



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

İY2054	TOTAL QUALITY MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2054	TOTAL QUALITY MANAGEMENT	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
Business Management			None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU cigdem.alicavusoglu@gop.edu.tr	None

The aim of lesson :

The aim of this course is to equip students the Total Quality Management philosophy, implementation steps, contemporary Quality Management Systems.

Course Contents :

Quality concepts, historical development of quality, philosophy and principles of TQM, quality culture at companies, continuous improvement (Kaizen), standardization, TS-EN-ISO Quality Management Systems, OHSAS 18001, EFQM excellence model, quality costs.



Tokat Gaziosmanpaşa University

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İY2035	PUBLIC FINANCE				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2035	PUBLIC FINANCE	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
Business Management			None	Asist Prof.Dr. Zeynep Dilara TINAZ	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.



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İY1010	MANAGEMENT AND ORGANIZATION				
Semester	Code	Name	T+P	Credit	ECTS
2	İY1010	MANAGEMENT AND ORGANIZATION	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
Business Management			None	Asist Prof.Dr. Erdal Taha AYDOĞDU erdaltaha.aydogdu@gop.edu.tr	None

The aim of lesson :

Budersin amacı, öğrencilerin işletme yöneticiliği ile ilgili beceri kazanmalarını sağlamaktır.

Course Contents :

Management and Organization Fundamental Concepts Basic concepts related to management Management and decision making Management and planning Organization theories Organization theories Organization theories Organization theories Management and communication Authority, power, and influence in management Management and leadership Groups in organizations Management and motivation Conflict and its management in organizations



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İY2049	ORGANIZATION CULTURE				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2049	ORGANIZATION CULTURE	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
Business Management		None	Asist Prof.Dr. ERDAL TAHA AYDOĞDU	None

The aim of lesson :

The purpose of this course is to teach students the basic concepts, components, and role of organizational culture in organizations, as well as to examine the effects of different cultures on organizational behavior. Students will learn to recognize organizational culture, understand the importance of cultural adaptation in the workplace, and develop skills to manage cultural differences.

Course Contents :

The content of the organizational culture course focuses on how the cultural structures of organizations are shaped, the effects of culture on individuals and groups, cultural diversity, and the role of culture in organizational success. It also examines the relationship between organizational culture and leadership, communication, values, and norms.



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İY2036	BUSINESS BUDGETS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2036	BUSINESS BUDGETS	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
Business Management		None	None	None

The aim of lesson :

In terms of the operating budget to comprehend the importance of business management, to prepare operating budgets

Course Contents :

The basic concepts of business and the nature of the budget, accounting and budget relations, Types of business budgets, operating budgets basic principles of the system, business budget activities in organizing and budgeting time dimension, Business the benefits and limitations of the budget, Sales budget, Production budget, investment budget, Cash Budget, Budget of the difference analysis, Jul. Mal. Concepts and cost identify the benefits, costs and methods of systems, cost-volume-profit analysis.



Tokat Gaziosmanpaşa University

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ENF100	INFORMATION TECHNOLOGIES AND OFFICE SOFTWARE				
Semester	Code	Name	T+P	Credit	ECTS
1	ENF100	INFORMATION TECHNOLOGIES AND OFFICE SOFTWARE	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
Business Management		None	Asist Prof.Dr. Ömer Altın	None

The aim of lesson :

To teach computer use to prepare and fill

Course Contents :

The computer to a text file, text file operations by preparing and writing a computer professional to mathematical and logical file



Tokat Gaziosmanpaşa University

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İY2044	SOCIAL PSYCHOLOGY				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2044	SOCIAL PSYCHOLOGY	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
Business Management		None	None	None

The aim of lesson :

This course aims to give students a comprehensive introduction to social psychology, the scientific study of human social influence and interaction. Students gain knowledge of a broad theoretical and methodological approach to social psychology by examining classical and modern research. At the end of the semester, successful students understand that many social phenomena can be understood in terms of social cognition, social influence, and social relationships, and develop the ability to apply basic social psychology theories to real-life situations.

Course Contents :

Social Psychology, which constitutes an important field of developments in Social Sciences, constitutes an indispensable area of interest of communication sciences, which is directly related to social development/change and interaction. Within the scope of the course, it is aimed to convey social facts that are informative and field research can be carried out, increasing communication skills. The historical development of Social Psychology, its subjects, approach, methods, examination of social influence and conformity behavior, attitudes, attitude change, prejudice, attitudes, social roles, status, authority, intergroup communication, culture etc. within the applied framework of communication and propaganda are discussed.



