**BUSINESS ADMINISTRATION UNDERGRADUATE PROGRAM: MAJORS** **(Uzmanlık Alanları)**

**ACCOUNTING MAJOR**

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| **REQUIRED MAJOR ELECTIVES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| ACC 4111 | Financial Statement Analysis (PRE: ACC 2002) | 3+0 | 5 |
| ACC 4245 | International Financial Reporting (PRE: ACC 2002) | 3+0 | 5 |
| **MAJOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| ACC 4220 | Accounting Information Systems (PRE: ACC 2001) | 3+0 | 5 |
| ACC 4222 | Accounting for Decision Making (PRE: ACC 3001) | 3+0 | 5 |
| ACC 4231 | Tax Law and Accounting | 3+0 | 5 |
| ACC 4233 | Auditing (PRE: ACC 2002) | 3+0 | 5 |
| ACC 4242 | Current Topics in Accounting (PRE:ACC 2001) | 3+0 | 5 |
| ACC 4244 | Risk Based Internal Auditing ( PRE: ACC 2002) | 3+0 | 5 |
| ACC 4246 | International Financial Reporting II (PRE: ACC 4245) | 3+0 | 5 |
| FIN 4111 | Capital Markets and Financial Institutions (PRE: FIN 2001) | 3+0 | 5 |
| **TOTAL** | | **18+0** | **30** |

**ENTREPRENEURSHIP MAJOR**

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| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| MNO 4222 | Organizational Change and Development | 3+0 | 5 |
| MNO 4235 | Entrepreneurship and Business Planning (PRE: MNO 1001) | 3+0 | 5 |
| **MAJOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| FIN 4237 | Entrepreneurial Finance (PRE: FIN 2002) | 3+0 | 5 |
| IBS 4155 | Global Entrepreneurship | 3+0 | 5 |
| LAW 4240 | Company Law (PRE: LAW 3001) | 3+0 | 5 |
| MNO 4237 | Business Ethics | 3+0 | 5 |
| MNO 4240 | Industrial Relations and Collective Bargaining | 3+0 | 5 |
| MNO 4242 | Innovation Management | 3+0 | 5 |
| MNO 4244 | Understanding Organizations, People and Society | 3+0 | 5 |
| MRK 4220 | Product and Brand Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4231 | Stakeholder Relationship Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4233 | Digital Marketing (PRE: MRK 2001) | 3+0 | 5 |
| QMT 4242 | E-Business | 3+0 | 5 |
| QMT 4244 | Project Management | 3+0 | 5 |
| **TOTAL** | | **18+0** | **30** |

**FINANCE MAJOR**

|  |  |  |  |
| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| FIN 4111 | Capital Markets and Financial Institutions (PRE: FIN 2001) | 3+0 | 5 |
| FIN 4233 | Investment Analysis (PRE: FIN 2002 | 3+0 | 5 |
| **MAJOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| ACC 4111 | Financial Statement Analysis (PRE: ACC 2002) | 3+0 | 5 |
| IBS 4343 | Bank Management (PRE: FIN 2001/ IBS 3331) | 3+0 | 5 |
| FIN 4222 | Public Finance | 3+0 | 5 |
| FIN 4235 | Financial Derivatives (PRE: FIN 2001) | 3+0 | 5 |
| FIN 4237 | Entrepreneurial Finance (PRE: FIN 2002) | 3+0 | 5 |
| FIN 4240 | Risk Management and Insurance (PRE: FIN 2001/ IBS 3331) | 3+0 | 5 |
| FIN 4242 | Real Estate Finance (PRE: FIN 2002) | 3+0 | 5 |
| FIN 4244 | Security Analysis Applications (PRE: FIN 2002) | 3+0 | 5 |
| FIN 4246 | Current Topics in Finance (PRE: FIN 2002) | 3+0 | 5 |
| IBS 4362 | Multinational Business Finance (PRE: FIN 2002) | 3+0 | 5 |
| IBS 4321 | International Financial Management (PRE: FIN 2002) | 3+0 | 5 |
| IBS 4351 | Financial Data Analysis (PRE: FBA 1202, FIN 2002) | 3+0 | 4 |
| IBS 4394 | Financial Forecasting (PRE: FBA 1202, FIN 2002) | 3+0 | 4 |
| **TOTAL** | | **18+0** | **30** |

