



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2037	PUBLIC FINANCE				
Semester	Code	Name	T+P	Credit	ECTS
3	İY-2037	PUBLIC FINANCE	3	3	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Elective	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi	None			Instructor İsmail Güleş Instructor Dr. Mustafa Macit	None

The aim of lesson :

The purpose of this course, the public finances is to promote and provide information about the state budget.

Course Contents :

Public economic activities, public expenditures, public revenues, the tax classification of the principles of taxation, tax burden, government debt, state budget, the Turkish budget system, fiscal policy.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2032	SALES MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2032	SALES MANAGEMENT	3	3	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Elective	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi	None			Instructor Mustafa Uzer Prof.Dr. İsmail Tuna	None

The aim of lesson :

To understand the role of sales manager, sales management to define their function is to understand the sales process speech.

Course Contents :

The concept of the sales force, sales management, organization of the sales force, establishing sales territories, determination of sales quotas, training of salespeople, meet objections, legal and ethical aspects of sales.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İNG102	English II				
Semester	Code	Name	T+P	Credit	ECTS
2	İNG102	English II	3	3	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Elective	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi	None			Instructor Osman Öncü	None

The aim of lesson :

As a result of this lesson, students will be able to use the basic structures to express themselves. This course aims at giving the students basics of English at a beginner level.

Course Contents :

Compulsory Course



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

FRA101	French I				
Semester	Code	Name	T+P	Credit	ECTS
1	FRA101	French I	3	3	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Elective	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Uğur KARAKAYA Uğur KARAKAYA Uğur KARAKAYA Uğur KARAKAYA Uğur KARAKAYA Uğur KARAKAYA Uğur KARAKAYA Uğur KARAKAYA	None

The aim of lesson :

Course Contents :



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2015	LABOUR AND SOCIAL SECURITY LAW				
Semester	Code	Name	T+P	Credit	ECTS
3	İY-2015	LABOUR AND SOCIAL SECURITY LAW	3	3	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Instructor Mustafa Uzer Instructor İsmail GÜLEÇ	None

The aim of lesson :

IT IS AIMED TO TEACH THE RIGHTS AND THE RESPONSIBILITIES OF LABORS

Course Contents :

ALL SUBJECTS ABOUT LABOR AND SOCIAL INSURANCE LAW



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2011	FINANCIAL MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
3	İY-2011	FINANCIAL MANAGEMENT	3	3	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Asist Prof.Dr. İSMAİL TUNA	None

The aim of lesson :

To understand the concepts in finance and company gain the ability to assess financial events

Course Contents :

The importance and functions of financial management, financial analysis and planning, working capital management(working capital and the financing decisions, current asset management, sources of short-term financing), the capital budgeting process(the time value of money, valuation and the cost of capital, the capital budgeting decisions, risk and capital budgeting), long-term financing(capital markets, investment, long-term debt and lease financing).



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2019	BUSINESS PRACTICES I				
Semester	Code	Name	T+P	Credit	ECTS
3	İY-2019	BUSINESS PRACTICES I	4	2	4

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Prof.Dr. Hilmi ERDAL İsmail GÜLEÇ	None

The aim of lesson :

Completing the missing aspects of the student's education. Directing him to do research in the areas he feels lacking. To ensure that they have knowledge about the sectors they are interested in.

Course Contents :

Industry recognition, property selection, research in Business, Technical Tours, business application.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

TD101	Turkish Language I				
Semester	Code	Name	T+P	Credit	ECTS
1	TD101	Turkish Language I	2	2	2

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Yavuz GÜNEŞ	None

The aim of lesson :

Ön lisans ve lisans düzeyindeki öğrencilere kendilerini doğru ve etkili olarak doğru ifade etmeyi, ana dil bilinci edindirmeyi; panel, konferans, açkötürüm, forum türü toplantıları etkili dinlemeyi öğretmektir.

