

T.C. BALIKESİR UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES DEPARTMENT OF BUSINESS ADMINISTRATION 2026 - 2027 ACADEMIC YEAR CURRICULUM																		
1st Semester / Fall Course Plan									2nd Semester / Spring Course Plan									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
BUS1101	C	Introduction to Business I	3	0	3	4	40%		BUS1201	C	Introduction to Business II	3	0	3	4	40%		
BUS1102	C	Accounting I	3	0	3	4	40%		BUS1202	C	Accounting II	3	0	3	5	40%		
BUS1103	C	Introduction to Economics	3	0	3	4	40%		BUS1203	C	Law of Obligations	3	0	3	5	40%		
BUS1104	C	Calculus I	3	0	3	4	40%		BUS1204	C	Calculus II	3	0	3	4	40%		
BUS1105	C	Introduction to Law	3	0	3	4	40%		BUS1205	C	Introduction to Business Skills	3	0	3	4	40%		
ENF1102	C	Basic Information Technologies	2	0	2	4	40%		GRY1201	C	Career Planning	1	0	1	2	40%		
AHT1101	C	Principles of Atatürk and History of Turkish Revolution I	2	0	2	2	40%		AHT1201	C	Principles of Atatürk and History of Turkish Revolution II	2	0	2	2	40%		
TDH1101	C	Turkish Language I	2	0	2	2	40%		TDH1201	C	Turkish Language II	2	0	2	2	40%		
YDI1101	C	Foreign Language I (English)	2	0	2	2	40%		YDI1201	C	Foreign Language II (English)	2	0	2	2	40%		
TOTAL			23	0	23	30			TOTAL			22	0	22	30			
3rd Semester / Fall Course Plan									4th Semester / Spring Course Plan									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
BUS2101	C	Statistics for Business	3	0	3	5	40%		BUS2201	C	Academic Writing and Critical Reading	3	0	3	5	40%		
BUS2102	C	Business Ethics and Social Responsibility	3	0	3	4	40%		BUS2202	C	Production and Operations Management	3	0	3	5	40%		
BUS2103	C	Principles of Marketing	3	0	3	4	40%		BUS2203	C	Marketing Management	3	0	3	4	40%		
BUS2104	C	Behavioral Sciences	3	0	3	4	40%		BUS2204	C	Introduction to Programming Language (PYTHON)	3	0	3	4	40%		
BUS2105	C	End-of-Period Accounting Procedures	3	0	3	5	40%		BUS2205	C	Management and Organization	3	0	3	4	40%		
BUS2106	C	Business Law	3	0	3	4	40%		BUS2206	C	Corporate Law	3	0	3	4	40%		
BUS2107	C	Microeconomics	3	0	3	4	40%		BUS2207	C	Macroeconomics	3	0	3	4	40%		
TOTAL			21	0	21	30			TOTAL			21	0	21	30			
5th Semester / Fall Course Plan									6th Semester / Spring Course Plan									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
BUS3101	C	Business Finance	3	0	3	4	40%		BUS3201	C	Financial Management	3	0	3	4	40%		
BUS3102	C	Cost Accounting	3	0	3	4	40%		BUS3202	C	Quantitative Methods	3	0	3	4	40%		
BUS3103	C	Organizational Behavior	3	0	3	4	40%		BUS3203	C	Human Resource Management	3	0	3	4	40%		
	E	Elective Course I	3	0	3	5				E	Elective Course I	3	0	3	5			
	E	Elective Course II	3	0	3	5				E	Elective Course II	3	0	3	5			
	E	Elective Course III	3	0	3	5				E	Elective Course III	3	0	3	5			
UEC1	E	University Elective Course 1	2	0	2	3			UEC2	E	University Elective Course 2	2	0	2	3			
TOTAL			20	0	20	30			TOTAL			20	0	20	30			
5th Semester Elective Courses									6th Semester Elective Courses									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
BUS3110	E	Customer Relationship Management	3	0	3	5	40%		BUS3210	E	Analysis of Investment Projects	3	0	3	5	40%		
BUS3111	E	Organization Theory	3	0	3	5	40%		BUS3211	E	Management and Leadership	3	0	3	5	40%		
BUS3112	E	Organizational Performance and Management	3	0	3	5	40%		BUS3212	E	Consumer Behavior	3	0	3	5	40%		
BUS3113	E	Sales Management	3	0	3	5	40%		BUS3213	E	International Economics	3	0	3	5	40%		
BUS3114	E	Corporate Accounting	3	0	3	5	40%		BUS3214	E	International Marketing	3	0	3	5	40%		
BUS3115	E	Production Systems	3	0	3	5	40%		BUS3215	E	Monetary Theory	3	0	3	5	40%		
BUS3116	E	AI in Business	3	0	3	5	40%		BUS3216	E	Digital Library for Business	3	0	3	5	40%		
BUS3117	E	Capital Markets and Financial Institutions	3	0	3	5	40%		BUS3217	E	Data Analysis and Modeling in Business	3	0	3	5	40%		
BUS3118	E	Contemporary Management Techniques	3	0	3	5	40%		BUS3218	E	Strategic Management	3	0	3	5	40%		
BUS3119	E	Research Methods	3	0	3	5	40%		BUS3219	E	Public Relations and Reputation Management	3	0	3	5	40%		
BUS3120	E	Entrepreneurship Management	3	0	3	5	40%		BUS3220	E	Ethics in Business	3	0	3	5	40%		
7th Semester / Fall Course Plan									8th Semester / Spring Course Plan									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
	E	Elective Course I	3	0	3	5				E	Elective Course I	3	0	3	5			