**HUMAN RESOURCES MANAGEMENT MAJOR**

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| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| MNO 4211 | Human Resource Planning | 3+0 | 5 |
| MNO 4213 or  MNO 4220 or  MNO 4231 | Recruitment, Selection and Placement  Training & Development, Performance & Career Management  Compensation & Benefits Management (PRE :MNO 4211)  *At least one of these last three courses must be taken as a required major elective* | 3+0 | 5 |
| **MAJOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| IBS 3194 | People and Cultures Of the World | 3+0 | 5 |
| IBS 3186 | International Human Resource Management | 3+0 | 4 |
| LAW 4242 | International Business Law ( PRE: LAW 3001) | 3+0 | 5 |
| MNO 4213 | Recruitment, Selection and Placement | 3+0 | 5 |
| MNO 4215 | Conflict Management and Negotiation | 3+0 | 5 |
| MNO 4220 | Training & Development, Performance & Career Management | 3+0 | 5 |
| MNO 4222 | Organizational Change and Development | 3+0 | 5 |
| MNO 4224 | Comparative Management Culture | 3+0 | 5 |
| MNO 4231 | Compensation & Benefits Management (PRE: MNO 4211) | 3+0 | 5 |
| MNO 4233 | Turkey and Business Environment | 3+0 | 5 |
| MNO 4237 | Business Ethics | 3+0 | 5 |
| MNO 4240 | Industrial Relations and Collective Bargaining | 3+0 | 5 |
| MNO 4244 | Understanding Organizations, People and Society | 3+0 | 5 |
| MNO 4246 | Managerial Skills Laboratory | 3+0 | 5 |
| QMT 4224 | Decision Theory | 3+0 | 5 |
| **TOTAL** | | **18+0** | **28-30** |

**MANAGEMENT INFORMATION SYSTEMS MAJOR**

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| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| QMT 4111 | Systems Analysis and Design | 3+0 | 5 |
| QMT 4242 | E-Business | 3+0 | 5 |
| **MAJOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| ACC 4220 | Accounting Information Systems (PRE: ACC 2001) | 3+0 | 5 |
| LAW 4231 | Information Technologies Law (PRE: LAW 3001) | 3+0 | 5 |
| MNO 4237 | Business Ethics | 3+0 | 5 |
| QMT 4211 | Operations Research | 3+0 | 5 |
| QMT 4213 | Computer Applications in Business | 3+0 | 5 |
| QMT 4220 | Intelligent Systems | 3+0 | 5 |
| QMT 4222 | Object-Oriented Analysis and Design | 3+0 | 5 |
| QMT 4224 | Decision Theory | 3+0 | 5 |
| QMT 4231 | Information Security Management System in Business | 3+0 | 5 |
| QMT 4233 | Web Technologies and Business Systems | 3+0 | 5 |
| QMT 4235 | Technology Management | 3+0 | 5 |
| QMT 4240 | Current Topics in Management Information Systems | 3+0 | 5 |
| QMT 4244 | Project Management | 3+0 | 5 |
| **TOTAL** | | **18+0** | **30** |

**MARKETING MAJOR**

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| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| MRK 4111 | Consumer Behavior (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4120 | Business-to-Business Markets (PRE: MRK 2001) | 3+0 | 5 |
| **MAJOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| IBS 2001 | International Marketing Management | 3+0 | 5 |
| LAW 4220 | Contracts Law (PRE: LAW 3001) | 3+0 | 5 |
| LAW 4222 | Competition Law (PRE: LAW 3001) | 3+0 | 5 |
| MRK 4211 | Services Marketing (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4220 | Product and Brand Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4222 | Advertising Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4231 | Stakeholder Relationship Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4233 | Digital Marketing (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4235 | Retail Marketing (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4242 | Marketing Decision Making (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4244 | Current Topics in Marketing (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4246 | Sales and Sales Promotion Management (PRE: MRK 2001) | 3+0 | 5 |
| PRD 4222 | Supply Chain Management and Logistics (PRE: PRD 2001) | 3+0 | 5 |
| MRK 4237 | Retail Operations I (Pre: MRK 4111) | 3+0 | 5 |
| MRK 4239 | Retail Operations II (Pre: MRK 4111) | 3+0 | 5 |
| IBS 2016 | Global Market Analysis (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4248 | Innovation and New Product Development | 3+0 | 5 |
| PRD 4111 | Product and Services Quality Management (PRE: PRD 2001) | 3+0 | 5 |
| IBS 3003 | International Business Management (Pre: ECO 2901) | 3+0 | 5 |
| IBS 3014 | Export & Import Operations Management (Pre:ECO 2901) | 3+0 | 4 |
| IBS 4158 | Sustainability Marketing | 3+0 | 5 |
| **TOTAL** | | **18+0** | **30** |