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İY2006	TURKISH TAX SYSTEM				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2006	TURKISH TAX SYSTEM	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
Business Management		None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU cigdem.alicavusoglu@gop.edu.tr	None

The aim of lesson :

The functioning of income, expenditure and property taxes in Turkish Tax System which are in force can be demonstrated and ability to become skilful at analysis of solving which appear the problems in practice as law methodology

Course Contents :

In this course, general characteristics of Income Tax and Corporate Tax will be emphasized, and the subject of taxes, taxpayers, exemptions and exceptions, taxpayer payment time and place of payment will be discussed in relation to both tax revenues.



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İY1009	GENERAL BUSINESS				
Semester	Code	Name	T+P	Credit	ECTS
1	İY1009	GENERAL BUSINESS	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
Business Management		None	Instructor İsmail GÜLEÇ	None

The aim of lesson :

Business concept, principles and practices to analyze, structure and functioning of enterprises benimsetme basic information about the students

Course Contents :

Basic concepts of business administration, management science and other sciences associated with the business objectives, legal forms of businesses, classification, organizations, mergers



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Business Management

İY2008	ENTREPRENEURSHIP				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2008	ENTREPRENEURSHIP	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
Business Management		None	Instructor İsmail GÜLEÇ	None

The aim of lesson :

The concept of entrepreneurship and the emergence of small and medium-sized enterprises varieties, small business establishment process, small business management, production, marketing and finance departments, SME problems and solutions, SMEs in the national economy understanding of the importance is.

Course Contents :

The emergence of entrepreneurs and entrepreneurs understand the methods to be successful in the workplace. To understand the role of small businesses and the economy. Forms of organization and management of small businesses to comprehend.



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İY2026	SALES MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2026	SALES MANAGEMENT	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
Business Management		None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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.



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ALM102	GERMAN II				
Semester	Code	Name	T+P	Credit	ECTS
2	ALM102	GERMAN II	2	2	2

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
Business Management		Teacher Salih BEKTAŞ	Teacher SALİH BEKTAŞ	None

The aim of lesson :

The course aims to improve the core knowledge acquired in German Language -I

Course Contents :

Basic grammar rules, daily conversations, newspapers and magazines, business writing



Tokat Gaziosmanpaşa University

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İNG102	English II				
Semester	Code	Name	T+P	Credit	ECTS
2	İNG102	English II	2	2	2

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
Business Management		None	Instructor Hatice Tüzün Paçcı	None

The aim of lesson :

The objective of this course is to be able to bring the students to the A2 Level in terms of CEF.

Course Contents :

Compulsory Foreign Language Course (English)



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FRA101	French I				
Semester	Code	Name	T+P	Credit	ECTS
1	FRA101	French I	2	2	2

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
Business Management		None	Instructor Elif KARAER elif.karaer@gop.edu.tr	None

The aim of lesson :

The aim of this course is to enable students to acquire basic French language skills at the A1 level according to the Common European Framework of Reference for Languages (CEFR).

Course Contents :

This course focuses on developing basic French language skills through the introduction of essential grammatical structures and everyday communication practices. The content includes verb conjugations in the present tense, definite and indefinite articles, pronouns, adjective agreement, question forms, negation structures, prepositions of place, and the development of basic speaking and writing skills in everyday contexts.



Tokat Gaziosmanpaşa University

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İY2003	LABOUR AND SOCIAL SECURITY LAW				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2003	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
Business Management		None	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



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İY2001	FINANCIAL MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2001	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
Business Management		None	Instructor Turan Burak İMRE	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 financig), 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

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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
Business Management		None	Instructor Dr. Erdal BARAN	None

The aim of lesson :

Undergraduate and graduate-level students the right to express themselves correctly and effectively, to let them acquire the main language awareness;to teach panels, conferences, panel discussion, forum type meetings effective listening.

Course Contents :

Course objectives, scope, and to provide information on basic concepts. The basic problems of the Turkish language, rules. Effective and good use of language.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

FRA102	French II				
Semester	Code	Name	T+P	Credit	ECTS
2	FRA102	French II	2	2	2

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
Business Management		None	Instructor Elif KARAER elif.karaer@gop.edu.tr	None

The aim of lesson :

The aim of this course is to reinforce basic French grammar structures, improve students' communicative skills, and develop A1–A2 level proficiency in speaking, listening, reading, and writing.