Course Contents :

Dersin amacı, kapsamı ve temel kavramlar hakkında bilgi verilmesi. Türk dilinin temel sorunları, kuralları. Dilin etkili ve güzel kullanımı.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

AIİT102	Ataturk's Principles and History of Turkish Revolution II				
Semester	Code	Name	T+P	Credit	ECTS
2	AIİT102	Ataturk's Principles and History of Turkish Revolution II	2	2	2

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Instructor Sabri ZENGİN	None

The aim of lesson :

To understand Ataturk's reforms and how basic principles of the republic came into existence in Republic of Turkey establishment period. To help Turkish youth in the way of being unified individuals as a nation and becoming effective in the contemporary world.

Course Contents :

The purpose of this course is to teach the major principles of Ataturk and Turkish Revolution. Turkish Revolution as well as the principles of Ataturk are very important for Turkish education system. From the primary school through the University education, this subject is taken very seriously and it is compulsory for all students. Therefore this university level class aims to teach and directs students to understand these principles in detail. In this term course focuses on the developments after the proclamation of the Republic



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

TD102	Turkish Language II				
Semester	Code	Name	T+P	Credit	ECTS
2	TD102	Turkish Language II	2	2	2

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Asist Prof.Dr. YAVUZ GÜNEŞ	None

The aim of lesson :

To make students become familiar with the correct, beautiful and efficient use of the Turkish language to make them base the written and spoken intercourse of the language on strong principals to make them gain their skills in correspondence, presentations and explanations successfully in their business life to make them become intellectual individuals who read, think, inquire and bring solutions.

Course Contents :

According to their subjects, reading, listening, writing, presentation, discussion, sampling, question and answer techniques will be used.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

AIİT101	Ataturk's Principles and History of Turkish Revolution I				
Semester	Code	Name	T+P	Credit	ECTS
1	AIİT101	Ataturk's Principles and History of Turkish Revolution I	2	2	2

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Instructor Sabri ZENGİN	None

The aim of lesson :

To cause Turkish Youth be gained national and moral worthness to their own culture and, to make the students enlightened about the threats against the Turkish homeland and the geography of Turkey; by taking learning lessons from Turkish Close History.

Course Contents :

The purpose of this course is to teach the major principles of Ataturk and Turkish Revolution. Turkish Revolution as well as the principles of Ataturk are very important for Turkish education system. From the primary school through the university education, this subject is taken very seriously and it is compulsory for all students. Therefore this university level class aims to teach and directs students to understand these principles in detail.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2026	FOREIGN TRADE TRANSACTIONS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2026	FOREIGN TRADE TRANSACTIONS	3	3	4

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Elective

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Asist Prof.Dr. Sibel Ölmez Cangi	None

The aim of lesson :

The purpose of the student to make import and export operations.

Course Contents :

Business Trade Operations Course, the foreign trade (import-export) is described, in which the introduction of the documents used in foreign trade, foreign trade payment and delivery process is a course examining how to do.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

ALM101	GERMAN I				
Semester	Code	Name	T+P	Credit	ECTS
1	ALM101	GERMAN I	3	3	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Elective	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Ömer Lütfi İSPİRLİ Ömer Lütfi İSPİRLİ Ayşe ERYAMAN Ömer Lütfi İSPİRLİ Ömer Lütfi İSPİRLİ Ömer Lütfi İSPİRLİ Ömer Lütfi İSPİRLİ Bahattin ÖZTOPRAK Yılmaz ANAS Ömer Lütfi İSPİRLİ Birsen ÖZYURT İlker ETİKAN Ömer Lütfi İSPİRLİ	None

The aim of lesson :

Alman dilini temel düzeyde yazılı ve sözlü iletişim amaçlı kullanabilmek ve ileriye dönük dilin altyapısını güçlendirmektir

Course Contents :

Almanca temel gramer eşliğinde güncel konular



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İNG101	English I				
Semester	Code	Name	T+P	Credit	ECTS
1	İNG101	English I	3	3	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	English	Associate	No	Elective	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Instructor Osman Öncü	None

The aim of lesson :

As a result of this lesson, students will be able to use the basic structures to express themselves. This course aims at giving the students basics of English at a beginner level.

Course Contents :

Compulsory course



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1012	GENERAL ACCOUNTING II				
Semester	Code	Name	T+P	Credit	ECTS
2	İY-1012	GENERAL ACCOUNTING II	4	4	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Instructor Sabri Yılmaz Instructor Üzeyir ÖLMEZ	None

The aim of lesson :

By deriving inventory for passing to post-closing trial balance from general preclosing trial balance through in-period accounting entries and after valuation of balance, post-closing trial balance is derived. Profit / loss, assets and liabilities of business are determined by post-closing trial balance. By that way, it is aimed to prepare balance sheet and income statement with the help of this trial balance.