**PRODUCTION AND OPERATIONS MANAGEMENT MAJOR**

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| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N.CREDIT** | **ECTS** |
| MRK 4120 | Business-to-Business Markets (PRE: MRK 2001) | 3+0 | 5 |
| PRD 4111 | Product and Service Quality Management (PRE: PRD 2001) | 3+0 | 5 |
| **MAJOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N. CREDIT** | **ECTS** |
| PRD 4220 | Production Planning and Control (PRE: PRD 2001) | 3+0 | 5 |
| PRD 4222 | Supply Chain Management and Logistics (PRE: PRD 2001) | 3+0 | 5 |
| PRD 4231 | Business Resource Planning (PRE: PRD 2001) | 3+0 | 5 |
| PRD 4240 | Quality Assurance Systems (PRE: PRD 2001) | 3+0 | 5 |
| PRD 4242 | Current Topics in Operations Management (PRE: PRD 2001) | 3+0 | 5 |
| QMT 4211 | Operations Research | 3+0 | 5 |
| QMT 4224 | Decision Theory | 3+0 | 5 |
| QMT 4235 | Technology Management | 3+0 | 5 |
| QMT 4237 | Statistical Quality Control (PRE: FBA 1202) | 3+0 | 5 |
| QMT 4242 | E-Business | 3+0 | 5 |
| MRK 4248 | Innovation and New Product Development | 3+0 | 5 |
| QMT 4244 | Project Management | 3+0 | 5 |
| LAW 4231 | Information Technologies Law (PRE: LAW 3001) | 3+0 | 5 |
| **TOTAL** | | **18+0** | **30** |

**RETAIL MANAGEMENT MAJOR**

|  |  |  |  |
| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N.CREDIT** | **ECTS** |
| MRK 4111 | Consumer Behavior (Pre: MRK 2001) | 3+0 | 5 |
| PRD 4222 | Supply Chain Management and Logistics (Pre: PRD 2001) | 3+0 | 5 |
| MRK 4235 | Retail Marketing (Pre:MRK 2001) | 3+0 | 5 |
| MRK 4220 | Product and Brand Management (Pre: MRK 2001) | 3+0 | 5 |
| MRK 4237 | Retail Operations 1 (Pre: MRK 4111) | 3+0 | 5 |
| MRK 4233 | Digital Marketing (Pre: MRK 2001) | 3+0 | 5 |
| MRK 4239 | Retail Operations 2 (Pre:MRK 4111) | 3+0 | 5 |
| MRK 4242 | Marketing Decision Making (Pre: MRK 2001) | 3+0 | 5 |

**TESCO KİPA RETAIL MANAGEMENT MAJOR**

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| --- | --- | --- | --- |
| **REQUIRED MAJOR ELECTIVES** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N.CREDIT** | **ECTS** |
| MRK 4111 | Consumer Behavior (Pre: MRK 2001) | 3+0 | 5 |
| PRD 4222 | Supply Chain Management and Logistics (Pre: PRD 2001) | 3+0 | 5 |
| MRK 4235 | Retail Marketing (Pre:MRK 2001) | 3+0 | 5 |
| MRK 4220 | Product and Brand Management (Pre: MRK 2001) | 3+0 | 5 |
| MRK 4237 | Retail Operations 1 (Pre: MRK 4111) | 3+0 | 5 |
| MRK 4233 | Digital Marketing (Pre: MRK 2001) | 3+0 | 5 |
| MRK 4239 | Retail Operations 2 (Pre:MRK 4111) | 3+0 | 5 |
| MRK 4242 | Marketing Decision Making (Pre: MRK 2001) | 3+0 | 5 |
|  | Tesco Kipa Probation | 30 days | ? |