Course Contents :

Question forms, present tense verbs, passé composé, direct and indirect object pronouns, partitive articles, reflexive verbs, imperative and negation, cause-effect structures



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İY2077	PRODUCT AND BRAND MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2077	PRODUCT AND BRAND MANAGEMENT	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
Business Management			None	None	None
The aim of lesson :					
The aim of the course is to provide students with basic, theoretical and practical knowledge about product and brand management.					
Course Contents :					
New product development process, Product mix and strategies, Product life cycle and strategies, Differences between product and brand, Benefits of branding, Branding process, Brand identity, Brand image and positioning					



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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
Business Management			None	Specialist Dr. Adnan GELMEZ Specialist Dr. Sadet ALTAY Associate Prof.Dr. Ayşe ERYAMAN Specialist Dr. Sabri ZENGİN Specialist Dr. İzzet Bahri ATEŞLİ	None

The aim of lesson :

In order to understand conditions and features of the establishment of Republic of Turkey: To understand the reasons that forced Turkish nation to have Independence War, in which condition and within which terms Turkish War of Independence took place, upon which basis the state was established, and finally to educate next generations who know establishment philosophy of the state and who are respectful to Turkish state and nation.

Course Contents :

Aim of the course, its scope, and basic concepts. Final period of Ottoman Empire, its problems, modernization efforts and collapse. Turkish War of Independence.



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Tokat Vocational School Business Management

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
Business Management			None	Instructor Dr. Erdal BARAN	None
The aim of lesson :					
To make studens become familiar with the correct, beautiful and efficient use of the Turekish language to maket hem base the written and spoken intercourse of the language on strong principals to maket hem gain their skills in correspondence, presentatations and explanations succesfully 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 Business Management

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
Business Management			None	Specialist Dr. Adnan GELMEZ Specialist Dr. Sadet ALTAY Associate Prof.Dr. Ayşe ERYAMAN Specialist Dr. Sabri ZENGİN Specialist Dr. İzzet Bahri ATEŞLİ	None

The aim of lesson :

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Course Contents :

Aim of the course, its scope, and basic concepts. Final period of Ottoman Empire, its problems, modernization efforts and collapse. Turkish War of Independence.



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İY2065	FOREIGN TRADE TRANSACTIONS				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2065	FOREIGN TRADE TRANSACTIONS	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
Business Management			None	Asist Prof.Dr. Zeynep Dilara TINAZ	None

The aim of lesson :

In this course is intended to do import and export operations by students.

Course Contents :

Foreign trade in the basic concepts, foreign trade documents used in foreign trade delivery forms, payments in foreign trade patterns, Free Zones, Border Trade, export procedures, import transactions, foreign exchange transactions, foreign exchange in the documents used in foreign trade state aid.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

ALM101	GERMAN I				
Semester	Code	Name	T+P	Credit	ECTS
1	ALM101	GERMAN I	2	2	2
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
Business Management			Teacher Salih BEKTAŞ	Teacher SALİH BEKTAŞ	None

The aim of lesson :

The aim of the course is to make students acquire German language as the second foreign language at basic level.

Course Contents :

Alphabet, numbers, basic grammar rules, telling the time, easy daily conversations, some common formal and informal phrases etc.



Tokat Gaziosmanpaşa University

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İY2060	SERVICE MARKETING				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2060	SERVICE MARKETING	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
Business Management		None	None	None

The aim of lesson :

The aim of this course is to provide information on the concept of service, basic characteristics of services, service management, service strategies and service quality.

Course Contents :

Definition of service and characteristics of services, organizational structure in services, service marketing planning and service marketing mix (7p), design of services, distribution, promotion and pricing of services, management of service participants and service personnel, physical evidence in services, process management in services, service affordability and techniques, communication and techniques in services, service quality and measurement, services and relationship marketing, internal marketing in services, summary of the topics covered and general evaluation.



Tokat Gaziosmanpaşa University

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İY2063	INVESTMENT PROJECTS AND ANALYSIS				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2063	INVESTMENT PROJECTS AND ANALYSIS	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
Business Management		None	None	None

The aim of lesson :

Students learn basic concepts that use in Investment Project and level of Investment Project. Also students learn to account cost and risk of investment project. They learn how it will make feasibility study of a firm.

