International University of
PALASIA

DEPARTMENT OF
INTERNATIONAL TRADE AND BUSINESS

PROGRAMME HANDBOOK

2025-2026

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International Trade and Business Department

The Department of International Trade and Business at International Alasia University aims to train experts who can make effective decisions in a globalized world and possess a strategic perspective in the fields of foreign trade and business management.

Our program encompasses topics such as international trade regulations, foreign trade operations, global marketing, logistics and supply chain management, international finance, and multinational corporate strategies, presented in both theoretical and practical dimensions. Through case analyses, industry projects, simulations, and internships, our students graduate as professionals who understand the dynamics of international business environments, can communicate effectively across cultures, and adapt to rapidly changing market conditions.

The primary goal of our department is to provide the business world with well-equipped graduates who can operate globally, think strategically, and uphold ethical values, thereby making sustainable contributions.

Mission

The International Trade and Business Department aspires to be a distinguished center of excellence in education, research, and practice in the fields of international trade and global business. We envision developing graduates who are globally minded, innovative, and ethically responsible, equipped to address the challenges and opportunities of an interconnected world economy.

Vision

The mission of the International Trade and Business Department is to provide students with a comprehensive and rigorous education that integrates academic theory with practical application. We are dedicated to:

- Preparing students for leadership roles in international trade, global markets, and business enterprises.
- Fostering analytical, strategic, and problem-solving skills to navigate complex global challenges.
- Encouraging innovation, entrepreneurship, and sustainable business practices that contribute to economic and social development.
- Promoting intercultural understanding and global awareness through international collaborations, research, and experiential learning.
- Engaging with industry, government, and international organizations to ensure our programs remain relevant and impactful.

Through these commitments, the department seeks to shape professionals who not only succeed in their careers but also contribute meaningfully to society and the global community

Aim of the program

The International Trade and Business program aims to equip students with the knowledge, skills, and competencies necessary to thrive in the global marketplace. The program is designed to:

- Provide a solid foundation in international business principles, trade policies, and economic systems.
- Develop practical expertise in areas such as global marketing, finance, logistics, and cross-cultural management.
- Prepare graduates to analyze, interpret, and respond effectively to the dynamics of international markets and trade relations.
- Cultivate ethical decision-making, leadership, and adaptability to meet the demands of an evolving global economy.

By achieving these aims, the program enables graduates to pursue successful careers in multinational corporations, international organizations, trade institutions, and entrepreneurial ventures.

Curriculum

1st YEAR FALL TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	ENL101	ENGLISH I	-	Compulsory	3+0	3	3
	HIS101 TUR101	HISTORY * TURKISH LANGUAGE*	-	Compulsory	2+0 2+0	2 2	2 2
	C0M151	COMPUTER I	-	Compulsory	2+0	2	2
	MAT151	MATHEMATICS I	-	Compulsory	3+0	3	6
	BUS101	PRINCIPLES OF BUSINESS I	-	Compulsory	3+0	3	8
	ECO101	INTRODUCTION TO ECONOMICS I	-	Compulsory	3+0	3	7
					Total Credit: 16		Total ECTS Credit: 28
1st YEAR SPRING TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	ENL102	ENGLISH II	ENL101	Compulsory	3+0	3	3
	COM152	COMPUTER II	C0M151	Compulsory	2+0	2	2
	MAT152	MATHEMATICS II	MAT151	Compulsory	3+0	3	6
	ECO102	INTRODUCTION TO ECONOMICS II	ECO101	Compulsory	3+0	3	7
	BUS102	PRINCIPLES OF BUSINESS II	BUS101	Compulsory	3+0	3	7
	LAW102	INTRODUCTION TO LAW	-	Compulsory	3+0	3	7
				Total Credit: 17	Total ECTS Credit: 32		
2nd YEAR FALL TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	BUS221	STATISTICS	MAT152	Compulsory	3+0	3	6
	LAW231	BUSINESS LAW	BUS101	Compulsory	3+0	3	6
	BUS212	RESEARCH METHODS	-	Compulsory	3+0	3	4
	BUS201	INTRODUCTION TO ACCOUNTING I	-	Compulsory	3+0	3	6
	ITBXXX	DEPARTMENTAL ELECTIVE I	-	Elective	3+0	3	6
	IUAXXX	FREE ELECTIVE	-	Elective	3+0	3	2
				Total Credit: 18	Total ECTS Credit: 30		
2nd YEAR SPRING TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	BUS202	INTRODUCTION TO ACCOUNTING II	BUS201	Compulsory	3+0	3	6
	BUS206	INTRODUCTION TO MARKETING	-	Compulsory	3+0	3	8