Course Contents :

To prepare financial statements by making transactions of inventory and valuation at the end of the period



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1026	STATISTICS				
Semester	Code	Name	T+P	Credit	ECTS
2	İY-1026	STATISTICS	2	2	2

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Instructor Turan Burak İmre	None

The aim of lesson :

Teach students the correct definition of statistics, basic statistical concepts of everyday life, and that what works on applications of statistics intended to show students how important it is.

Course Contents :

Basic concepts, arranging the collection and submission of data, measures of central tendency and dispersion, indexes, probability theory and random variables, regression and correlation trends.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1002	MACROECONOMICS				
Semester	Code	Name	T+P	Credit	ECTS
2	İY-1002	MACROECONOMICS	2	2	2

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Instructor Üzeyir ÖLMEZ	None

The aim of lesson :

The aim of this lecture is to analyze and recognize the fundamental economic problems. Also to research their reasons and to find solutions to those problems.

Course Contents :

This course examines the economy as a whole and in macro sizes, analyzes the macro-economic issues and economic policies are needed to solve these problems contribute to the creation of a course.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1004	COMMERCIAL LAW				
Semester	Code	Name	T+P	Credit	ECTS
2	İY-1004	COMMERCIAL LAW	2	2	2

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Required

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Instructor Üzeyir ÖLMEZ Instructor FİKRET GÜRSES	None

The aim of lesson :

Continue their commercial activities of the person with the necessary information which is required to

Course Contents :

The concept of commercial business, commercial enterprise, trade register, traders, agents, brokers, unfair competition, company type, company overview on.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1023	OFFICE MANAGEMENT AND COMMUNICATION TECHNIQUES				
Semester	Code	Name	T+P	Credit	ECTS
1	İY-1023	OFFICE MANAGEMENT AND COMMUNICATION TECHNIQUES	2	2	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program		Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Instructor Mustafa UZER	None
The aim of lesson :					
IT IS AIMED TO TEACH OFFICE MANAGEMENT AND HOW TO USE OFFICE DEVICES AND COMMUNICATION TECHNIQS.					
Course Contents :					
OFFICE MANAGEMENT, DEVICES AND COMMUNICATION TECHNIQS					



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1011	GENERAL ACCOUNTING I				
Semester	Code	Name	T+P	Credit	ECTS
1	İY-1011	GENERAL ACCOUNTING I	4	4	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program		Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Instructor Üzeyir ÖLMEZ	None	
The aim of lesson :					
Basic accounting concepts and principles; recording transactions; preparation of trial balance, adjusting entries, adjusted trial balance, income statement, statement of owners equity, balance sheet, closing entries, after closing trial balance and worksheet. Accounting for merchandising activities, perpetual and periodic inventory systems					
Course Contents :					
Understanding the basic concepts of accounting and preparation of trial balance, adjusting entries, adjusted trial balance, income statement, statements.					



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1017	MICROECONOMICS				
Semester	Code	Name	T+P	Credit	ECTS
1	İY-1017	MICROECONOMICS	2	2	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program		Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Instructor Üzeyir ÖLMEZ	None
The aim of lesson :					
This course introduces basic tools and concepts of economic theory. The objective of this course is to develop the ability in students to understand and use the fundamental tools of microeconomic theory. Using these tools, they can analyze and explain market phenomena. We will study how markets solve the allocation problem, demand and consumer behavior, supply and firm behavior, costs of production and different market types.					
Course Contents :					
Economic Sciences and Basic Concepts, examining the relationship between the Economic Sciences and other sciences, identifying the concepts consistently used by everyone in daily life, Micro Economics, small decision units existing in the Business, Macro Economics, national income and national income calculation methods, monetary and properties of the currency, monetary types, functions of monetary and its role in the economy					



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1019	BASIC LAW				
Semester	Code	Name	T+P	Credit	ECTS
1	İY-1019	BASIC LAW	2	2	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi	None		None	Instructor Turan Burak İmre Instructor Üzeyir Ölmez	None

The aim of lesson :

The student's personal and social life and are intended to grasp the legal rights and responsibilities.