Course Contents :

Investment project and management, preparing of investment projects, investment decision, Accountinf of investment project, valuation of investment project in term of national economics.



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İY2011	BUSINESS APPLICATIONS I				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2011	BUSINESS APPLICATIONS I	4	2	8

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
Business Management		None	None	None

The aim of lesson :

Addressing student gaps in their education. Encouraging them to conduct research in areas they feel they are lacking. Ensuring they are knowledgeable about sectors of interest. Utilizing business-related software packages.

Course Contents :

Using business-related package programs, Research in businesses, Technical Tour, Business application.



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İY2058	INNOVATION MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2058	INNOVATION MANAGEMENT	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
Business Management		None	Asist Prof.Dr. Erdal Taha AYDOĞDU	None

The aim of lesson :

In today's world where rapid competition is intense, organizations need innovation, renewal and the cultivation of innovation within the institution in order to survive. This situation also brings about good management of innovation actions. The Innovation Management course combines theory and practice while focusing on original models that examine the factors that form the building blocks of this process and play a critical role.

Course Contents :

Theoretical Infrastructure of Innovation, Modern Understanding and Applications, Innovation Management and Innovative Organizational Culture



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İY1018	ADVANCED EXCEL APPLICATIONS				
Semester	Code	Name	T+P	Credit	ECTS
2	İY1018	ADVANCED EXCEL APPLICATIONS	2	1	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
Business Management		Instructor Turan Burak İMRE turanburak.imre@gop.edu.tr	Instructor TURAN BURAK İMRE	None

The aim of lesson :

This course aims to develop students' ability to solve problems they may encounter in business by using various MS-Excel functions.

Course Contents :

Basic MS Excel functions are explained and their use in real-life problems is demonstrated. The aim is to equip students with the skills to store, organise and calculate data using a computer.



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İY2056	FOREIGN TRADE TRANSACTIONS ACCOUNTING				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2056	FOREIGN TRADE TRANSACTIONS ACCOUNTING	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
Business Management		None	None	None

The aim of lesson :

It is aimed for the student to make accounting records for import and export transactions.

Course Contents :

Accounting for Export and Import transactions, Foreign exchange transactions, KDV transactions



Tokat Gaziosmanpaşa University

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İY2061	DIGITAL LITERACY				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2061	DIGITAL LITERACY	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
Business Management		None	None	None	
The aim of lesson :					
The aim of this course is to provide digital literacy skills or to increase existing skills, thus making it easier for students to adapt to the digital world.					
Course Contents :					
Digital literacy, Digital democracy, Digital activism, Data understanding, Game literacy, Digital marketing, Artificial intelligence, Online security, cryptocurrency					



Tokat Gaziosmanpaşa University

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İY2073	SOCIAL RESPONSIBILITY AND ETHICS IN BUSINESSES				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2073	SOCIAL RESPONSIBILITY AND ETHICS IN BUSINESSES	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
Business Management			None	None	None
The aim of lesson :					
It requires businesses to integrate profit-oriented behavior with socially responsible behavior. In this context, the course aims to equip students with an understanding of social responsibility and ethics.					
Course Contents :					
Modern management approach, globalization, and the relationship between business ethics and social responsibility. Ethics and business ethics. Social responsibilities of businesses - conceptual framework. Definition and management of business stakeholders. Ethics and social responsibilities based on stakeholder groups. The relationship between business ethics and business functions.					



Tokat Gaziosmanpaşa University

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Business Management

İY1016	ORGANIZATIONAL BEHAVIOR				
Semester	Code	Name	T+P	Credit	ECTS
2	İY1016	ORGANIZATIONAL BEHAVIOR	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
Business Management			None	Asist Prof.Dr. ERDAL TAHA AYDOĞDU erdaltaha.aydogdu@gop.edu.tr	None

The aim of lesson :

The aim of the Organizational Behavior course is to provide students with knowledge and skills to understand individual and group behaviors in organizations, and to improve employee motivation, productivity, and communication. The course aims to enable students to analyze organizational structures, evaluate employee attitudes and behaviors, and develop solutions to behavioral problems in the workplace.