	ITB204	INTERNATIONAL TRADE THEORY AND POLICY	-	Compulsory	3+0	3	6
	BUS203	BUSINESS FINANCE	BUS201	Compulsory	3+0	3	4
	BUS210	MANAGERIAL ACCOUNTING	BUS201	Compulsory	3+0	3	6
				Total Credit: 15		Total ECTS Credit: 30	

3rd YEAR FALL TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	BUS303	HUMAN RESOURCE MANAGEMENT	BUS204	Compulsory	3+0	3	6
	ITB303	EXPORT-IMPORT MANAGEMENT	BUS102	Compulsory	3+0	3	8
	ITB305	INTERNATIONAL COMMERCIAL LAW	-	Compulsory	3+0	3	6
	BUS301	COST ACCOUNTING	BUS202	Compulsory	3+0	3	4
	ITBXXX	DEPARTMENTAL ELECTIVE III	-	Elective	3+0	3	6
				Total Credit: 15		Total ECTS Credit: 30	
3rd YEAR SPRING TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	BUS304	MARKETING MANAGEMENT	BUS206	Compulsory	3+0	3	6
	ITB306	INTERNATIONAL BUSINESS LAW	ITB305	Compulsory	3+0	3	6
	ITB308	LOGISTIC AND SUPPLY CHAIN MANAGEMENT	-	Compulsory	3+0	3	6
	ITBXXX	DEPARTMENTAL ELECTIVE VI	-	Elective	3+0	3	6
	ITBXXX	DEPARTMENTAL ELECTIVE VII	-	Elective	3+0	3	6
				Total Credit: 15		Total ECTS Credit: 30	
4th YEAR FALL TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	BUS405S	STRATEGIC MANAGEMENT	BUS303	Compulsory	3+0	3	6
	ITB403	TRANSPORTATION MANAGEMENT	-	Compulsory	3+0	3	6
	ITB404	INTERNATIONAL FINANCE	BUS203	Compulsory	3+0	3	6
	ITBXXX	DEPARTMENTAL ELECTIVE VI	-	Elective	3+0	3	6
	ITBXXX	DEPARTMENTAL ELECTIVE VII	-	Elective	3+0	3	6
				Total Credit: 15		Total ECTS Credit: 30	
4th YEAR SPRING TERM COURSES							
ID	Code	Name of the Course	Prerequisite	Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	ITB406	CUSTOMS REGULATIONS	-	Compulsory	3+0	3	6
	ITB408	FOREIGN TRADE FINANCING	-	Compulsory	3+0	3	6
	BUS402	INTERNATIONAL MARKETING	-	Compulsory	3+0	3	6
	ITBXXX	DEPARTMENTAL ELECTIVE VIII	-	Elective	3+0	3	6

	ITBXXX	DEPARTMENTAL ELECTIVE IX	-	Elective	3+0	3	6
				Total Credit: 15		Total ECTS Credit: 30	

