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| **logosbBURSA ULUDAĞ ÜNİVERSİTESİ****SOSYAL BİLİMLER ENSTİTÜSÜ****2022-2023 EĞİTİM ÖĞRETİM YILI TEZSİZ YÜKSEK LİSANS DERS PLANLARI**  |
|  **ANABİLİM DALI**  | **İŞLETME** |
|  **BİLİM DALI / PROGRAMI**  | **İŞLETME  / TEZSİZ YÜKSEK LİSANS PROGRAMI** |
| **DERS AŞAMASI** | **I. YARIYIL / GÜZ** | **II. YARIYIL / BAHAR** |
| **Kodu** | **Dersin Adı** | **Türü** | **T** | **U** | **L** | **Kredi** | **AKTS** | **Kodu** | **Dersin Adı** | **Türü** | **T** | **U** | **L** | **Kredi** | **AKTS** |
| ISL5301 | FİNANSAL RAPORLAMA ve ANALİZİ | Z | 3 | 0 | 0 | 3 | 7 | ISL5306 | İŞLETME FİNANSI | Z | 3 | 0 | 0 | 3 | 6 |
| ISL5303 | PAZARLAMA İLKELERİ | Z | 3 | 0 | 0 | 3 | 7 | ISL5324 | ÖRGÜTSEL DAVRANIŞA GİRİŞ | Z | 3 | 0 | 0 | 3 | 6 |
|  ISL5169 | ARAŞTIRMA TEKNİKLERİ VE YAYIN ETİĞİ | Z | 3 | 0 | 0 | 3 | 4 | ISL5312 | İŞLETMELERDE SAYISAL YÖNTEMLER | Z | 3 | 0 | 0 | 3 | 6 |
|  | **ALAN İÇİ SEÇMELİ DERS\*** |  |  |  |  |  |  |  | **ALAN İÇİ SEÇMELİ DERS\*** |  |  |  |  |  |  |
| ISL5305 | YÖNETİM VE ORGANİZASYON | S | 3 | 0 | 0 | 3 | 6 | ISL5328 | SATIŞ YÖNETİMİ | S | 3 | 0 | 0 | 3 | 6 |
| ISL5307 | TİCARET HUKUKU | S | 3 | 0 | 0 | 3 | 6 | ISL5304 | STRATEJİK YÖNETİME GİRİŞ | S | 3 | 0 | 0 | 3 | 6 |
| ISL5313 | ÇOK ULUSLU İŞLETMELERDE YÖNETİM | S | 3 | 0 | 0 | 3 | 6 | ISL5310 | SÜRDÜRÜLEBİLİRLİK RAPORLARI | S | 3 | 0 | 0 | 3 | 6 |
| ISL5317 | AİLE İŞLETMELERİNDE YÖNETİM | S | 3 | 0 | 0 | 3 | 6 | ISL5332 | İNSAN KAYNAKLARI YÖNETİMİ | S | 3 | 0 | 0 | 3 | 6 |
| ISL5319 | GENEL EKONOMİ | S | 3 | 0 | 0 | 3 | 6 | ISL5334 | TÜKETİCİ DAVRANIŞ ANALİTİĞİ | S | 3 | 0 | 0 | 3 | 6 |
| ISL5323 | İŞLETME ETİĞİ | S | 3 | 0 | 0 | 3 | 6 | ISL5316 | FİNANSAL RAPORLAMA STANDARTLARI | S | 3 | 0 | 0 | 3 | 6 |
| ISL5321 | ÇOK KRİTERLİ KARAR VERME | S | 3 | 0 | 0 | 3 | 6 | ISL5318 | TÜREV PİYASALAR | S | 3 | 0 | 0 | 3 | 6 |
| ISL5327 | REKABET ANALİZİ VE STRATEJİK KARAR ALMA | S | 3 | 0 | 0 | 3 | 6 | ISL5320 | FİNANSAL PİYASALAR | S | 3 | 0 | 0 | 3 | 6 |
| ISL5331 | TÜKETİCİ DAVRANIŞLARI | S | 3 | 0 | 0 | 3 | 6 | ISL5322 | MARKA YÖNETİMİ | S | 3 | 0 | 0 | 3 | 6 |
|  |  |  |  |  |  |  |  | ISL5324 | PAZARLAMA ARAŞTIRMASI TEKNİKLERİ | S | 3 | 0 | 0 | 3 | 6 |
|  |  |  |  |  |  |  |  | ISL5326 | STRATEJİK MALİYET YÖNETİMİ | S | 3 | 0 | 0 | 3 | 6 |
| **TOPLAM** | **15** | **30** | **TOPLAM**  | **15** | **30** |
| BİRİNCİ YY 2 SEÇMELİ DERS: 2 X 3 KREDİ=6 KREDİ, 12 AKTS İKİNCİ YY 2 SEÇMELİ DERS: 2 X 3 KREDİ=6 KREDİ, 12 AKTS  |

 |
| **2017-2018 3. YARIYIL (GÜZ YARIYILI)** |
| **Kodu** | **Dersin Adı** | **Türü** | **T** | **U** | **L** | **Kredi** | **AKTS** | **Kodu** | **Dersin Adı** | **Türü** | **T** | **U** | **L** | **Kredi** | **AKTS** |
| ISL5381 | DÖNEM PROJESİ | Z | 0 | 0 | 0 | 0 | 30 |  |  |  |  |  |  |  |  |
| **TOPLAM** |  |  | **30** |  |  |  |  |
|  |