

T.C.
ANTALYA AKEV UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS (ENGLISH PROGRAM) COURSE CONTENTS

FIRST YEAR

FALL SEMESTER

YBS 101 Management Information Systems I

ECTS:5

To understand information systems, their applications in institutions, their effects and importance in business models and managerial decision making. To know the important issues in the selection, installation and management of information systems. From this course, students will have managerial knowledge about information technologies as well as the ability to establish an information system.

YBS 103 Basic Information Technologies

ECTS:5

To give information about introduction to computer systems, Windows operating system, basic file operations in Windows and use of control panel. To give information about MS word word processor program, use of document formatting and styles in MS word, spreadsheets. Page layout and printing operations, spreadsheet program MS excel, to perform formatting operations in MS excel. Moreover, to complete data entries and formulas in MS excel, file and graphic operations in MS excel. Finally, the MS powerpoint presentation program is to learn how to prepare slides with graphics and drawings in powerpoint and present information within the scope of introduction to the Internet.

YBS 105 Introduction to Economics

ECTS:5

Introduction to basic concepts of economics; production possibilities model; supply, demand and market equilibrium; market equilibrium; to give information about demand and supply elasticities and their applications. Fundamentals of consumer preferences; production and cost analysis; cost analysis; perfectly competitive market; monopoly market; to examine the concepts of monopolistic competition and oligopoly markets. Finally, it is to make evaluations about public (social) goods, externalities, asymmetric information and social choice.

YBS 107 The Basic Concepts of Law

ECTS:5

The aim of this course is to teach the basic concepts and institutions of law and to develop the basic legal logic. In addition, information sources of law; rules of social order, sources of law; branches of law, judicial organization; types of cases, application of legal rules; legal events, acts and transactions; the concept of right, the concept of sanction; the concept of personality, the concept of responsibility; subjects such as the concept of debt, the concept of ownership, the concept of inheritance will be discussed.

YBS 109 Business Mathematics-I**ECTS:4**

It covers topics such as numbers, functions, elemental functions, exponential and logarithmic functions, limit and continuity, derivative calculus and its applications, indefinite cases and asymptotes, maximum and minimums, graph drawings, indefinite integrals, definite integrals.

ATA 101 Ataturk's Principles and History of Revolution I**ECTS: 2**

The students' knowledge about the establishment process of the Republic of Turkey as a result of the National Struggle under the leadership of Mustafa Kemal Atatürk and the reform movements carried out within the framework of the search for a solution in the Ottoman Empire, which began to collapse in the face of political, economic, social and military problems, and the political events during the transition from the Empire to the National State, were based on scientific foundations.

TUR 101 Turkish Language I**ECTS: 2**

Understanding the structure of Turkish and basic grammar features, understanding the texts read properly, expanding the students' vocabulary. History and basic rules of Turkish, reading exemplary literary and scientific texts.

ING 101 English I**ECTS: 2**

This course aims to develop students' basic knowledge of English. It is a basic course of learning English and its main purpose is to teach students to use your vocabulary and language rules in a practical way based on four skills. This course is more based on reading, comprehension, speaking and writing including basic English.

SPRING SEMESTER**YBS 102 Management Information Systems II****ECTS: 5**

It is a course on topics such as information technology concepts, spreadsheets, and business applications. The content of this course consists of topics such as information systems and technologies, computer networks and internet, system analysis, process analysis, mapping and modeling, process measurement and improvement, database management systems.

YBS 104 Algorithm and Introduction to Programming**ECTS: 5**

Definition of algorithm, designing algorithms, expressing problems with flowchart, discussing the effectiveness of algorithms, basic algorithms, sorting algorithms, selection algorithms, object definition and use, using graphic algorithms, giving information about graphic algorithms of 2 and 3 dimensional objects and talking about the basics of programming.

YBS 106 Introduction to Business**ECTS: 5**

Basic information about businesses, the historical development of business administration, its relationship with other sciences and business types, international business, the choice of establishment location in businesses, all functions and foundations of businesses will be discussed. Also, business establishment and basic concepts; subjects such as management, manager, leadership, entrepreneurship, external and internal environment, objectives of businesses, motivation, stages of business establishment, legal forms of businesses will also be discussed. Moreover, business-to-business cooperation, scientific approach, contemporary business environment, legal business styles, business organization and management, business tools: computers and information technology, statistics and accounting, financial management, human resources management,

marketing management, production management, legal regulations and taxes, business ethics and social responsibility issues will also be mentioned.