ELECTIVE COURSES							
	Code	Name of the Course		Type of the Course	In-Class Hours (T+P)	Credit	ECTS Credit
	BUS331	ENTREPRENEURSHIP		Elective	3+0	3	6
	ECO201	MICRO-ECONOMICS		Elective	3+0	3	6
	ECO202	MACRO-ECONOMICS		Elective	3+0	3	6
	BUS204	MANAGEMENT& ORGANIZATION		Elective	3+0	3	6
	BUS307	FINANCIAL MANAGEMENT		Elective	3+0	3	6
	BUS335	CRITICAL THINKING		Elective	3+0	3	6
	BUS337	STATISTICS II		Elective	3+0	3	6
	BUS310	E-BUSINESS		Elective	3+0	3	6
	BUS332	MARKETING RESEARCH		Elective	3+0	3	6
	BUS334	MANAGERIAL ACCOUNTING		Elective	3+0	3	6
	BUS336	SALES RELATIONS		Elective	3+0	3	6
	BUS338	SALES MANAGEMENT		Elective	3+0	3	6
	BUS431	TOTAL QUALITY MANAGEMENT		Elective	3+0	3	6
	BUS433	BUSINESS INFORMATION SYSTEMS		Elective	3+0	3	6
	BUS435	BUSINESS CREATIVITY AND INNOVATION		Elective	3+0	3	6
	ECO303	INTERNATIONAL ECONOMICS		Elective	3+0	3	6
	ECO403	MONEY AND BANKING		Elective	3+0	3	6
	BUS403	ORGANIZATIONAL BEHAVIOR		Elective	3+0	3	6
	BUS404	MANAGERIAL ECONOMICS		Elective	3+0	3	6
	BUS406	PROJECT MANAGEMENT		Elective	3+0	3	6
	BUS437	PUBLIC FINANCE		Elective	3+0	3	6
	BUS432	SERVICES MARKETING		Elective	3+0	3	6
	BUS434	RETAIL MANAGEMENT		Elective	3+0	3	6
	BUS436	CONTEMPORARY MANAGEMENT ISSUES IN BUSINESS		Elective	3+0	3	6
	BUS438	CUSTOMER RELATIONS MANAGEMENT		Elective	3+0	3	6
	BUS440	FINANCIAL INSTITUTIONS		Elective	3+0	3	6
	BUS442	BUSINESS ETHICS		Elective	3+0	3	6

Course Catalogue Descriptions

COMPULSORY COURSES

1ST YEAR FALL TERM COURSES					
Code	**Name of the Course**	**In-Class Hours (T+P)**	**Credit**	**ECTS**	**Description**
ENL101	**ENGLISH I**	3+0	3	3	English I is a first-semester academic English course. It is designed to help students improve their English level to the B1+ level. The course connects critical thinking with language skills and incorporates learning Technologies. The purpose of the course is to consolidate students' knowledge and awareness of academic discourse, language structures, and lexis.
HIS101	**HISTORY***	2+0	2	2	This course aims to gain an understanding of the meaning and importance of the Turkish War of Independence and to acquire knowledge about the revolutions and reforms carried out by Atatürk towards the goal of bringing the Turkish nation to the level of contemporary civilization. Contents of the course include the fall of the Ottoman Empire, Tanzimat and Islahat Eras, Tripoli and Balkan Wars, World War I, the Armistice of Moudros, the Occupation of Anatolia and the National Reactions, the Birth of the Turkish Revolution, Turkish War of Independence, the Armistice of Mudanya, and the Treaty of Lausanne.

TUR101	**TURKISH LANGUAGE***	2+0	2	2	Definition and characteristics of language. Relationship between language and thought. Relationship between language and culture. Concepts of mother language, cultural language, and international language. Writing a letter of application. Languages of the world. The place of the Turkish Language among the world's languages. Historical development of the Turkish language. Phonological, morphological, semantic, and syntactic structure of the Turkish Language. Types of clauses. Spelling rules. Punctuation marks.
C0M151	**COMPUTER I**	2+0	2	2	Introduction to information technology and its significance for business, economics, and society. Understanding how computers work, introducing fundamental concepts relating to hardware, software, central processing unit, input and output, storage, networks, and the internet. Basic PC, Windows, and MS Office skills, and intermediate-level Word and PowerPoint skills.
MAT151	**MATHEMATICS I**	3+0	3	6	The course topics are the idea of function, graphs of real-valued functions, transcendental functions, mathematics of finance, matrices and their applications, introductory probability and statistics, and limits and continuity of functions.
BUS101	**PRINCIPLES OF BUSINESS I**	3+0	3	8	In this course, students will explore all of the primary disciplines in business on an introductory level: economics, human resource management, finance options, managerial accounting principles, and marketing strategies. At the end of this course, students will be able to understand the business system, the global context of business, and conduct business ethically and responsibly.
ECO101	**INTRODUCTION TO ECONOMICS I**	3+0	3	7	The content of the course consists of the principles of economy, markets and ways of working, markets and welfare, public sector and economy, firm behavior, industrial organization, factor markets, and consumer preferences.