**BUSINESS ADMINISTRATION UNDERGRADUATE PROGRAM: MINORS (YANDAL)**

**ACCOUNTING MINOR**

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| --- | --- | --- | --- |
| **COMPULSORY MINOR COURSES (3 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| ACC 2002 | Intermediate Accounting(PRE: ACC 2001) | 3+0 | 4 |
| ACC 4111 | Financial Statement Analysis (PRE: ACC 2002) | 3+0 | 5 |
| FIN 4111 | Capital Markets and Financial Institutions (PRE: FIN 2001) | 3+0 | 5 |
| **MINOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| ACC 4220 | Accounting Information Systems (PRE: ACC 2001) | 3+0 | 5 |
| ACC 4222 | Accounting for Decision Making (PRE: ACC 3001) | 3+0 | 5 |
| ACC 4231 | Tax Law and Accounting | 3+0 | 5 |
| ACC 4233 | Auditing (PRE: ACC 2002) | 3+0 | 5 |
| ACC 4242 | Current Topics in Accounting (PRE: ACC 2001) | 3+0 | 5 |
| ACC 4245 | International Financial Reporting I (PRE: ACC 2002) | 3+0 | 5 |
| ACC 4244 | Risk Based Internal Auditing ( PRE: ACC 2002) | 3+0 | 5 |
| ACC 4246 | International Financial Reporting II (PRE: ACC 4245) | 3+0 | 5 |
| **TOTAL** | | **21+0** | **34** |

**ENTREPRENEURSHIP MINOR**

|  |  |  |  |
| --- | --- | --- | --- |
| **COMPULSORY MINOR COURSES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N. CREDIT** | **ECTS** |
| MNO 4222 | Organizational Change and Development | 3+0 | 5 |
| MNO 4235 | Entrepreneurship and Business Planning (PRE: MNO 1001) | 3+0 | 5 |
| **MINOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N.CREDIT** | **ECTS** |
| FIN 4237 | Entrepreneurial Finance (PRE: FIN 2002) | 3+0 | 5 |
| MNO 4237 | Business Ethics | 3+0 | 5 |
| MNO 4240 | Industrial Relations and Collective Bargaining | 3+0 | 5 |
| MNO 4242 | Innovation Management | 3+0 | 5 |
| MNO 4244 | Understanding Organizations, People and Society | 3+0 | 5 |
| MRK 4220 | Product and Brand Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4231 | Stakeholder Relationship Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4233 | Digital Marketing (PRE: MRK 2001) | 3+0 | 5 |
| QMT 4242 | E-Business | 3+0 | 5 |
| QMT 4244 | Project Management | 3+0 | 5 |
| **TOTAL** | | **18+0** | **30** |

**GENERAL BUSINESS MINOR**

|  |  |  |  |
| --- | --- | --- | --- |
| **COMPULSORY MINOR COURSES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| ACC 2001 | Financial Accounting | 3+0 | 5 |
| MNO 1001 | Principles of Business Administration | 4+0 | 5 |
| **MINOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| FIN 2002 | Business Finance (PRE: ACC 2001) | 3+0 | 5 |
| LAW 3001 | Business Law (PRE: FBA 1801) | 3+0 | 5 |
| MNO 1002 | Organization and Management | 3+0 | 4 |
| MNO 2001 | Managing Individuals at Work | 3+0 | 4 |
| MNO 2002 | Human Resource Management | 3+0 | 5 |
| MRK 2001 | Principles of Marketing | 3+0 | 5 |
| PRD 2001 | Introduction to Production and Operations Management | 3+0 | 5 |
| **TOTAL** | | **19+0** | **28-30** |