Course Contents :

This course covers the fundamental concepts of behavior at the individual, group, and organizational levels, including perception, attitudes, motivation, leadership, communication, conflict, and organizational culture.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2064	OCCUPATIONAL HEALTH AND SAFETY				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2064	OCCUPATIONAL HEALTH AND SAFETY	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
Business Management		None	None	None

The aim of lesson :

The aim of this course is to provide students with basic occupational health and safety training, to create a safety culture in students, to provide information about the purpose and scope of the Occupational Health and Safety Law No. 6331, to provide basic information about the duties, authorities and responsibilities for ensuring occupational health and safety in workplaces, to ensure that the employer and employee learn basic information about their rights and obligations in the workplace, and to enable the student to follow and interpret legal regulations regarding occupational health and safety.

Course Contents :

The concept and development of occupational health and safety; Developments in occupational health and safety in the world and in Turkey; An overview of occupational health and safety and safety culture, the responsibilities of institutions, organizations and employees in establishing a safety culture; National and international organizations and agreements related to occupational health and safety; Occupational health and safety management systems; Hazard and risk concepts in occupational health and safety; Risk management, assessment and methodology; Risk analysis and sample applications; Occupational health and safety risk factors (physical, chemical, biological, etc.).



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2059	PRODUCTION MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2059	PRODUCTION MANAGEMENT	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
Business Management		None	None	None

The aim of lesson :

Getting information of, Fundamental concepts of production management and historical development, Productive systems, Product design and process selection, Facility planning and location, Facility layout, Job design and work measurement, Aggregate planning, Design of inventory systems, Design of the quality control system.

Course Contents :

Fundamental concepts of production management and historical development, productive systems, product design and process selection, facility planning and location, facility layout, job design and work measurement, aggregate planning, design of inventory systems, design of the quality control system.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2071	SCIENTIFIC RESEARCH METHODS				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2071	SCIENTIFIC RESEARCH METHODS	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
Business Management		None	Asist Prof.Dr. Zeynep Dilara TINAZ	None

The aim of lesson :

Will be conducting research in social science research process to researchers, source inspection, data collection and analysis is to provide theoretical and practical knowledge about the preparation of research reports

Course Contents :

Definition and Scope of Science, Research Process Case Study Selection, Research Idea of the Project Transformation of Research Writing the proposal, Literature, Hypothesis (Ho and H1) of Creation, Data Types, Assessment and Inventory Levels, Measuring Error Sources, Full Count and sampling, sampling Types Ready Making of the Data Analysis, Data Analysis, Quantitative and Qualitative Analysis Techniques, Writing the Research Report



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2062	COMMUNITY SERVICE APPLICATIONS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2062	COMMUNITY SERVICE APPLICATIONS	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
Business Management		None	None	None

The aim of lesson :

The purpose of the Community Service Practices course is to instill in students a sense of social responsibility both theoretically and practically. In the practical phase, it aims to develop students' skills in cooperation, solidarity, effective communication, and self-assessment.

Course Contents :

Society, community service practices and social responsibility concepts; social responsibility projects in terms of social and cultural values; identifying current social problems; preparing projects to solve identified social problems; taking part in social responsibility projects as volunteers, individually and as a group; participating in social responsibility projects in various institutions and organizations; participating in scientific events such as panels, conferences, congresses and symposiums as a spectator, speaker or organizer; evaluating the results of social responsibility projects.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2069	CURRENT PROBLEMS OF BUSINESSES				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2069	CURRENT PROBLEMS OF BUSINESSES	3	2	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
Business Management		None	None	None

The aim of lesson :

To introduce the latest developments and problems in working life to students from all professions.

Course Contents :

Developments in working life and globalization, new risks between employees and employers emerging in businesses. New management structure created by technological developments, work monotony, work and ergonomics, crisis management.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2038	COMPANY ACCOUNTING				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2038	COMPANY ACCOUNTING	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
Business Management		None	Instructor İsmail GÜLEÇ	None

The aim of lesson :

Students of individuals and organizations related to capital companies, capital increase - reduction, profit / loss distribution and application skills to teach the basics to win.