1ST YEAR SPRING TERM COURSES					
Code	**Name of the Course**	**In-Class Hours (T+P)**	**Credit**	**ECTS**	**Description**
ENL102	**ENGLISH II**	3+0	3	3	English II is the second semester, first-year English language course. It is designed to help students improve the level of their English to the A1 level, as specified in the Common European Framework of Reference for Languages. This course introduces the students to the English language and aims to develop listening, speaking, reading, and writing skills in academic settings.
COM152	**COMPUTER II**	2+0	2	2	Introduction to business applications of information technology and related issues, including electronic commerce, computer security and privacy, database management systems, programming languages, systems analysis and design, and expert systems. Intermediate-level Windows and MS Office skills, and advanced-level Excel skills.
MAT152	**MATHEMATICS II**	3+0	3	6	The main objective of the course is to provide the mathematical background needed for the solution of business and economics problems. Subjects are supported by some selected real-life application problems.
ECO102	**INTRODUCTION TO ECONOMICS II**	3+0	3	7	This is an introductory course in macroeconomics. The primary objective of this course is to enable students to appreciate the “economic way of thinking”. This course explains the forces that affect national economies, including variations in money and interest rates, income, productivity, employment, prices, and inflation. Explain the tools and models necessary for analysis. In addition examines monetary and fiscal theories and policies, explaining the role governments play in the national and international economies as a result of monetary and fiscal policies through the exercise of their regulatory power. Also, give an understanding of the performance and the structure of the economy, through analyzing GDP (GNP), balance of payments, and the sectoral structure of the economy.

BUS102	**PRINCIPLES OF BUSINESS II**	3+0	3	7	This course will enable the student to learn about the stock market, personnel management, leadership, and motivational techniques. This course is a survey of the functions of business, the role of motivation and leadership, a comparison of the forms of organizations and methods of administration, and the interdependence of production, distribution, and finance in modern business.
LAW102	**INTRODUCTION TO LAW**	3+0	3	7	This is an introductory course in which basic concepts and general principles of law, as well as issues concerning the Turkish legal system, are studied in order to provide an introduction to legal concepts and institutions that will serve as a foundation for other courses dealing with legal studies. The main topics to be studied are the concept of “law”, the sources of law, the different branches of law, and the application of law.
2nd YEAR FALL TERM COURSES					
Code	**Name of the Course**	**In-Class Hours (T+P)**	**Credit**	**ECTS**	**Description**
BUS221	**STATISTICS**	3+0	3	6	This course examines the use of descriptive statistics, probability, confidence intervals, hypothesis testing, analysis of variance, regression and correlation analysis, t-tests, and applications of technology for statistical analysis, including the interpretation of the relevance of statistical findings for business problem solving and decision making. It will provide a foundation for an understanding of statistics and help the students gain confidence in leveraging statistics to create strong business cases and make intelligent business decisions.
LAW231	**BUSINESS LAW**	3+0	3	6	This course introduces the student to the legal and ethical framework of business. Contracts, negotiable instruments, the law of sales, torts, crimes, constitutional law, the Uniform Commercial Code, and the court systems are examined. Upon

					completion, the student should be able to identify legal and ethical issues that arise in business decisions and the laws that apply to them.
BUS212	**RESEARCH METHODS**	3+0	3	4	The relationship between science and research, the concept of theory, basic approaches in the study of social sciences, research ethics, literature review, different approaches to research planning, qualitative and quantitative research methods, measurement, evaluation, and presentation of results.
BUS201	**INTRODUCTION TO ACCOUNTING I**	3+0	3	6	This two-semester course provides an introduction to the meaning and role of accounting in the larger context of a changing and interconnected world of people, organisations, and society. It covers the identification of accounting information, terminology, and techniques, the applications of key management accounting techniques, and a practical understanding and analysis of financial accounting information and reports. This unit is designed to develop students' skills to apply the technical aspects of accounting and thereby recognise its significant influences on organisations and societies.

