## > COURSE and PROGRAM OUTCOMES MATRIX

1st Year- 1st SemesterENG101EngCOM101Intr	ourse Name ter nglish I	1	2	3	4	_	6	_	0					
ENG101 Eng COM101 Intr					- <b>T</b>	5	6	7	8	9	10	11	12	13
COM101 Intr	nglish I													
		5												
MTH171 Max	troduction to Computers I	1		5										
IVIIII/I IVIA	aths for Bus &Econ.I	5												
EAS101 Prir	inciples of Economics I	2		4	3									
EAS101 Intr	troduction to Business	2	3	1										
TUR101/YIT101 Tur I (Y	ırkish Language I (Türk Dili I)/ Turkish for International Students YabancıÖğrencileriçinTürkçe I)	5												
1st Year - 2nd Semes	ster													
ENG102 Eng	nglish II (İngilizce II)	5												
COM102 Intr	troduction to Computers II	1		5										
MTH172 Mat	aths for Bus &Econ.II	5												
EAS102 Prir	inciples of Econ.II	2		4	3									
EAS104 Prir	inciples of Management	2		3	1									
2nd Year - 1st Semes	ster			U										
	ommunication for Business II	5												
EAS204 Fina	nancial Accounting II	3	2						1					
	atistics II	4	_		1									
SOC100 Soc	ociology	-	3		1								_	
	troduction to law	3	3											
AİT102/104 Ata	atürk Principles II (Atatürk İlkeleriveİnkılapTarihi II)		3		2									
2nd Year - 2nd Seme	lester													
	ommunication for Business II	5												
EAS204 Fina	nancial Accounting II	3	2											
MTH262 Stat	atistics II	4			1									
SOC100 Soc	ociology	•	3		2									
EAS207 Bus	isiness Law	3	3											
3rd year - 1st Semest	ster	-	-											
EAS310 Org	rganizational Behaviour	2		3	1									
EAS305 Prir	inciples of Marketing	2	3	-		4								
EAS303 Max	anagerial Accounting	3	-		4									
EAS301 Bus	isiness Finance	3			4									
MRK324 App	pproaches to Psychology in Marketing	3			•	4								
3rd Year - 2nd Seme														
-	perations Research and Management	4				3								
EAS304 Mai	arketing Management	2				5								
EAS307 Res	esearch Methods	2	2	3		-								
EAS302 Fina	nanacial Management	3		-	4									
	onsumer Behaviour	3			•	5								

4th Year - 1st Ser	mester											
EAS405	Production Management	4				3						
EAS403	Marketing Research	3				5						
EAS402	Human Resource Management	2	3			1						
Tecnical Elective												
Tecnical Elective												
4th Year - 2nd Semester												
MRK412	Digital Marketing	3		2		5						
MAN407	Strategic Management	3		2								
Tecnical Elective												
Tecnical Elective												
Tecnical Elective												
Technical (Field-R	Related) Elective Courses											
MRK404	Services Marketing	2				5						
MRK421	Sales Management	3	2			5						
MRK405	Business Marketing	3				5						
MRK410	Marketing Theory and Thought	3	3			5						
MRK406	Hospitality Marketing	2				5						
MAN416	Total Quality Management	2		3	4							
MRK407	Marketing in Non-Profit Seeking Organisations	2	3			5						
MRK408	Public Relations	2	3			5						
MRK417	Distribution Channels and Structure Management	2	3			5						
MRK418	Merchandising	2	3			5						
MRK420	Advertising Strategies and Management	2	3			5						
MAN401	International Business	2	3		4	1						

\* 1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest