



BANDIRMA ONYEDİ EYLÜL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2026-2027 ACADEMIC YEAR COURSE PLAN

I SEMESTER / FALL

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS11103	C	Introduction to Economics I	3	0	3	5
BS11102	C	Accounting I	3	0	3	4
BS11112	C	Business I	3	0	3	5
BS11107	C	Mathematics I	3	0	3	4
BS11105	C	Introduction to Law	3	0	3	4
BS11108	C	Basic Information Technologies I	3	0	3	4
TOTAL			18	0	18	26
KARI101	C	Career Planning	1	0	1	2
TDI1101	C	Turkish Language I	2	0	2	2
TOTAL			21	0	21	30

YDI1101 Foreign Language I (English) dersi müfredattan çıkartılarak başarısız olan öğrenciler için dersi sınav açılacaktır.

II SEMESTER / SPRING

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS11202	C	Accounting II	3	0	3	5
BS11212	C	Business II	3	0	3	5
BS11203	C	Mathematics II	3	0	3	5
BS11205	C	Introduction to Economics II	3	0	3	5
BS11207	C	Sociology	3	0	3	5
BS11208	C	Basic Information Technologies II	2	0	2	3
TOTAL			17	0	17	28
TDI1201	C	Turkish Language II	2	0	2	2
TOTAL			19	0	19	30

YDI1201 Foreign Language II (English) dersi çıkartılarak başarısız olan öğrenciler için dersi sınav açılacaktır.

III SEMESTER / FALL

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS12109	C	Statistics I	3	0	3	5
BS12107	C	Management and Organization	3	0	3	5
BS12110	C	Introduction to Marketing	3	0	3	5
BS12108	C	Macro Economics	3	0	3	5
BS12111	C	Micro Economics	3	0	3	5
BS12112	C	Law of Obligations	3	0	3	3
TOTAL			18	0	18	28
AIT2111	C	Atatürk's Principles and History of Revolution I	2	0	2	2
TOTAL			20	0	20	30

IV SEMESTER / SPRING

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS12221	C	Financial Analysis Techniques	3	0	3	5
BS12222	C	Production Management	3	0	3	5
BS12223	C	Organizational Behavior	3	0	3	5
BS12201	C	Statistics II	3	0	3	5
BS12212	C	Marketing Strategies	3	0	3	5
BS12202	C	Business Law	3	0	3	3
TOTAL			17	0	17	28
AIT2201	C	Atatürk's Principles and History of Revolution II	2	0	2	2
TOTAL			20	0	20	30

V SEMESTER / FALL

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS13103	C	Financial Management	3	0	3	5
E	E	Elective Course I	3	0	3	5
E	E	Elective Course II	3	0	3	5
E	E	Elective Course III	3	0	3	5
E	E	Elective Course IV	3	0	3	5
E	E	Elective Course V	3	0	3	5
TOTAL			18	0	18	30

VI SEMESTER / SPRING

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS13203	C	Human Resource Management	3	0	3	5
E	E	Elective Course I	3	0	3	5
E	E	Elective Course II	3	0	3	5
E	E	Elective Course III	3	0	3	5
E	E	Elective Course IV	3	0	3	5
E	E	Elective Course V	3	0	3	5
TOTAL			18	0	18	30

VII SEMESTER / FALL

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
E	E	Elective Course I	3	0	3	5
E	E	Elective Course II	3	0	3	5
E	E	Elective Course III	3	0	3	5
E	E	Elective Course IV	3	0	3	5
E	E	Elective Course V	3	0	3	5
E	E	Elective Course VI	3	0	3	5
TOTAL			18	0	18	30

VIII SEMESTER / SPRING

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
E	E	Elective Course I	3	0	3	5
E	E	Elective Course II	3	0	3	5
E	E	Elective Course III	3	0	3	5
E	E	Elective Course IV	3	0	3	5
E	E	Elective Course V	3	0	3	5
E	E	Elective Course VI	3	0	3	5
TOTAL			18	0	18	30

DEPARTMENT OF BUSINESS ADMINISTRATION 2026-2027 EDUCATION AND TRAINING YEAR ELECTIVE COURSES

V SEMESTER / FALL

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS13165	E	Customer Relationship Management	3	0	3	5
BS13166	E	Organization Theory	3	0	3	5
BS13167	E	Organizational Communication	3	0	3	5
BS13169	E	Sales Management	3	0	3	5
BS13172	E	Corporate Accounting	3	0	3	5
BS13181	E	Business Statistics II	3	0	3	5
BS13140	E	Capital Market and Financial Institutions	3	0	3	5
BS13141	E	Contemporary Management Techniques	3	0	3	5
BS13105	E	Advanced Excel I	3	0	3	5
BS13107	E	Entrepreneurship Management	3	0	3	5
BS13142	E	Cost Accounting I	3	0	3	5
BS13144	E	Turkish Tax System	3	0	3	5
BS13145	E	Econometrics I	3	0	3	5
BS13146	E	Numerical Methods I	3	0	3	5
BS13147	E	Research Methods I	3	0	3	5
BS13148	E	International Economics I	3	0	3	5
BS13149	E	Services Marketing	3	0	3	5
BS13150	E	Industrial Relations	3	0	3	5
BS13151	E	Computer Applications and Data Analysis I	3	0	3	5
BS13152	E	Political Science	3	0	3	5
BS13153	E	Development Economics	3	0	3	5