Course Contents :

Company A variety of Individual companies on legal regulations, capital companies on legal regulations, Individual companies on accounting transactions, capital companies on accounting transactions, mergers and acquisitions, with the relevant legal regulations, mergers and acquisitions and the related accounting, bankruptcy and liquidation procedures with the relevant legal regulations, the accounting of the liquidation process, sample events



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2042	PACKAGE PROGRAMS II				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2042	PACKAGE PROGRAMS II	3	2	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
Business Management		None	Asist Prof.Dr. Zeynep Dilara TINAZ	None

The aim of lesson :

The purpose of this class is to introduce students to the basic procedures that are used to process transactions and maintain records of the information needs of business persons in a merchandising business. This course includes the students becoming familiar with: imputing information on the various screens, recording various reports with imputed information.

Course Contents :

The course emphasizes the operation of computerized accounting software used in business. Topics include personel operations, declarations and financial reports.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İNG101	English I				
Semester	Code	Name	T+P	Credit	ECTS
1	İNG101	English I	2	2	2

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
Business Management		None	Instructor H.Tüzün PAÇCI	None

The aim of lesson :

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

Course Contents :

Compulsory Foreign Language Course (English)



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2067	PROFESSIONAL ENGLISH				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2067	PROFESSIONAL ENGLISH	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
Business Management		None	None	None

The aim of lesson :

To continue to teach ?English for Finance and Banking?to students who learned elementary English in the first year. These students will learn the new words and phrases used in finance and banking sector by going over the new lessons in our book, reading the texts of each lesson and making exercises of each lesson in the class also by making additional exercises of the book as homework. In addition to the book, the students are introduced with English words and phrases used very commonly in daily conversations of banking sector through particularly prepared texts. Through the lessons, the students also remember and do not forget their basic English knowledge.

Course Contents :

The aim of the course is to enable students to be aware of their vocational terminology in English language, to improve their capability in expressing themselves in business environment, and to achieve self-confidence in language use in international activities.



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

İY2075	ARTIFICIAL INTELLIGENCE IN BUSINESSES				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2075	ARTIFICIAL INTELLIGENCE IN BUSINESSES	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
Business Management		None	None	None

The aim of lesson :

The aim of this course is to provide students with knowledge of the fundamental techniques and methods of artificial intelligence and, as required by the times, to equip future managers with the effective use of artificial intelligence. The objective is to enable students to acquire the ability to use artificial intelligence methods in solving management-related problems.

Course Contents :

The fundamental concepts and methods of artificial intelligence, problem solving using artificial intelligence, conducting research, literature review, content creation and presentation preparation, and the introduction of artificial intelligence tools that can be used in various fields.



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

KRY102	Career Planning				
Semester	Code	Name	T+P	Credit	ECTS
2	KRY102	Career Planning	1	1	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
Business Management		None	Instructor Turan Burak İMRE	None

The aim of lesson :

The Career Planning course aims to help students understand the business world, different sectors, and the requirements of these sectors, thereby raising awareness among students about the importance of career planning in the process of preparing for the business world. The course helps students discover their personal competencies and correctly understand the expectations of the business world, thereby assisting them in developing their knowledge and skills in line with the requirements of relevant sectors.

Course Contents :

Career concept and career development, Various career-related concepts and career centers, Personal Competencies, National and international exchange programs and support, Communication, Soft Skills, Industry Days (Non-Governmental Organizations), Industry Days (Public Sector), Resume - Cover letter preparation and interviews, Sector days (Private Sector), Sector days (Academia), Sector days (Entrepreneurship)



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

İY2032	CUSTOMER RELATIONS MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2032	CUSTOMER RELATIONS MANAGEMENT	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
Business Management		None	None	None

The aim of lesson :

In intense competitive requirements, customer relationship? is explicated as marketing and sales, to communicate to students of usability info with application examples

Course Contents :

In Varying marketing insight, to discover import of customer, to win customer, to retain of customer, to win lost customer and to abstract as business management, employee and customer of customer relationship .



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

İY2034	E-COMMERCE				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2034	E-COMMERCE	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
Business Management		None	Instructor Turan Burak İmre	None

The aim of lesson :

E-Commerce Applications to be understood by students and to provide the level of knowledge and awareness that can be used in business life.