Course Contents :

Understanding Turkish legal system by comparing with other legal systems; Understanding Turkish legal system and its main legal sources; Understanding the type of judicial proceedings and judicial institutions; Under public law and private law understanding; Features, elements, and kinds of legal events and process, understanding the failures of legal process; Understanding types of persons and their legal capacity and the terms of the winning and losing this qualification; Understanding legal content of inheritance concept, winning and losing heritage, determining the legal heirs; Understanding property rights, powers and duties arising from property rights



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-1021	COMMERCIAL MATHEMATICS				
Semester	Code	Name	T+P	Credit	ECTS
1	İY-1021	COMMERCIAL MATHEMATICS	2	2	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi	None		None	Instructor Üzeyir Ölmez	None

The aim of lesson :

It is aimed to be able to comprehend the basic concepts and to solve equation systems and problems.

Course Contents :

Commercial mathematics, ratio proportion, interest and discount, loss - profit



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2035	STRATEGIC MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
3	İY-2035	STRATEGIC MANAGEMENT	3	3	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Elective	
Department/Program	Precondition		Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi	None		None	Instructor İsmail Güleç Instructor Dr. Mustafa Macit	None

The aim of lesson :

Developing comprehension, skill and knowledge for diagnosing and dealing with specific strategy and policy situation from top management standpoint are the objectives of the course. We will also provide the necessary basic terms and concepts in order to familiarize the attendants with strategic management process. Our treatment of strategic management process will be contemporary. We will emphasize the importance of identifying value creating potential of firm's resources and capabilities and core competencies within the context of volatile global economy. We will also examine set of strategic actions to achieve strategic competitiveness and earn above average profits

Course Contents :

This course covers topics related with strategic management and business policy.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2018	HUMAN SOURCE MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2018	HUMAN SOURCE MANAGEMENT	3	3	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants	
İşletme Yönetimi		None	Instructor MUSTAFA MACİT Instructor MUSTAFA UZER	None	

The aim of lesson :

Theoretical context of HRM functions adequately teach and students aimed to gain knowledge and skills necessary to implement the functions of HRM

Course Contents :

The emergence of human resource management, business analysis, HR planning, HR, procurement and selection, training and development, performance appraisal, business valuation and related topics will be discussed with HR functions, such as wages



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2020	BUSINESS PRACTICES II				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2020	BUSINESS PRACTICES II	4	2	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants	
İşletme Yönetimi		None	Specialist Dr. İsmail GÜLEÇ Prof.Dr. Hilmi ERDAL	None	

The aim of lesson :

Completing the missing aspects of the student' s education. Directing him to do research in the areas he feels lacking. To ensure that they have knowledge about the sectors they are interested in.

Course Contents :

Industry recognition, property selection, research in Business, Technical Tours, business application.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2012	CAPITAL MARKET TRANSACTIONS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2012	CAPITAL MARKET TRANSACTIONS	3	3	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants	
İşletme Yönetimi		None	Asist Prof.Dr. İSMAİL TUNA	None	

The aim of lesson :

Student will have a perspective on capital market institutions, instruments and operations. In this framework, Capital Market Board (CMB) and İstanbul Stock Exchange (İSE) will be described. Sub markets of capital market and their bodies will be explained.

Course Contents :

Money market, capital market, the capital market functions, the capital market factors, capital market instruments, securities, Stocks, Bonds, Bills, Income partnership securities, bank bills, bank guaranteed bonds Profit / Loss partnership documents, Redeemed Shares, Property certificates Asset-backed securities, mortgage securities, warrants capital market institutions, intermediaries, Investment Trusts, Mutual Funds, the Central Bank of markets, İSE, Gold Exchange, İzmir Futures and Options Exchange (VOB) derivative products, Forward, Futures, Options



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2022	WORKING CAPITAL MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2022	WORKING CAPITAL MANAGEMENT	3	3	4

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Elective

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Asist Prof.Dr. İSMAİL TUNA	None

The aim of lesson :