YBS 108 Information Technology Law

ECTS: 5

Computer and computer program technology, intellectual property rights on computer programs and protection of these rights, protection of computer programs according to patent and unfair competition law, computer technologies with unique protection, internet concept and technology, electronic contracts, intellectual property rights on the internet, security of personal data on the internet and protection, consumer protection on the internet, e-commerce will be discussed.

YBS 110 Business Mathematics II

ECTS: 4

Nominal and Real Interest rates, return on investment, evaluation methods of investment projects, matrices and determinants, linear equation system, linear programming, relation and function, linear functions, quadratic functions, problem solving, transport, graph theory, nonlinear optimization, problem solving issues will be addressed.

ATA 102 Atatürk's Principles and History of Revolution II

ECTS: 2

The conditions under which the Turkish Republic was founded, Atatürk's great statesman, revolutionary personality and leadership, Atatürk's Principles and Revolutions carried out to raise the Turkish society to the level of contemporary nations, the political, social, economic and to enable them to obtain information about cultural developments and domestic and foreign political events. To contribute to their understanding of the Age they live in and the world they live in.

TUR 102 Turkish Language II

ECTS: 2

It is aimed to give information about the general features of sentence structures in Turkish, based on the natural functioning of the language, to the students studying at the associate and undergraduate level, and to improve the comprehension and expression skills of the students through written and oral expression practices.

ING 102 English II

ECTS: 2

English II course is a continuation of English I education and is a compulsory course at A1-A2 (beginner-upper) level. In this course, in addition to the parts of the three language skills (reading, writing, listening), it is aimed that the students will have basic level English communication skills with the language structures that people can use in life. It is maintained that they form a basic language proficiency by understanding the basic language structures, expressions and words used in the interiors. In addition, it is aimed to limit the elements of critical thinking and communication at a simple level.

KRP 102 Career Planning

ECTS: 2

Career Planning course enables students to get acquainted with the business world, different sectors and the requirements of these sectors; It aims to raise awareness in students about the importance of career planning in the preparation process for the business world. The course enables students to discover their personal competencies and to understand the expectations of the business world; helps them to develop their knowledge and skills in line with the requirements of the relevant sectors.

FALL SEMESTER

YBS 201 Basic of Programming

ECTS: 5

Basic concepts, introduction to C programming language, program control, arrays, pointers, address of variables, pointer arithmetic, functions, function return, parameter passing between functions, function calling methods, structures and unions, working with disk files, ready functions, C preprocessor, Define macros with #define, #include order, conditional compilation.

YBS 203 Advanced Office Applications

ECTS: 5

Basically, it is aimed to teach advanced applications with office programs. In addition, it is aimed to gain the ability to produce solutions by using office software in conjunction with each other. Topics such as introduction to MS Office programs, formulas in Excel, VBA macros, advanced reporting with Powerpoint, Access commands will be covered.

YBS 205 Graphics and Animation

ECTS: 4

Graphic communication, what is graphic design, the design process and principles, the history of graphic design and creativity in graphic design will be discussed. Also, basic design elements in graphic, application areas of graphic design (typographic communication, graphic icons -emblem, symbolic sign, logo and trademarks, visual identity design, poster design); In addition to basic graphic information (pixel depth, compression, image format selection, resolution), graphic drawing program (photoshop, fireworks, etc.) (toolbox; layers; filters; effects), animation, using script language in animation, at a basic level. Information about program development will be given.

YBS 207 Management and Organization

ECTS: 4

Introduction and concepts, historical development of managerial thinking, organization and environment, managerial functions, organizing, directing and influencing, control, connection processes, organizational effectiveness, time and stress management, conflict and crisis management, organizational socialization and careers.

YBS 209 Occupational Health and Safety

ECTS: 4

This course covers occupational health and safety culture, national occupational health and safety system and safety approach and legislation, safety services to be provided by the employer, the concept and costs of work accident and occupational disease. It will provide an overview of issues such as risk factors in safety, individual and organizational factors, records to be kept in occupational health and safety in electrical works.