2nd YEAR SPRING TERM COURSES					
Code	**Name of the Course**	**In-Class Hours (T+P)**	**Credit**	**ECTS**	**Description**
BUS202	**INTRODUCTION TO ACCOUNTING II**	3+0	3	6	This two-semester course provides an introduction to the meaning and role of accounting in the larger context of a changing and interconnected world of people, organisations, and society. It covers the identification of accounting information, terminology, and techniques, the applications of key management accounting techniques, and a practical understanding and analysis of financial accounting information and reports. This unit is designed to develop students' skills to apply the technical aspects of accounting and thereby

					recognise its significant influences on organisations and societies.
BUS206	**INTRODUCTION TO MARKETING**	3+0	3	8	The main elements of marketing are analyzed in the content of the course planned as an introduction to marketing. Basic Principles of Marketing, Product / Service Development, Pricing Methods and Applications; Distribution channels Methods and Applications, Promotion Methods and Applications, Consumer Behaviors and Marketing Strategies.
ITB204	**INTERNATIONAL TRADE THEORY AND POLICY**	3+0	3	6	The first part of the course comprehends the basics of international trade theories and policies. These are briefly Ricardian labor productivity and comparative advantage theory, special factors and income distribution theory, Heckscher-Ohlin resource theory, standard trade theory, foreign economies, and international production positioning. Later, the trade policy of developing countries and trade policy discussions will be covered. Trade policy tools, trade policy of developing countries, and trade policy discussions will be covered.
BUS208	**BUSINESS FINANCE**	3+0	3	4	This course provides an overview of business financial management. Emphasis is placed on financial statement analysis, time value of money, management of cash flow, risk and return, and sources of financing. Upon completion, students should be able to interpret and apply the principles of financial management.
BUS210	**MANAGERIAL ACCOUNTING**	3+0	3	6	This course will focus on cost behavior with an emphasis on the accumulation of product costs and budgeting for planning and performance evaluation. Coverage includes financial statement analysis, job order costing, process costing, activity-based costing, cost-volume-profit analysis, pricing, incremental analysis, and budgeting.

3rd YEAR FALL TERM COURSES

Code	Name of the Course	In-Class Hours (T+P)	Credit	ECTS	Description
BUS303	**HUMAN RESOURCE MANAGEMENT**	3+0	3	6	An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources in how their roles include human resources-related activities. The student will learn about the evolution in human resources management. Topics cover personal planning, performance management and appraisal, managing employee retention, and pay for performance.
ITB303	**EXPORT-IMPORT MANAGEMENT**	3+0	3	8	This course examines the basics of exporting and importing management, providing an introduction to the intricacies of how export and import deals function, including procedures and documentation. It also identifies international trade opportunities and brings them to fruition.
ITB305	**INTERNATIONAL COMMERCIAL LAW**	3+0	3	6	This course explores the legal frameworks governing international commercial transactions, equipping you with the legal tools necessary to achieve specific business objectives. The course focuses on the strategic opportunities that knowledge of international business law provides.
BUS301	**COST ACCOUNTING**	3+0	3	4	This course will study cost control systems, including a detailed analysis of cost accounts and reports, job order costing, process costing, and alternative costing methods. The course will review the planning of profit, cost, and sales, as well as cost & profit analysis, profit performance, and measurements, including variance analysis.

3rd YEAR SPRING TERM COURSES					
Code	**Name of the Course**	**In-Class**	**Credit**	**ECTS**	**Description**

		Hours (T+P)			
BUS304	**MARKETING MANAGEMENT**	3+0	3	6	The course's content involves Market segmentation, targeting, and positioning strategies and Practices in marketing, Strategic Marketing Management and Processes of Companies, Consumer and Business Markets Buying Behaviors and Processes, Competitive Positioning, Customer Value Creation, Branding, and Integrated Communication Strategies.
ITB306	**INTERNATIONAL BUSINESS LAW**	3+0	3	6	The course provides an introduction to the regulation of international trade and business through international legal sources, including international agreements and other means of legislation, such as the various components of the new lex mercatoria. The course discusses the institutional aspects of law-making and adjudication in international business law. The law focuses on both private and public law issues.
ITB308	**LOGISTIC AND SUPPLY CHAIN MANAGEMENT**	3+0	3	6	This course examines the systematic approaches to managing all activities involved in moving materials, products, services, and information from the point of origin to the point of use. Students will learn to make improved business logistics and supply chain management decisions through the practical application of multiple analytic techniques used by managers in the field. Emphasis is placed on transportation systems, inventory analysis and management, and warehouse management.

4th YEAR FALL TERM COURSES					
Code	**Name of the Course**	**In-Class Hours (T+P)**	**Credit**	**ECTS**	**Description**
BUS405	**STRATEGIC MANAGEMENT**	3+0	3	6	This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the

					performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries, and maximize long-term profits in the face of uncertainty and competition.
ITB403	**TRANSPORTATION MANAGEMENT**	3+0	3	6	This course aligns transportation management with a comprehensive overview of intermodal transportation logistics management. Business logistics/supply chain will be viewed from managerial perspectives, impacting physical distribution, materials management, transportation management, and logistics and supply chain management. The course covers the planning, organizing, and controlling of these activities, including some activities such as transportation basics, inventory, and location strategies.
ITB404	**INTERNATIONAL FINANCE**	3+0	3	6	This course studies the global financial environment. It mainly examines the international monetary system, exchange rate regimes that occurred in the past, starting with gold standard, and then fixed and fluctuating exchange rates; contemporary exchange rate regimes, exchange rate determination, international financial markets, and transactions in foreign exchange markets, in which banks and bankers are more likely to encounter in their usual operations. Major areas covered include the globalization process of the financial environment, exchange rate determination, balance of payment, foreign currency derivatives, and other hedging activities against foreign exchange risks through international financial instruments.

4th YEAR SPRING TERM COURSES					
Code	**Name of the Course**	**In-Class Hours (T+P)**	**Credit**	**ECTS**	**Description**

BUS402	**INTERNATIONAL MARKETING**	3+0	3	6	International Marketing Strategies, International Trade Environment and Evaluation, Evaluation of International Market (External Environment; Cultural, Economic, Technological, Legal, Political), International Market Entry Strategies.
ITB406	**CUSTOMS REGULATIONS**	3+0	3	6	In this course, general features of customs law and an introduction to customs legislation, other customs legislation, and inspection procedures in free zones are covered. Tariff regimes, export-oriented policies imposed on imports, the necessary documents according to the country of origin of goods, purchasing policies followed in the sale, the price break through the restrictions in the maritime trade, and customs to be followed in the event of the abduction of goods, and roads are examined.
ITB408	**FOREIGN TRADE FINANCING**	3+0	3	6	In this course, the students learn foreign Exchange legislation and how foreign trade financing techniques are used for import and export transactions. Besides that, foreign trade risks, the relationship between the parties, and the relevant International Chamber of Commerce rules are also examined.

<u>ELECTIVE COURSES</u>

Code	**Name of the Course**	**In-Class Hours (T+P)**	**Credit**	**ECTS**	**Description**
BUS204	**MANAGEMENT& ORGANIZATION**	3+0	3	6	An examination of the four functions of management (planning, organizing, leading, and controlling) with emphasis on the application of management concepts and theories to achieve organizational goals. The aim is to develop strategies, goals, and objectives to enhance performance and sustainability. Topics include

					ethics, social responsibility, globalization, and change and innovation.
ECO201	**MICRO-ECONOMICS**	3+0	3	6	This course is a survey of microeconomic theory, problems, and policies. Understanding the micro-economy involves studying how members of a society interact with the markets to resolve questions such as what goods to produce, how much to produce, how to produce them, and who is going to consume them. To answer these questions, we have to understand the behavior of individual consumers, firms, resource owners, and markets. The behavior of the individual consumers is based on the “Consumer Behavior theory”. A study of individual firm emphases on an analysis of supply, demand, and costs, production and pricing under various market conditions, profit maximization, and market failure. Also, study the effect of government regulations on the decisions of consumers and firms.
BUS305	**PRODUCTION MANAGEMENT**	3+0	3	8	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 fair understanding of the role Production/Operations Management plays in business processes. Emphasis is given both to familiarization with various production processes and service systems, and to quantitative analysis of problems arising in the management of operations.
BUS307	**FINANCIAL MANAGEMENT**	3+0	3	6	The focus of this course is on the area of financial management. We will show managers how to interface with accounting and finance departments, and help them understand how firms meet their financial objectives by utilizing financial decision-making. This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting,