	E	Elective Course II	3	0	3	5				E	Elective Course II	3	0	3	5			
	E	Elective Course III	3	0	3	5				E	Elective Course III	3	0	3	5			
	E	Elective Course IV	3	0	3	5				E	Elective Course IV	3	0	3	5			
	E	Elective Course V	3	0	3	5				E	Elective Course V	3	0	3	5			
	E	Elective Course VI	3	0	3	5				E	Elective Course VI	3	0	3	5			
TOTAL			18	0	18	30			TOTAL			18	0	18	30			
7th Semester Elective Courses									8th Semester Elective Courses									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
BUS4101	E	Distribution Channels and Logistics	3	0	3	5	40%		BUS4201	E	Electronic Commerce	3	0	3	5	40%		
BUS4102	E	Total Quality Management	3	0	3	5	40%		BUS4202	E	Investment Analysis and Portfolio Management	3	0	3	5	40%		
BUS4103	E	International Accounting and Financial Reporting Standards	3	0	3	5	40%		BUS4203	E	Auditing	3	0	3	5	40%		
BUS4104	E	Managerial Accounting	3	0	3	5	40%		BUS4204	E	Contemporary Management Approaches	3	0	3	5	40%		
BUS4105	E	Service Marketing	3	0	3	5	40%		BUS4205	E	Turkish Economy	3	0	3	5	40%		
BUS4106	E	Financial Derivatives	3	0	3	5	40%		BUS4206	E	Foreign Trade Policy	3	0	3	5	40%		
BUS4107	E	Eclectic Accounting	3	0	3	5	40%		BUS4207	E	Advanced Quantitative Decision Making Techniques	3	0	3	5	40%		
BUS4108	E	Innovation Management	3	0	3	5	40%		BUS4208	E	International Financial Management	3	0	3	5	40%		
BUS4109	E	Innovation and Competition Policy in Digital Markets	3	0	3	5	40%		BUS4209	E	Management Information Systems (MIS)	3	0	3	5	40%		
BUS4110	E	International Business	3	0	3	5	40%		BUS4210	E	Sustainable Finance	3	0	3	5	40%		
BUS4111	E	Financial Analysis Techniques	3	0	3	5	40%		MT42XX	E	Secr on Campus	3	0	3	5	40%		
Pedagogical Formation Courses (Elective)									Pedagogical Formation Courses (Elective)									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
PFE5001	E	Introduction to Education	3	0	3	4	20%	Presentation: 10%, Report: 10%	PFE5001	E	Introduction to Education	3	0	3	4	20%	Presentation: 10%, Report: 10%	
PFE5002	E	Principles and Methods of Teaching	3	0	3	4	20%	Design: 10%, Assignment: 10%	PFE5002	E	Principles and Methods of Teaching	3	0	3	4	20%	Design: 10%, Assignment: 10%	
PFE5003	E	Classroom Management	2	0	2	3	20%	Project: 10%, Quiz: 10%	PFE5003	E	Classroom Management	2	0	2	3	20%	Project: 10%, Quiz: 10%	
PFE5004	E	Methods of Special Teaching	3	0	3	4	20%	Presentation: 20%	PFE5004	E	Methods of Special Teaching	3	0	3	4	20%	Presentation: 20%	
PFE5005	E	Counseling and Special Education	3	0	3	4	20%	Seminar: 10%, Presentation: 10%	PFE5005	E	Counseling and Special Education	3	0	3	4	20%	Seminar: 10%, Presentation: 10%	
PFE5006	E	Measurement and Assessment in Education	3	0	3	4	20%	Practical Application: 10%, Quiz: 10%	PFE5006	E	Measurement and Assessment in Education	3	0	3	4	20%	Practical Application: 10%, Quiz: 10%	
PFE5007	E	Psychology of Education	3	0	3	4	20%	Project: 10%, Presentation: 10%	PFE5007	E	Psychology of Education	3	0	3	4	20%	Project: 10%, Presentation: 10%	
PFE5008	E	Instructional Technology	2	0	2	3	20%	Design: 10%, Practical Application: 10%	PFE5008	E	Instructional Technology	2	0	2	3	20%	Design: 10%, Practical Application: 10%	
PFE5009	E	Teaching Practicum	1	0	5	10	10%	Portfolio: 10%, Project: 10%, Presentation: 10%	PFE5009	E	Teaching Practicum	1	0	5	10	10%	Portfolio: 10%, Project: 10%, Presentation: 10%	
University Elective Course									University Elective Course									
Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		Course Code	Category (E/C)	Course Title	T	P	C	ECTS	In-Semester Assessment Activities (40%)		
							Written Exam	Other Assessment Activities								Written Exam	Other Assessment Activities	
UEC1	E	University Elective Course 1	2	0	2	3	40%		UEC2	E	University Elective Course 2	2	0	2	3	40%		

Category C: Compulsory, E: Elective

Note: Optional Internship is (4th and 6th semesters) available to students who want to complete an internship of at least 20 working days. The status of the interns will be listed in the footnotes of the transcripts.

In-semester assessment activities specified in Article 21, Paragraph 3 of the Balıkesir University Associate and Undergraduate Education and Examination Regulations include: "Project, portfolio, assignment, seminar, presentation, practical application, design, laboratory work, composition/essay, report, jury evaluation, oral examination, quiz, sketch exam, etc."