Course Contents :

e-commerce, e-commerce development and implementation processes, classification of e-commerce business models, digital marketing, mobile marketing, social commerce, features of social commerce and social shopping etc. concepts are included



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

İY1006	GENERAL ACCOUNTING II				
Semester	Code	Name	T+P	Credit	ECTS
2	İY1006	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
Business Management		None	Asist Prof.Dr. Zeynep Dilara TINAZ zeynepdilara.tinaz@gop.edu.tr	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
Business Management

İY1002	MACROECONOMICS				
Semester	Code	Name	T+P	Credit	ECTS
2	İY1002	MACROECONOMICS	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
Business Management		None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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
Business Management

İY1004	COMMERCIAL LAW				
Semester	Code	Name	T+P	Credit	ECTS
2	İY1004	COMMERCIAL 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
Business Management		None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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
Business Management

İY1001	GENERAL ACCOUNTING I				
Semester	Code	Name	T+P	Credit	ECTS
1	İY1001	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
Business Management		None	Asist Prof.Dr. Zeynep Dilara TINAZ zeynepdilara.tinaz@gop.edu.tr	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
Business Management

İY1003	MICROECONOMICS				
Semester	Code	Name	T+P	Credit	ECTS
1	İY1003	MICROECONOMICS	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
Business Management		None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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
Business Management

İY1005	BASIC LAW				
Semester	Code	Name	T+P	Credit	ECTS
1	İY1005	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
Business Management			None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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
Business Management

İY1007	COMMERCIAL MATHEMATICS				
Semester	Code	Name	T+P	Credit	ECTS
1	İY1007	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
Business Management			None	Instructor Turan Burak İMRE	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
Business Management

İY2012	CONSUMER BEHAVIOR				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2012	CONSUMER BEHAVIOR	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
Business Management			None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	None

The aim of lesson :

The student identifies the consumer, according to industry and market, understand their roles and behavior patterns of consumer behavior, market, product and customer buying behavior, according to the features to detect the factors affecting consumer buying decision process is to assess and manage the buying behavior of consumers.

Course Contents :

This course involves, the concept of consumer behavior and properties, the importance of consumer behavior in marketing, general model of consumer behavior, factors affecting consumer behavior and buying decision process of consumers.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2033	STRATEGIC MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2033	STRATEGIC MANAGEMENT	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
Business Management		None	Asist Prof.Dr. Erdal Taha AYDOĞDU	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 Business Management

İY2004	HUMAN SOURCE MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2004	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
Business Management		None	Asist Prof.Dr. Erdal Taha AYDOĞDU	None

erdaltaha.aydogdu@gop.edu.tr

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 Business Management

İY2014	BUSINESS PRACTICES II				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2014	BUSINESS PRACTICES II	4	2	8

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
Business Management		None	Specialist Dr. İsmail GÜLEÇ	Asist Prof.Dr. ERDAL TAHA AYDOĞDU

erdaltaha.aydogdu@gop.edu.tr

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 Business Management

İY2052	CAPITAL MARKET TRANSACTIONS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2052	CAPITAL MARKET TRANSACTIONS	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
Business Management			None	Asist Prof.Dr. Zeynep Dilara TINAZ	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, Izmir Futures and Options Exchange (VOB) derivative products, Forward, Futures, Options					



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2022	WORKING CAPITAL MANAGEMENT				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2022	WORKING CAPITAL MANAGEMENT	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
Business Management			None	Asist Prof.Dr. Zeynep Dilara TINAZ	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 Business Management

İY2028	PUBLIC RELATIONS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2028	PUBLIC RELATIONS	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
Business Management			None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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
Business Management

İY2030	MARKETING RESEARCH				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2030	MARKETING RESEARCH	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
Business Management		None	None	None

The aim of lesson :

To give marketing research and planning knowledges.

Course Contents :

Importance of marketing research, models of decision making, hypothesis tests, process and kinds of sampling, measuring and measurement, methods for gathering information, methods for analysis.



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

İY2005	PRINCIPLES OF MARKETING				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2005	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
Business Management		None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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
Business Management

İY2031	TAX LAW				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2031	TAX LAW	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
Business Management		None	Asist Prof.Dr. Çiğdem ALIÇAVUŞOĞLU	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



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2040	SOCIAL MEDIA FOR SMALL BUSINESS				
Semester	Code	Name	T+P	Credit	ECTS
4	İY2040	SOCIAL MEDIA FOR SMALL BUSINESS	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
Business Management		None	None	None

The aim of lesson :

Using Social Media has become a necessity for small businesses today. Small businesses can create marketing strategies using social media such as Twitter, Facebook and Instagram.