**HUMAN RESOURCES MANAGEMENT MINOR**

|  |  |  |  |
| --- | --- | --- | --- |
| **COMPULSORY MINOR COURSES (3 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N. CREDIT** | **ECTS** |
| MNO 2002 | Human Resource Management | 3+0 | 5 |
| MNO 4211 | Human Resource Planning | 3+0 | 5 |
| MNO 4213 or  MNO 4220 or  MNO 4231 | Recruitment, Selection and Placement  Training & Development, Performance & Career Management  Compensation & Benefits Management (PRE :MNO 4211)  *At least one of these last three courses must be taken as a compulsory minor course* | 3+0 | 5 |
| **MINOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N. CREDIT** | **ECTS** |
| IBS 3186 | International Human Resource Management | 3+0 | 4 |
| MNO 4213 | Recruitment, Selection and Placement | 3+0 | 5 |
| MNO 4215 | Conflict Management and Negotiation | 3+0 | 5 |
| MNO 4220 | Training & Development, Performance & Career Management | 3+0 | 5 |
| MNO 4222 | Organizational Change and Development | 3+0 | 5 |
| MNO 4224 | Comparative Management Culture | 3+0 | 5 |
| MNO 4231 | Compensation & Benefits Management (PRE: MNO 4211) | 3+0 | 5 |
| MNO 4233 | Turkey and Business Environment | 3+0 | 5 |
| MNO 4237 | Business Ethics | 3+0 | 5 |
| MNO 4240 | Industrial Relations and Collective Bargaining | 3+0 | 5 |
| MNO 4244 | Understanding Organizations, People and Society | 3+0 | 5 |
| MNO 4246 | Managerial Skills Laboratory | 3+0 | 5 |
| QMT 4224 | Decision Theory | 3+0 | 5 |
| **TOTAL** | | **21+0** | **34-35** |

**MANAGEMENT INFORMATION SYSTEMS MINOR**

|  |  |  |  |
| --- | --- | --- | --- |
| **COMPULSORY MINOR COURSES (3 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N. CREDIT** | **ECTS** |
| QMT 2002 | Management Information Systems | 3+0 | 5 |
| QMT 4111 | Systems Analysis and Design | 3+0 | 5 |
| QMT 4242 | E-Business | 3+0 | 5 |
| **MINOR ELECTIVES (5 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **N.CREDIT** | **ECTS** |
| LAW 4231 | Information Technologies Law (PRE: LAW 3001) | 3+0 | 5 |
| MNO 4237 | Business Ethics | 3+0 | 5 |
| QMT 4211 | Operations Research | 3+0 | 5 |
| QMT 4213 | Computer Applications in Business | 3+0 | 5 |
| QMT 4220 | Intelligent Systems | 3+0 | 5 |
| QMT 4222 | Object-Oriented Analysis and Design | 3+0 | 5 |
| QMT 4224 | Decision Theory | 3+0 | 5 |
| QMT 4231 | Information Security Management System in Business | 3+0 | 5 |
| QMT 4233 | Web Technologies and Business Systems | 3+0 | 5 |
| QMT 4235 | Technology Management | 3+0 | 5 |
| QMT 4240 | Current Topics in Management Information Systems | 3+0 | 5 |
| **TOTAL** | | **24+0** | **40** |

**MARKETING MINOR**

|  |  |  |  |
| --- | --- | --- | --- |
| **COMPULSORY MINOR COURSES (2 Courses should be taken)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| MRK 4111 | Consumer Behavior (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4120 | Business-to-Business Markets (PRE: MRK 2001) | 3+0 | 5 |
| **MINOR ELECTIVES (4 Courses should be selected)** | | | |
| **COURSE CODE** | **COURSE TITLE** | **NATIONAL CREDIT** | **ECTS** |
| LAW 4220 | Contracts Law (PRE: LAW 3001) | 3+0 | 5 |
| LAW 4222 | Competition Law (PRE: LAW 3001) | 3+0 | 5 |
| MRK 4211 | Services Marketing (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4231 | Stakeholder Relationship Management (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4233 | Digital Marketing (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4242 | Marketing Decision Making (PRE: MRK 2001) | 3+0 | 5 |
| MRK 4246 | Sales and Sales Promotion Management (PRE: MRK 2001) | 3+0 | 5 |
| **TOTAL** | | **18+0** | **30** |