

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Compulsory	ECTS
İKT101U	Introduction to Economics	Required Courses	5.0
İLT107U		Required Courses	8.0
İŞL107U	General Business	Required Courses	6.0
PZL105U		Required Courses	8.0
	Foreign Language Courses		3.0
Sum			30

II. SEMESTER

Code	Course Title	Compulsory	ECTS
MAİ102U	Brand and Brand Management	Required Courses	6.0
MAİ106U		Required Courses	6.0
	Foreign Language Courses		3.0
Sum			15

III. SEMESTER

Code	Course Title	Compulsory	ECTS
MAİ203U		Required Courses	7.0
PZL209U	Consumer Behaviour	Required Courses	7.0
TAR201U	Principles of Atatürk and the History of Turkish Revolution I	Required Courses	3.0
TÜR201U	Turkish Language I	Required Courses	3.0
Sum			20

IV. SEMESTER

Code	Course Title	Compulsory	ECTS
MAİ204U		Required Courses	7.0
MAİ206U		Required Courses	7.0
TAR202U	Principles of Atatürk and the History of Turkish Revolution II	Required Courses	3.0
TÜR202U	Turkish Language II	Required Courses	3.0
Sum			20

Foreign Language Courses

Code	Course Title	Laboratory + Practice	ECTS
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Foreign Language Courses			
Code	Course Title	Laboratory + Practice	ECTS
ALM101U	German I (ALM)(ALM)	0 + 0	3.0
FRA101U	French I (FRA)(FRA)	0 + 0	3.0
İNG101U	English I (ENG)(ENG)	0 + 0	3.0
ALM102U	German II (ALM)(ALM)	0 + 0	3.0
FRA102U	French II (FRA)(FRA)	0 + 0	3.0
İNG102U	English II (ENG)(ENG)	0 + 0	3.0

DERS İÇERİKLERİ