FALL SEMESTER ELECTIVE COURSES

YBS 211 Open of Course And Free Software

ECTS: 4

Open Source philosophy aims to provide information about information systems created with this philosophy, especially software projects. It is aimed to define the Open Source philosophy, to have knowledge about free software licenses and types, to experience the components and steps necessary to develop a free software, to support corporate problems with open source projects and to make suggestions.

YBS 213 Governance and E-Government

ECTS: 4

Defining the concept of management and governance and examining them within the scope of their basic features and differences. Examining the international processes and documents that reveal governance. Evaluation of governance in terms of global/spatial scales. Examination of governance practices in central and local governments in Turkey and determination of changes. Explaining the concept of e-government. Evaluation of the aims of e-government and the changes in management. It is aimed to examine the examples of e-government applications in Turkey.

YBS 215 Research Methods

ECTS: 4

It includes topics such as basic concepts and definitions, problem and problem awareness, research principles, research process, sampling methods, sample size, data collection, survey method, survey design and arrangement of questions, survey management design and planning. In addition, subjects such as accessing information on the internet and the internet, processing and evaluation of findings, statistical analysis, hypothesis checking and inference, statistics in scientific research, writing and publishing techniques will be discussed.

YBS 217 Information Ethics

ECTS:4

Enabling students to use information technologies by complying with the applicable ethical rules on the internet and other digital platforms, Developing a responsible understanding to use informatics for the good and welfare of society. Basic information about ethical rules, the importance of moral values in informatics, responsible software development, freedom of expression on the internet and similar environments, crimes in the network environment and professional ethics.

SPRING SEMESTER

YBS 202 Database Management Systems

ECTS: 5

Basic concepts, entity-relationship model, keys, tabulation of entity-relationship model, relational data model, relational database design, normalization, relational algebra, sql structural query language, use of sql functions, analyzing data by grouping, multiple tables, combining tables, complex queries, dml (data manipulation language), database objects, tables, user access control.

YBS 204 Web Designing

ECTS: 5

Introduction to HTML, XML, introduction to JavaScript, program flow, definition of variables, decision operations, selection process, loops, error catching in programs, functions, creation of new objects with the help of functions, objects and array operations, JavaScript objects, using arrays-array object, date operations, mathematical operations, string operations, working with forms, Using Forms in JavaScript, controlling forms.

YBS 206 Production Management

ECTS: 4

The aim of this course is to enable students to have issues related to the concept of contemporary production management. Various approaches, from the structures of production systems to their improvement, are introduced within the scope of the course.

YBS 208 Statistics

ECTS: 4

Introduction to statistics, basic concepts, series, measures of central tendency, measures of dispersion, set theory, operations on sets, permutation and combination, probability of an event occurring, some probability theorems,

conditional probability, total probability, bayes theorem, distribution of random variables, discrete probability distributions, continuous probability distributions, sampling, regression and correlation analysis, contingency coefficient.

YBS 210 Financial Accounting

ECTS: 4

The place and function of finance in business science, the concept of working capital, accounting and financial statements in businesses.

SPRING SEMESTER ELECTIVE COURSES

YBS 212 Visual Interface Design and Programming

ECTS: 4

It includes visual design in multimedia applications, user control in multimedia applications, design of multimedia content and programming.

YBS 214 Information Technology Security

ECTS:4

Emergence of VPN, AAA, PAP and CHAP, PPTP in VPN, VPN protocols, security in electronic commerce, encryption, secure electronic transmission, internet 2, next generation internet initiatives and technology.

YBS 216 Organizational Behavior

ECTS: 4

It is about organizing, directing and influencing, control, connection processes, organizational effectiveness, time and stress management, conflict and crisis management, organizational socialization and organizational behavior styles.

YBS 218 Information Management

ECTS: 4

The scope of this course includes topics such as basic concepts in knowledge management, basic properties of knowledge and intellectual capital, introduction to knowledge management, acquisition and classification of knowledge, social networks and knowledge sharing, systems and technologies for knowledge management, knowledge management and e-learning. In addition, the effects of information management on corporate performance, information management structure and measurement of success, information management tools, information resources infrastructure, information management team and leadership, data, information and system security, problems in information management and the future of information management will be discussed.

