

Faculty/Institute/School	Department/Program	Course name	Course Hour		ECTS	Term	Content	
			Theory	Practice				
1	Buak Faculty of Business Administration	Business Administration	General Accounting I	3	0	5	1st Semester-Fall	Definition and Classification of Accounting, Recording Methods and Books in Accounting, Balance Sheet, Income Table, Account Concept and Classification of Accounts, Scope and Functioning of the Uniformed Account Plan Accounts, The Concept of Balance Sheet and The Nature of Its Classification, Functioning of Balance Sheet Active Accounts, Functioning of Balance Sheet Liability Accounts, The Nature of Income Statement and Income Statement Accounts, Revenue Table Expense Accounts, Revenue Table Income Accounts, Separation of Costs and Term Expense Accounts, Functioning of Cost Accounts, Functioning of Operating and Financing Expense Accounts, Functioning of Cost and Expense Accounts
2	Buak Faculty of Business Administration	Business Administration	Marketing	3	0	5	3rd Semester-Fall	Strategic Marketing Plan, Market Segmentation, Target Market Selection, Strategic Positioning, Basic Marketing Strategies (Product, Pricing, Promotion and Distribution Strategies), Marketing Strategies Controlling, Market Focused Organization Designing, Customer Analysis, Positioning Strategies
3	Buak Faculty of Business Administration	Business Administration	Commercial Law	3	0	5	3rd Semester-Fall	Merchant, Commercial Enterprise, Registry, Title, Unfair Competition, Commercial Books and Current Account, Negotiable Instruments and Corporate Law
4	Buak Faculty of Business Administration	Business Administration	Career Management and Planning	3	0	5	3rd Semester-Fall	Practical studies to create the career and life planning of each student, CV Creation, Interview, Job Interviews
5	Buak Faculty of Business Administration	Business Administration	Financial Management	3	0	5	4th Semester-Spring	Financial Management and Its Functions, Financial System, Financial Markets, Financial Instruments and Institutions, Time Value of Money, Financial Analysis, Breakover and Leverage Analysis, Financial Planning and Control, Working Capital Management, Short Term Financing, Profit Distribution Policy
6	Buak Faculty of Business Administration	Business Administration	Entrepreneurship	3	0	5	6th Semester-Fall	Entrepreneurship Concepts and Approaches, Entrepreneurship Process, Idea Generation, Business Plan and Strategy, Organization Design, Finance, Intellectual Property Protection, The Implementation of a New Business Plan, Innovation and Improvements at the Organization, Creating New Markets, Operational Challenges and Opportunities, Development and Management of Family Business, Life Cycle of Family Business, Management Transfer Plan and The Transition to Professional Management, Success and Failure Examples of Entrepreneurship.
Grand Total				18	0	30		

Faculty/Institute/School	Department/Program	Course name	Course Hours		ECTS	Term	Content	
			Theory	Practice				
1	Bucak Faculty of Business Administration	PR and Publicity	Introduction to Communication	3	0	5	1th Semester-Fall	structural and contextual features of communication, The functioning of communication process, Internal/Verbal/written/non-verbal communication, Interpersonal/organisational/Mass/Intercultural/International communication
2	Bucak Faculty of Business Administration	PR and Publicity	PR	3	0	5	2nd Semester-Spring	Conceptual Framework and scope of PR, Historical development of PR, PR models, PR and related concepts, Organisational structure of PR, PR process, PR media and tools
3	Bucak Faculty of Business Administration	PR and Publicity	Communication Theories	3	0	5	2nd Semester-Spring	The Mass Society Covention and the Mass Culture Powerful Effects , Limited Effects, Rediscovered Powerful Effects, Technological Determinism and Globalism , Critical Communication Theories: Basic Concepts and Historical frame
5	Bucak Faculty of Business Administration	PR and Publicity	New Media and PR	3	0	5	3rd Semester-Fall	The concepts of new media and PR 2.0, Effects of the new media, Effects of social media on PR, PR practices in new media, social media usage in Turkey and the world, usage of web site in PR, usage of blog in PR, usage of social networks in PR, usage of content sharing sites in PR, PR 2.0 and media relations
6	Bucak Faculty of Business Administration	Public Relations and Publicity	Brand Management	3	0	5	4th Semester-Spring	The Concept of Brand and Strategic Significance of Branding, Brand Management and Brand Strategies, Brand Identity and Brand Personality, Brand Positioning, Brand Awareness, Brand and Perceived Quality, Brand Loyalty, Brand Association
7	Bucak Faculty of Business Administration	PR and Publicity	International PR	3	0	4	5th Semester-Fall	The Concept of International PR and its Historical Development, Actors of International PR, Public Diplomacy, Public Diplomacy: Example of Turkey, International PR in Private Organizations, International PR in Non-governmental Organizations, International PR and Culture, International PR and Country Profile
8	Bucak Faculty of Business Administration	Public Relations and Publicity	PR Practices and Case Studies	3	0	5	6th Semester-Spring	Stakeholder management, research, corporate identity, image and reputation, employee and media relations, event management, issue, risk and crisis management, corporate social responsibility, sponsorship
Grand Total				21	0	34		