Course Contents :

Twitter, Facebook, Instagram, Google+, LinkedIn, WhatsApp, Hashtag World, Influencer Marketing, Blogs & Bloggers, Infographic Applications, Competitor Analysis, Social Media KPIs, Social Media Marketing Strategies



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İY2007	COST ACCOUNTING				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2007	COST ACCOUNTING	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
Business Management		None	Asist Prof.Dr. Zeynep Dilara TINAZ	None

The aim of lesson :

To teach students the basic concepts and principles of cost accounting, to provide them with the ability to calculate costs according to different cost accounting systems and to make accounting records in terms of cost elements Course Goal: To provide students with the ability to apply cost accounting applications that determine the cost of products; help with cost control, planning and management decisions.

Course Contents :

This course examines the fundamental principles and techniques of cost accounting. It covers Cost Accounts in Uniform Accounting Chart, Material Costs, Labor Costs, Overhead Costs, and Introduction of Basic Costing Approaches.



Tokat Gaziosmanpaşa University

Tokat Vocational School Business Management

İY2041	ANALYSIS OF FINANCIAL STATEMENTS				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2041	ANALYSIS OF FINANCIAL STATEMENTS	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
Business Management		None	Asist Prof.Dr. Zeynep Dilara TINAZ	None

The aim of lesson :

Getting informatin of, standarts of financial statements. Learn and apply financial ratios and other methods. Evaluating the situation of the firm according to the financial ratios and other methods.

Course Contents :

Financial tables; balance sheet, statement of income, profit and loss tables, cash flow and funds flow tables, techniques for financial tables analysis, vertical percents method, comparison financial tables analysis, trend analysis.



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Business Management

İY2043	WORKING SOCIOLOGY				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2043	WORKING SOCIOLOGY	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
Business Management		None	None	None

The aim of lesson :

It is aimed to help students taking the course learn the basic concepts of sociology and sociology of work and apply them to working life in order to complete their professional formation.

Course Contents :

Sociology and Sociology of Work: Definition and Subjects, Culture, Work and Organizational issues



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Tokat Vocational School
Business Management

İY2051	PACKAGE PROGRAMS I				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2051	PACKAGE PROGRAMS I	3	2	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
Business Management		None	Asist Prof.Dr. Zeynep Dilara TINAZ zeynepdilara.tinaz@gop.edu.tr	None

The aim of lesson :

The purpose of this course is to provide students with the basic knowledge to create accounting records using software packages, to familiarize them with the chart of accounts and their operation, and to enable them to record and evaluate financial transactions.

Course Contents :

INTRODUCTION BASIC INFORMATION GENERAL INTRODUCTION OF THE PROGRAM ACCOUNTING VOUCH RECORDING INTRODUCING THE COMPANY TO THE PROGRAM DESIGNING THE CHART OF ACCOUNTS FOR THE COMPANY OPENING A SUB-ACCOUNT FOR THE COMPANY PRESENTING THE OPENING VOUCH FOR THE COMPANY MONTHLY TRANSACTIONS FOR THE COMPANY MONTHLY TRANSACTIONS FOR THE COMPANY MONTHLY TRANSACTIONS FOR THE COMPANY MONTHLY TRANSACTIONS FOR THE COMPANY



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Business Management

İY1011	COMMUNICATION				
Semester	Code	Name	T+P	Credit	ECTS
1	İY1011	COMMUNICATION	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
Business Management		None	Asist Prof.Dr. ERDAL TAHA AYDOĞDU erdaltaha.aydogdu@gop.edu.tr	None

The aim of lesson :

To ensure that students learn basic information about communication and skills, how to use various communication tools and techniques, and how to use them effectively.

Course Contents :

The origins of communication science, The phenomenon and process of communication, The relationship of communication with other disciplines, Types of communication, Functions of communication, Basic communication models, Means of communication, Mass communication and mass media, Communication and mass communication in Turkey, The internet and new media, Communication and political economy, Communication and ideology, Media literacy



Tokat Gaziosmanpaşa University

Tokat Vocational School
Business Management

İY2053	LEADERSHIP AND MOTIVATION				
Semester	Code	Name	T+P	Credit	ECTS
3	İY2053	LEADERSHIP AND MOTIVATION	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
Business Management		None	None	None

The aim of lesson :

The aim of the course is to inform students about leadership and motivation.

Course Contents :

The importance of leadership and motivation, leadership and motivation theories, the importance of leadership and motivation in business life, new theories, the relationship of leadership and motivation with other management approaches, developing leadership skills