THIRD YEAR

FALL SEMESTER

YBS 301 Internet Based Programming

ECTS: 5

Web concepts and introduction to ASP.NET, Web, Microsoft's .NET Framework, introduction to visual BASIC.NET, inheritance, ASP.NET pages creation, IIS setup, ASP.NET objects, view of an ASP.NET page, ASP.NET files, web forms, view and creation of web forms, directives, web controls, validity checks, web programming and databases, SQL structured query language, data access with ADO.NET, DataSet.

YBS 303 Computer Networks and Security

ECTS: 5

Information will be given about the Internet, TCP/IP, TCP/IP auxiliary protocols, WWW and related factors, Internet scanning engines and important projects in the Internet environment. In addition, the stages of preparation of web pages, intranet and extranet, electronic commerce, portal, VPN, Emergence of AAA, PAP and CHAP, PPTP in VPN, VPN protocols, security in electronic commerce, encryption, secure electronic transmission,

future generation internet initiatives and technologies will be discussed.

YBS 305 Enterprise Resource Planning

ECTS: 4

In this course, the effects of internet-based business applications on business functions, electronic business management approach, data warehouse management in businesses, electronic data exchange applications, electronic signature, electronic payment, Enterprise Resource Planning (ERP) and its subsystems will be discussed.

YBS 307 System Analysis and Design

ECTS: 4

System, system development phases, goals and plans, solution proposals, feasibility study, master plan, determination of requirements, analysis, process approach in structural arrangement of requirements, conceptual data approach model in structural arrangement of requirements, entity-relationship model, determination of best design solutions, design, installation and operation, sample applications.

YBS 309 Marketing

ECTS: 4

Basic concepts of marketing and developments in marketing understanding, marketing environment, consumer markets and consumer behavior, organizational markets and organizational buyer (consumer) behavior, target market selection: market segmentation, market targeting and positioning, market measurement and demand forecasting.

FALL SEMESTER ELECTIVE COURSES

YBS 311 Human Computer Interaction

ECTS: 4

With this course, it is aimed to give Management Information Systems students the ability to design human-centered information systems. In the content of the course, definition, history, importance and main components of human computer interaction (HCI) HCI design fundamentals. Design rules, universal design and user support in HCI Models used in HCI (conceptual models, communication and collaboration models usability tests, steps to be followed during usability studies, eye tracker) and application examples topics such as activity analysis for web pages exists.

YBS 313 Information Technology Management

ECTS: 4

Within the scope of this course, there are topics such as MS word word processing program, document formatting and using styles in MS word, tabulation, page layout and printing operations, spreadsheet program. It also includes topics such as MS excel, formatting in MS excel, data entries and formulas in MS excel, file and graphic operations in MS excel, MS powerpoint presentation program, preparing slides with graphics and drawings in powerpoint.

YBS 315 Management Accounting

ECTS: 4

This course focuses on the basic concepts of management accounting, planning and control, decision making and reporting. Within the scope of the course, the necessary decision-making techniques and tools in budgeting, control and various financial management issues and capital budgeting, the relationship between cost accounting and management accounting, expense distribution methods, activity-based costing, costing methods of combined and by-products, cost accounting recording scheme. topics will be addressed.

YBS 317 E-Business

ECTS: 4

Introduction to the basic concepts of electronic business, the technical, legal and financial infrastructure of electronic commerce, the use of information and communication technologies in basic business processes such as supply chain management, marketing, customer relationship management, human resources management.

SPRING SEMESTER

YBS 302 Mobile Programming

ECTS: 5

In the course, the emergence of new generation, highly capable mobile devices and platforms such as Apple iPhone, Google Android, Microsoft Windows Mobile has created new opportunities for application developers. This course will focus on programming and using mobile media applications and their design for human computer interaction. Within the scope of the course, students will be asked to propose, review and document a mobile application for mobile phones by forming small collective design groups. The course will examine development models for both Apple iPhone, Google Android, and Microsoft Windows Mobile. While the course will run mostly on Android, Windows Mobile and iOS development will also be seen. Among the methods and techniques of the course, there are elements such as examining and discussing the codes of the programs through Powerpoint presentations, examining the Android-based code sets using Java programming techniques, and monitoring the work of the code sets using the instant Android IDE.