VI SEMESTER / SPRING

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS13270	E	Analysis of Investment Projects	3	0	3	5
BS13271	E	Management and Leadership	3	0	3	5
BS13282	E	Consumer Behavior	3	0	3	5
BS13287	E	Entrepreneurship and Small Business	3	0	3	5
BS13288	E	International Marketing	3	0	3	5
BS13292	E	Financial Mathematics	3	0	3	5
BS13240	E	Capital Market Instruments	3	0	3	5
BS13205	E	Advanced Excel II	3	0	3	5
BS13241	E	Accounting Of Foreign Trade Transactions	3	0	3	5
BS13242	E	Corporate Law	3	0	3	5
BS13243	E	Cost Accounting II	3	0	3	5
BS13244	E	Advanced Financial Management	3	0	3	5
BS13245	E	Econometrics II	3	0	3	5
BS13246	E	Numerical Methods II	3	0	3	5
BS13247	E	Research Methods II	3	0	3	5
BS13248	E	Innovation Management	3	0	3	5
BS13250	E	Social Policy	3	0	3	5
BS13251	E	Computer Applications and Data Analysis II	3	0	3	5
BS13252	E	International Economics II	3	0	3	5
BS13253	E	Economic Growth	3	0	3	5
BS13254	E	Public Finance	3	0	3	5

VII SEMESTER / FALL

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS14189	E	Brand Management	3	0	3	5
BS14196	E	Total Quality Management	3	0	3	5
BS14197	E	International Business	3	0	3	5
BS14161	E	Managerial Accounting	3	0	3	5
BS14164	E	Services Marketing	3	0	3	5
BS14168	E	Future Markets	3	0	3	5
BS14172	E	Forensic Accounting	3	0	3	5
BS14141	E	Innovation Management	3	0	3	5
BS14102	E	Innovation and Competition Policy in Digital Markets	3	0	3	5
BS14104	E	Case Study in Marketing	3	0	3	5
BS14162	E	Quantitative Decision Making Techniques	3	0	3	5
BS14110	E	Production Systems	3	0	3	5
BS14111	E	Social Psychology	3	0	3	5
BS14112	E	Labor Economics	3	0	3	5
BS14113	E	Blockchain Basics	3	0	3	5
BS14114	E	Information Systems Management	3	0	3	5
BS14115	E	Turkish Economic History	3	0	3	5
BS14116	E	Money, Banking and Financial Institutions	3	0	3	5
BS14117	E	Data Mining	3	0	3	5

VIII SEMESTER / SPRING

COURSE CODE	CATEGORY (E/C)	COURSE TITLE	T	P	C	ECTS
BS14281	E	Electronic Commerce	3	0	3	5
BS14282	E	Financial Markets	3	0	3	5
BS14299	E	Auditing	3	0	3	5
BS14291	E	Strategic Management	3	0	3	5
BS14288	E	Economy of Turkey	3	0	3	5
BS14262	E	International Management	3	0	3	5
BS14266	E	Advanced Quantitative Decision Making Techniques	3	0	3	5
BS14240	E	International Finance	3	0	3	5
BS14206	E	Public Relations and Reputation Management	3	0	3	5
BS14208	E	Global Marketing Strategies and Export Marketing	3	0	3	5
BS14241	E	Market and Marketing Research	3	0	3	5
BS14242	E	Consumer Law	3	0	3	5
BS14243	E	Supply Chain Management	3	0	3	5
BS14209	E	Neuromarketing	3	0	3	5
BS14210	E	Contract Law	3	0	3	5
BS14211	E	Sustainability and Innovation Management	3	0	3	5
BS14212	E	Brand Management	3	0	3	5
BS14213	E	Social Responsibility and Business Ethics	3	0	3	5
BS14214	E	Artificial Intelligence Applications in Business	3	0	3	5

2023–2024 Eğitim-Öğretim Yılında kayıt yaptıran öğrenciler, 3. ve 4. sınıf derslerini 2025–2026 müfredatına göre alacaklardır.

2024–2025 Eğitim-Öğretim Yılında kayıt yaptıran öğrenciler, 2., 3. ve 4. sınıf derslerini 2025–2026 müfredatına göre alacaklardır.