					capital structure, and working capital management. This course will deal with a number of related topics, including multinational financial management, risk management, and mergers and acquisitions.
BUS331	**ENTREPRENEUR SHIP**	3+0	3	6	Basic Functions of Entrepreneurship, SMEs Contributions to Economics and Social Life. Weaknesses of SMEs and SMEs Support Provided by Institutions. Franchising Benefits System and the investor. Marketing and Promotion Strategies. Business Plan and Sections.
BUS333	**MACRO-ECONOMI CS**	3+0	3	6	Introduction of the economy as a whole, including such topics as economic organization, national income accounting, economic growth and fluctuations, inflation, labor market, money and monetary policy, government and public economy, and international trade. Course covers the use of theoretical tools to explain the determinants and measurements of the level and change in aggregate macroeconomic variables. One of the goals of this course is to provide a basic knowledge of the most important macroeconomic theories (Keynesian and classical approaches examined).
BUS335	**CRITICAL THINKING**	3+0	3	6	Critical Thinking is a course designed to help students develop their skills in reasoning, analysis, and the use of logical arguments. This course introduces students to the standards of critical thinking, the nature of arguments, deductive and inductive reasoning, fallacious reasoning, the role of language, critical analysis, and evaluation. The students are also introduced to the basic skills of good reasoning needed for the intelligent and responsible conduct of life.
BUS337	**STATISTICS II**	3+0	3	6	The contents of this course: Simple and multiple regression, simple and partial correlation, significance tests of coefficients, predictions, and determining confidence intervals.
BUS310	**E-BUSINESS**	3+0	3	6	E-Business is an interdisciplinary topic encompassing both business and technology. Basic business aspects and applications

					throughout the business world include commercial business, government, education, and health services.
BUS306	**INTERNATIONAL TRADE**	3+0	3	6	The first part of the course comprehends the basics of international trade theories and policies. These are briefly Ricardian labor productivity and comparative advantage theory, special factors and income distribution theory, Heckscher-Ohlin resource theory, standard trade theory, foreign economies, and international production positioning. Later, the trade policy of developing countries and trade policy discussions will be covered. Trade policy tools, trade policy of developing countries, and trade policy discussions will be covered.
BUS332	**MARKETING RESEARCH**	3+0	3	6	The marketing research process, primary and secondary information sources, qualitative and quantitative approaches, questionnaire design, sampling methods, data entry, and formulating a web-based survey administration site.
BUS334	**MANAGERIAL ACCOUNTING**	3+0	3	6	his course provides an introduction to the basic concepts, analyses, uses, and procedures of accounting and control used by internal company managers when they are faced with planning, directing, controlling, and decision-making activities in their organization. Topics covered focus on the relationship between strategy and decision-making and include product and service costing, budget setting, decision-making, profitability analysis, pricing, investment analysis, management control systems, and performance measurement.
BUS336	**SALES RELATIONS**	3+0	3	6	This course focuses on addressing the issues, processes, and strategies related to professional selling and customer relationship management, providing insight into the art of selling, relationship building, and sales management. Concepts explored include prospecting, lead management, product introduction, closing strategies, and relationship management.

BUS338	**SALES MANAGEMENT**	3+0	3	6	The course content: Sales Management Policies and Strategies, Sales Reports, Sales Analysis, Sales Forecasting, Plan and Budgeting, Sales Team Planning, Organizing and Controlling.
BUS431	**TOTAL QUALITY MANAGEMENT**	3+0	3	6	This course focuses on the essence, principles, and practices of total quality management (TQM). Some of the ideas and topics that are covered are: process focus; service quality; customer satisfaction; process control and capability; inspection policies; economics of quality; sustainability; report cards; quality function deployment (QFD); and organizational learning.
BUS433	**BUSINESS INFORMATION SYSTEMS**	3+0	3	6	This course is a broad introduction to the field of business information systems and management of business technology. Students will learn about the application of business information systems and information technology throughout innovative organizations, and become familiar with the relevant terminology and concepts. The course provides foundational skills required for a degree in business, including personal productivity applications, time management, teamwork, and analytical and critical thinking.
BUS435	**BUSINESS CREATIVITY AND INNOVATION**	3+0	3	6	To emphasize the importance of innovation in today's ever-changing business landscape and to furnish the students with the basic techniques, methodologies, and policies to promote and sustain an innovative and creative atmosphere in organizations.
ECO303	**INTERNATIONAL ECONOMICS**	3+0	3	6	The course provides an introduction to International Economics. This field of Economics analyzes how nations interact through trade of goods and services, flows of money, and investment, and the consequences of these interactions.
BUS437	**PUBLIC FINANCE**	3+0	3	6	This course introduces the basic concepts in the field of public finance. It focuses on the role of the government and the rationale for governments' actions, market failures, inequality, theory of public spending and budgets, the welfare state,

