the light of Kemal Atatürk's principles this course is designed for Turkish speaking students. COM108 is designed for non-Turkish speaking foreign students. The aim of the course is to introduce a brief history of Turkish Republic and Cyprus. Social, economic and political aspects and effects of Western Civilization on Turkey and Cyprus. Relations with Middle East.

Bu derste, Türk Ulusu'nun kurtarıcısı, Cumhuriyetin kurucusu, dünyanın ender yetiştirdiği asker ve devlet adamı, devrimci ve düşünür Atatürk'ün hayat hikayesinin yanı sıra, bir imparatorluğun

çöküşü, Türk Ulusu'nun Atatürk'ün önderliğinde kahramanlık destanları yaratarak bağımsızlığını savunuşu, genç ve dinamik Türkiye Cumhuriyeti'nin kuruluşu ve bu Cumhuriyetin hızla yükselişi "Türk İnkılabı" adı verilen büyük atılım ve değişikliklerin ne kadar zamana sığdırıldığı ve bu inkılapların önemi vurgulanmakta ve Atatürk İlkeleri anlatılmaktadır.

COMN180 Computer Literacy

This course is an introductory course to computers and their application; the basic components of computers; Random Access Memory (RAM), Read Only Memory (ROM), Central Processing Unit (CPU) and relationship between these hardware are introduced. Operating systems, application software (word processor, power point), Utility Software are introduced. Internet, network connections and the types, digital security and ethics are covered. Social networks and other web-based applications are introduced.

FOREIGN LANGUAGE ELECTIVE COURSES

COMN191 Academic English I

This course is intended for academically oriented students and it aims to bridge the gap between general and academic English. The course aims at developing the skills required for academic study, including note-taking, essay writing, as well as teaching strategies for undertaking research and dealing with unfamiliar academic vocabulary. The course also aims at teaching the features of guided writing, reading strategies such as predicting, skimming, and scanning. At the end of this course the students are expected to be able to; develop strategies, to improve the ability to comprehend complex academic texts, to develop strategies to produce more coherent writing and, make clear, appropriate, relevant notes from academic texts, and to adopt various approaches to deal with new or unknown vocabulary by practising effective use of dictionaries, and through making effective vocabulary records.

COMN192 Academic English II

This course is the continuation of the COMN191 Academic English I course. Similar issues are focused on as in the former course with a higher tone of language. This course integrates all four language skills and teaches students how to integrate skills and content in real-world academic contexts. High-interest and intellectually-simulating authentic materials are used to familiarize students with academic content. The course also aims at developing the ability to participate in exchanges of information and opinions in the context of the specific field, and to write instructions, descriptions and explanations about topics in the related field. Extra importance is put on teaching student's terminology related to the specific field. (pre-requisite: COMN191)

TECHNICAL ELECTIVE COURSES

BUSN415 Small Business Management

This course provides an introduction to entrepreneurial life, it then focuses on different ways of owning a small business (from scratch or joining an existing business). Furthermore, it examines issues on developing the new venture business plan and focuses on customer related matters. Finally, it draws attention on managing growth in the small businesses.

INTR452 European Studies

This course is designed to evaluate how the experiment of 1951 in the coal and steel sectors among six European nations has grown to be a formal political and economic union by embracing almost all continental states after the developments in the post-cold war period. Within this framework, this course covers the short history of the integration process among the European countries along with the political institutions, the key policies and the most current developments in the European Union including Brexit.

ECON427 Economic Policy

This course will introduce undergraduate students to a survey of contemporary policy issues in macro-economic literature and their application within the economies of Turkey and the TRNC. Economic growth, unemployment, inflation and economic crisis and alternative solutions to the macroeconomic problems are the main subjects of the course.

OSHE201 Occupational Safety and Health

This course provides information on the theory and history of occupational health and safety, and enforcement of laws that address occupational safety and health globally. It also aims to guide students in understanding the roles and responsibilities of workers, unions and employers. This course also reviews other safety related issues and aspects of recognizing, evaluating, and understanding control of safety and health hazards in the workplace.

UNIVERSITY FREE ELECTIVE COURSES

CFE201 Leadership and Management

In this course, an analysis of theoretical and practical knowledge is made. In this context, basic social and psychological factors associated with the concept of leadership and current theories will be explained and how theoretical knowledge can be applied in terms of leadership and management functions in organizations will be emphasized. The aim of the course is to provide students with a deep understanding of leadership and management concepts and to develop their own leadership skills.

CFE202 Environment and Sustainable Development

This course provides information on nature and environment along with sustainability concept, as well as guides students to gain awareness about environmental problems. It aims to inform students about the daily practices that will lead to a more sustainable living. Additionally, knowledge about the global and social effects of all practices on health, environment, safety, and current issues related to the field of their area of study and awareness of the legal consequences of their specific area of practices to solutions are covered.