

Program Electives
BABUS Seçmeli Dersler (Program İçi)

Area	Code	Name	Pre-requisite
FIN	FIN 301	Investments	FIN 202
	FIN 302	Corporate Finance	FIN 202
	FIN 312	Banking and Financial Intermediation	(MATH 202 or MATH 216) and FIN 202
MGMT	MGMT 306	Human Resources Management	
	MGMT 311	Project Management	BUS 102 and (SEC 201 or SEC 202)
	MGMT 314	Leading and Managing People in Organizations	105 ECTS completed
MIS	MIS 203	Database Management	MIS 100 or MIS 311
	MIS 306	Fundamentals of E-Business	(ECON 101 or ECON 210) and (MIS 101 or CS 101 or CS 100) and MKTG 201
	MIS 305	Digital Transformation in Business	MIS 206 veya MIS 311
MKGT	MKTG 311	Marketing Research	MKTG 201
	MKTG 313	Marketing Strategy	MKTG 201
	MKTG 314	Consumer Behavior	MKTG 201
OPER	OPER 312	Supply Chain Management	OPER 202 or AVM 202
	OPER 313	Revenue Management	OPER 202
	OPER 314	Service Operations Management	OPER 202 or AVM 202

FIN	ACCT 412	Independent Audit	FIN 202
	FIN 311	Bank Management and Turkish Banking System	FIN 202
	FIN 314	Real Estate Finance	FIN 202
	FIN 316	Financial Regulation and Risk Management	
	FIN 204	Financial Statement Analysis	FIN 202
	FIN 341	Financial Econometrics	ECON 301
	FIN 402	Financing the Green Transition	Having completed 105 ECTS
	FIN 403	Independent Study FIN	FIN 301 and FIN 302 and FIN 312 and ECON 301 and to complete at least 120 ECTS credits
	FIN 404	Fixed Incomes Securities	FIN 301 or ECON 309
	FIN 411	Derivative Instruments and Financial Risk Management	FIN 301
	FIN 412	Advanced Investments	FIN 301
	FIN 413	Behavioral Finance and Investment Strategies	FIN 202
	FIN 416	Risk Management in Financial Institutions	FIN 312
	FIN 417	Money and Financial Systems	FIN 202
	FIN 419	Business Valuation	FIN 202
	FIN 421	International Financial Markets	FIN 202 and (MATH 202 or ECON 206)

MGMT	ENTR 403	Social Entrepreneurship and Social Innovation	BUS 102
	ENTR 407	Entrepreneurial Management in Family Businesses	BUS 102
	ENTR 408	Corporate Entrepreneurship	BUS 102
	ENTR 412	Idea to Enterprise	BUS 102
	ENTR 410	Value Creation for Sustainable Development	BUS 102
	IBUS 303	Diversity and Inclusion in Global Organizations	SEC 202 and MGMT 202 and 120 ects completed
	IBUS 306	Management of Multinational Cooperations / Çok uluslu şirketlerin yönetimi	MGMT 202
	IBUS 308	Managing Across Cultures	IBUS 204
	MGMT 312	Organization Theory and Design	To complete at least 120 ECTS
	MGMT 313	Müzakere Becerileri	to completed at least 105 credits
	MGMT 317	Business Ethics	SEC 201 and SEC 202
	MGMT 319	Cross Cultural Leadership	Having completed at least 120 credits
	MGMT 321	AI Product Strategy & Management	Having completed 105 ECTS
	IBUS 302	International Management	MGMT 202 or IBUS 204
	MGMT 405	Independent Study - MGMT	MGMT 202 and to complete at least 150 credits
MGMT 408	Evolution of Management Thought	MGMT 202 and 180 ects completed	

MIS	MIS 103	Introduction to Computer Programming	
	MIS 104	Fundamentals of Object Oriented Programming	MIS 103 or CS 101
	MIS 301	Corporate Information Systems	(MIS 100 veya MIS 311) and min 90 ECTS completed
	MIS 304	Information Security	En az 90 AKTS kredisi tamamlamış olmak
	MIS 309	System Analysis and Design	MIS 203 and MIS 206
	MIS 313	Enterprise Data and Knowledge Organization and Management	BUS 101 and (MATH 202 or MATH 216)
	MIS 317	Cloud Computing for Business	
	MIS 321	Data Mining	BUS 101 and (MATH 202 or MATH 216)
	MIS 324	Information Systems Project Management	(MIS 100 or MIS 311) and MIS 201 and ACCT 201
	MIS 403	Independent Study - MIS	MATH 202 and to complete at least 130 ECTS credits
	MIS 414	Cyber Risk Management for Business	MATH 102

MKTG	ENTR 305	Entrepreneurial Marketing	(BUS 102 or ENTR 201) and MKTG 201
	MKTG 312	Advertising and Integrated Marketing Communications	MKTG 201
	MKTG 315	International Marketing	MKTG 201
	MKTG 316	Retail and Shopper Marketing	MKTG 201
	MKTG 317	Marketing and Society	MKTG 201
	MKTG 320	Strategic Marketing Communications Management	MKTG 201
	MKTG 322	Brand Management	MKTG 201
	MKTG 324	Innovation and New Product Development	MKTG 201
	MKTG 325	Consumption in the Digital Age	MKTG 201
	MKTG 403	Independent Study	MKTG 201 and to complete at least 120 credits
	MKTG 405	AI-Driven Brand Strategy and Analytics	MKTG 201
	MKTG 412	Sales Management	MKTG 201
	MKTG 414	Business Model Innovation	MKTG 201
	MKTG 416	Personal Selling and Sales Management	MKTG 201

OPER	OPER 311	Logistic Management	OPER 202
	OPER 318	Retail Operations	OPER 202
	OPER 403	Independent Study- OPER	OPER 202 and to complete at least 120 credits
	OPER 404	Operations Practicum	(OPER 202 or IE 302) and (FIN 202 or IE 203) and to complete at least 150 ECTS