Faculty/Institute/School	Department/Program	Course name	Course Hours Theory Practice	ECTS	Term	Content		
1	Buck Faculty of Business Administration	Economics and Finance	Financial Management I	3	0	5	3rd Semester-Fall	Finance, Financial Management Concepts, Duties of Finance Manager, Fundamental Functions of Finance, Financial System, Time Value of Money, Interest Calculations, Annuity, Financial Analysis, Financial Planning, Breakeven and Levers
2	Buck Faculty of Business Administration	Economics and Finance	Financial Management II	3	0	5	4th Semester-Spring	Financial Resources, Cost of Foreign Resources, Cost of Equity, AOSM, Dividend Distribution Policies, Investment in Current Assets, Investment in Fixed Assets, Capital Budgeting
3	Buck Faculty of Business Administration	Economics and Finance	Introduction to Economics I	3	0	5	1st Semester-Fall	General concepts of economics, Scarcity, Profit and utility, Supply and demand, Consumer theory, Producer theory, Market types, Income distribution
4	Buck Faculty of Business Administration	Economics and Finance	Introduction to Economics II	3	0	5	2nd Semester-Spring	Scope of Macro Economy, Saving and investment, Employment and Unemployment, Monetary and fiscal policies, Foreign trade theory
5	Buck Faculty of Business Administration	Economics and Finance	Microeconomics	3	0	5	3rd Semester-Fall	Scarcity, Preference and Market System, Demand-Supply Functions and Elasticities, Consumer Equilibrium, Production Function and Law of Decreasing Yields, Producer Equilibrium, Costs in the Short and Long Run, Perfect Competition Market, Monopoly, Monopolistic Competition, Monopsony, Oligopoly, Input Market, Welfare economy
6	Buck Faculty of Business Administration	Economics and Finance	Macroeconomics	3	0	5	4th Semester-Spring	General Framework of Macroeconomics, National Income and Growth, Inflation and Unemployment, Consumption, Saving and Investment, Multiplier Coefficient, Macroeconomic Equilibrium in Open and Closed Economy, Monetary Theory, IS-LM and IS-LM-BP Analysis, AD-AS Analysis.
7	Buck Faculty of Business Administration	Economics and Finance	Financial Statements Analysis	3	0	5	3rd Semester-Fall	Basic Financial and Subsidiary Tables, Purpose of Financial Analysis, Arrangement of Financial Tables According to Determined Standards, Financial Analysis Techniques, Comparative Tables Analysis Technique, Vertical Percent Method, Trend, Percentages Method, Ratio Analysis
8	Buck Faculty of Business Administration	Economics and Finance	Working Capital Management	3	0	5	3rd Semester-Spring	Structure of Balance Sheet Assets, Current Assets, Gross Working Capital, Management of Working Capital, Management of Cash, Management of Receivables, Management of Inventories, Effects of Inflation on Working Capital
9	Buck Faculty of Business Administration	Economics and Finance	Entrepreneurship	3	0	5	3rd Semester-Fall	Venture, Entrepreneur, Venture Capital, Entrepreneurship in EU Green Document, Venture Finance, Angel Investor, KOSGEB Supports
10	Buck Faculty of Business Administration	Economics and Finance	Preparing and Evaluating Investment Projects	3	0	4	5th Semester-Fall	General structure of portfolio analysis, and gaining analytical and strategic thinking skills.
11	Buck Faculty of Business Administration	Economics and Finance	International Finance	3	0	5	6th Semester-Spring	Understanding the general framework of international financial markets, international financial theories, exchange rate models, balance of payments, international risk management, and comprehending the infrastructure of international financial management for companies.
12	Buck Faculty of Business Administration	Economics and Finance	Valuation of Businesses	3	0	5	6th Semester-Spring	Providing information about the fundamentals of financial management, explaining basic policies, and discussing the determination of firm value, including topics like firm valuation firm valuation policies, and firm value determination.
13	Buck Faculty of Business Administration	Economics and Finance	English for Economics and Finance I	3	0	4	3rd Semester-Fall	Grammar rules, preparing an English CV, correspondence for requesting information from companies, letters containing price change notifications, correspondence for product delivery delays, letters of credit within the scope of foreign trade, detailed product introduction letters to companies, application letters for master's program.
14	Buck Faculty of Business Administration	Economics and Finance	English for Economics and Finance II	3	0	4	4th Semester-Spring	Increasing students' vocabulary related to business topics and to keep up with current developments in these areas, grammar rules and topics related to management, economics, marketing, and finance.
Grand Total			42	0	67			