YBS 304 Business Intelligence and Data Mining

ECTS: 5

To provide students with research skills by creating a data warehouse from databases, using OLAP and data mining moles on these data warehouses, and to bring them to the level of knowledge to apply data mining algorithms at the code level. This course; input, data warehouses and olap, data analysis preprocessing, data cleaning noise reduction, data mining task analysis problem definition, clustering aggregation and partitioning algorithms, classification statistics-based algorithms, distance-based algorithms, classification decision trees, fraud detection, association analysis. It includes topics such as testing data mining business applications with computer software, text mining, genetic algorithms and fuzzy logic, artificial neural networks.

YBS 306 Business Finance

ECTS: 4

It is aimed to give sufficient information about the basic principles, concepts and processes of business finance. It is aimed to give information about financial analysis, financial planning and rational decision making. The content given below forms the basis of the corporate finance course. In the content of the course; introduction to business finance; financial decision making; institutional funding sources; fund flow; corporate status claims, bond valuation; duration; share valuation; risk and return; portfolio theory; capital asset pricing model, arbitrage pricing model; efficient capital markets; has a capital structure.

YBS 308 Operation Research

ECTS: 4

Methodology of operations research, solution techniques, linear programming, linear programming modeling, graphical solution method, solution ways of linear programming problems, simplex method, transportation and assignment problems, network models, highest flow problems, shortest path problems, smallest spanning tree problems, project scheduling problems, queuing concept, operational features of queuing system, stock control models.

YBS 310 Internship

ECTS: 4

Our aim is to prepare the knowledge, skills, behaviors and habits of working together in practice in the business environment, and to train the qualified manpower needed by the business world.

SPRING SEMESTER ELECTIVE COURSES

YBS 314 Big Data and Management**ECTS: 4**

Big data and its management course covers the topics of understanding and analyzing collected data, generating results, developing new and better tools to facilitate data usage to make the best decisions. In addition, it aims to provide human resources equipped with knowledge and skills, such as following technological and scientific developments, to produce solutions to problems in different disciplines by using big data technologies.

YBS 316 Supply Chain Management**ECTS: 4**

This course; It includes planning and management of logistics functions and supply chain activities. During the course; introduction to physical distribution and logistics, logistics systems, product and logistics, logistics and supply chain management, order management and customer service, distribution centers and warehouses, logistics costs, third party logistics services, supplier selection and development, demand management, rapid response, strategic alliances, performance metrics will be emphasized.

YBS 318 Digital Marketing**ECTS: 4**

Today, the internet represents enormous marketing possibilities. The aim of this course is to provide a comprehensive guide to concepts, techniques and best practices to support all digital marketing processes. The aim is to increase students' learning levels by encouraging them to use their direct marketing experience as input to their studies. Topics such as website planning and creation, website launching, Google Adwords, social media marketing, mobile marketing, social media optimization, email marketing, articles and blogging will be covered.

YBS 320 Social Network Analysis**ECTS: 4**

The purpose of Social Network Analysis is to analyze the relationships between phenomena such as people, information, events and places on Social Media Networks, to analyze this collection of relationships as a network, to find useful information and to help explain the situations on social networks based on this information. Using Social Network Analysis methods (both theory and computational tools), this course will help to extract meaningful information about social media and information networks that can be accessed via the internet today. In the content of the course, social network analysis concepts (nodes, relations, neighborhood matrices, node degrees etc.); random network models; network centrality; network prestige (network prestige); virtual community concepts (virtual community structures, clustering in virtual communities, etc.); small world network models; Opinion formation, coordination and cooperation in virtual environment, applications of social network analysis; There are topics such as today's social media networks (online social networks).