This course, the aim of maximizing the net present value of the company, ensuring that the assets of the company have effectively used and each of the stated purpose to be managed so as to give the maximum benefit possible. Therefore, the purpose of working capital firms elements contribute to increase the working capital is connected in the optimal manner. For this reason, with all aspects of working capital management will be examined. İşletmeler için Google ÇeviriÇevirmen Araç SetiWeb Sitesi ÇevirmeniGlobal Pazar Fırsatları Aracı Anında çeviriyi kapatGoogle Çeviri HakkındaMobilGizlilikYardımGeri bildirim gönder

Course Contents :

Operating capital introduction, working capital and characteristics of varieties to provide information on the working capital of the factors affecting the introduction, working capital sources to provide information on the working capital finance strategy given information about the working capital needs of the factors that affect the disclosure, working capital requirement calculation of the working capital sufficiency analysis method to determine the adequacy of working capital, working capital elements of management, management of cash and cash equivalents, receivables, and inventory management, management of short-term liabilities



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2034	PUBLIC RELATIONS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2034	PUBLIC RELATIONS	3	3	4

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Elective

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Instructor İsmail Güleç Instructor Mustafa Uzer	None

The aim of lesson :

To be able to recognize the main notion that related with public relations and to be able to understand the importance of public relation for enterprises. To be able to comprehend the functioning and place of public relations in overall organization. To be able to comprehend target groups and techniques of effective presentations in public relations. To be able to comprehend the public relations practices in turkey and to comprehend the press release preparation techniques in service and in the industry sector

Course Contents :

Enterprise concept and the history of enterprise,The purpose of business management and other success criteria,Classification of enterprises,Factors that make up the business,Business environment interaction,Capacity utilization and growth in enterprises,An overview of business function,Management functions



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2036	MARKETING RESEARCH				
Semester	Code	Name	T+P	Credit	ECTS
4	İY-2036	MARKETING RESEARCH	3	3	4

Education Type	Language	Course Level	Course Internship Status	Type of Course
Formal Education	Turkish	Associate	No	Elective

Department/Program	Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi		None	Asist Prof.Dr. İsmail Tuna Instructor Mustafa Uzer	None

The aim of lesson :

The student, the problem clearly be able to determine the set to be and marketing research purposes occur, the problem is the property and to identify a data source and data collection methods for marketing research according to the nature of the research, according to the problems of the property to identify a sample of the marketing research and to fulfill the sampling process, by collecting and analyzing data is to be reported.

Course Contents :

Marketing, the basic concepts of marketing, consumer behavior, market segmentation, research types, positioning.



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2017	PRINCIPLES OF MARKETING				
Semester	Code	Name	T+P	Credit	ECTS
3	İY-2017	PRINCIPLES OF MARKETING	3	3	3
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Required	
Department/Program		Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Instructor Mustafa UZER	None
The aim of lesson :					
To cognize marketing principles and functions					
Course Contents :					
The topics covered in this course are the definition of marketing, examination of marketing environment, understanding of marketing mix and discussion of marketing management process as well as the principles of the implementation of marketin process					



Tokat Gaziosmanpaşa University

Tokat Vocational School İşletme Yönetimi

İY-2029	TAX LAW				
Semester	Code	Name	T+P	Credit	ECTS
3	İY-2029	TAX LAW	3	3	4
Education Type	Language	Course Level	Course Internship Status	Type of Course	
Formal Education	Turkish	Associate	No	Elective	
Department/Program		Precondition	Course Coordinator	Instructor	Course Assistants
İşletme Yönetimi			None	Instructor Üzeyir Ölmez Instructor Dr. MUSTAFA MACİT	None
The aim of lesson :					
With this course, students can calculate the legal process and keep track of tax liability and penalty process is intended to.					
Course Contents :					
The scope of tax law and relationship to other branches of law, the basic concepts of tax homework, tax law sources, the implementation of tax law in terms of place, time and meaning , the prevailing constitutional principles, outline of the process of taxation, taxable event, the imposition, notification, assessment and collection processes, duties of obliged parties, supervision of obliged parties, the periods in tax law, the end of the tax debt, to secure the tax receivables, tax discrepancies, administrative and judicial solutions to tax disputes and conflicts, tax crimes and penalties					