					public choice theory, taxation, and the impact of taxes on economic activities.
ECO403	**MONEY AND BANKING**				This course will cover the importance & structure financial system, the functions of money, behavioral and term structure of interest rates, bank management and regulation, monetary policies, targets and instruments of monetary policies, transmission mechanism of monetary policy and its effectiveness, as well as money & inflation, rational expectations, and the importance of financial stability.
BUS403	**ORGANIZATIONAL BEHAVIOR**				Individual behaviors, communication among individuals, communication in groups and between groups that takes place in organizations, conceptual tools for analyzing behaviors, and the role of management to improve individual, group, and organizational performance are some subjects of this course.
BUS432	**SERVICES MARKETING**	3+0	3	6	Dominating the global economy, services contribute to more than half of the GDP in advanced and developing economies. Exploring the unique characteristics and challenges faced by service organisations, this course addresses the essential nature of services and how to successfully design and manage service experiences that enhance value creation and long-term relationships with customers. Students will also acquire knowledge of contemporary service thinking both scholarly and practical and its implications in managing service organisation in the digital era.
BUS434	**RETAIL MANAGEMENT**	3+0	3	6	The Retail Management course is designed to give students exposure to real-life situations and issues they will face in retail businesses. The course takes a CFO's perspective on decisions made by retailers on a daily basis, including pricing, merchandise curation, promotions, and inventory management. With the rise of eCommerce, the competitive environment has changed materially, forcing retailers to adjust their offline, online, and multichannel offerings to stay competitive.

BUS436	**CONTEMPORARY MANAGEMENT ISSUES IN BUSINESS**	3+0	3	6	This course integrates the various management disciplines, concepts, and practices using current cases that deal with contemporary problems, issues, and questions affecting the management of the business enterprise. Readings in current business literature are assigned, and practical experiences are shared in class discussion and in written reports.
BUS438	**CUSTOMER RELATIONS MANAGEMENT**	3+0	3	6	This course content involves understanding the concepts of Customer retention, Customer centricity, Customer Acquisition and Customer lifetime value, and Customer value management.
BUS440	**FINANCIAL INSTITUTIONS**	3+0	3	6	Financial institutions perform the essential function of channeling funds from savers to users of funds. The risk management of FIs is crucial not only in maximizing shareholders' value, but also in ensuring the stability of the whole financial system. In this course, we focus mainly on the measurement and management of fundamental risks of banks (depository institutions), as well as analyzing other non-bank financial institutions. Topics include default or credit risk, interest rate risk, liquidity risk, foreign exchange risk, market risk, liability management, loan sales and securitization, portfolio diversification, and capital adequacy.
BUS442	**BUSINESS ETHICS**	3+0	3	6	The course introduces the student not only to relevant issues, but the views of corporate stakeholders. Approaches for presenting and carrying out a program of sustainability are presented, including strategic planning, targets, goals, and alternative approaches. A principal part of the course is devoted to the ethics of business and issues of transparency, including discussion of the social impact of non-ethical and non-transparent business practices.
BUS404	**MANAGERIAL ECONOMICS**	3+0	3	6	This course applies economic principles to key management decisions within organizations. It provides guidance to increase value creation and allows a better understanding of the external business environment in which organizations operate. Economics provides a fundamentally

					unique way of thinking about problems, issues, and decisions that managers face in each of the functional areas of their organization. This unique way of thinking stresses the importance of incentives as determinants of human behavior and performance, and emphasizes the consideration of costs and benefits as an efficient method for reaching economic decisions
BUS406	**PROJECT MANAGEMENT**	3+0	3	6	This course is a comprehensive introduction to development project management. This course teaches the most important concepts in project management, such as the project life-cycle, process management, roles and responsibilities of a project manager, organizational structures, program and portfolio management, and the use of various management techniques