FOURTH YEAR**FALL SEMESTER****YBS 401 Mobile Application Development****ECTS: 5**

The aim of this course is to provide the necessary knowledge and skills for mobile application development. The course provides hands-on training on mobile platforms, operating systems, interfaces, map and location-based applications, data storage, background services, use of telephone and short message services, and sensors. Android operating system is used as mobile application development and testing environment. In the content of the course; mobile devices, mobile platforms, mobile operating systems, mobile application development. interface design on mobile devices, data storage on mobile devices, map. location-based applications, background

services, phone and text message services. There are issues such as sensors. Students, 1- To be able to explain the importance of speed optimization, effective small screen and mobile data connection, and the points to be considered while designing mobile. To be able to tell the differences between different mobile platforms and operating systems. 3- To be able to create interactive interfaces for mobile devices. Ability to design and develop database applications on mobile platforms. Ability to develop maps and location-based applications for mobile devices. Ability to develop applications using phone call and short message services. He/she will be able to master learning subjects such as developing applications using sensors on mobile devices.

YBS 403 Decision Support Systems

ECTS: 5

Subjects such as decision making process, decision types, decision environments, system, management information systems and decision support systems, decision support systems architecture, data management subsystem will be discussed. In addition, there are purposes such as Model Management Subsystem, user interface system, KDS development phases, KDS development tools, KDS models, regression models, linear programming, KDS with spreadsheets, analysis, multidimensional analysis, data warehouse.

YBS 405 Artificial Intelligence

ECTS: 4

General introduction, concept of artificial intelligence, artificial intelligence technologies, expert systems, structure of expert system, expert system application, artificial neural networks and learning, multilayer perceptron, examples of artificial neural network applications, genetic algorithms, operation of genetic algorithms, business planning with genetic algorithm application, fuzzy propositional logic, fuzzy propositional logic application, other artificial intelligence applications in businesses.

YBS 407 Human Resources Management

ECTS: 4

The aim of the course is to understand the effective management techniques of human resources within the business environment in the organization. In this framework, they will better understand the function of human function and human resource management in organizations within the scope of systems, procedures and activities, and ethical practices during the management of employees. Strategic human resources management, globalization, performance evaluation, training, employee motivation, rewarding techniques, change management and flexibility will be covered within the scope of the course.

YBS 409 Customer Relations Management

ECTS: 4

This course provides the student with the concept of customer, its characteristics and classification, the changes in the understanding of marketing from the point of view of the customer, the relationship marketing strategies, the reasons for failure in customer relations, the success conditions, the importance of the principle of customer satisfaction, which is one of the main elements of total quality management, and the methods of increasing customer satisfaction, It aims to teach subjects such as gaining and retaining customers. Also, the concept and characteristics of customer relations, customer behavior and customer satisfaction, organizational culture and change, creating a culture focused on customer satisfaction, barriers to cultural change, customer oriented change management, total quality management in sales and marketing, win and retain customers, creating value for the customer, communication with customers, communication model and elements. forms of communication with customers, customer service, service quality and system, measuring customer relations, benchmarking, focus

group interviews, advisory panels, critical incident technique, customer relationship survey.

FALL SEMESTER ELECTIVE COURSES

YBS 411 User Experience Design

ECTS: 4

Historical and universal principles in the field of user experience will be examined in depth. The aim of this course is to provide students with information about the history of user experience, user-centered design approach, user behaviors, and user trends. In addition, within the scope of the User Experience Design Methodology course, the application of user-oriented design techniques, especially the design processes and user design stages, will be discussed. Students participating in the course will gain the basic principles of the 'designer thinking' approach while learning creative techniques.

YBS 413 Business Analytics

ECTS: 4

This course is designed to comprehend the processes of transforming the increasing data density into information in today's business world. The aim of this course is to enable students to become competent in organizing, analyzing, presenting and interpreting data. The content of the course is the basic concepts of business analytics, methods and applications used in business analytics.

YBS 415 Object-Based Programming

ECTS: 4

To make the necessary software installations for programming, to prepare applications with the basic commands of the programming language, to prepare applications by using functions in the programming language, to prepare applications with advanced expressions of the programming language, to work with components, to perform database operations, competencies will be gained.

YBS 417 Content Management Systems

ECTS: 4

It includes the preparation, design and systematization of multimedia content in the field of business and informatics.

YBS 402 Graduation Project

ECTS: 5

It is about the student's preparation of the project.

YBS 404 Workplace Application

ECTS: 4

Our aim is to prepare the knowledge, skills, behaviors and habits of working together in practice in the business environment, and to train the qualified manpower needed by the business world.

