

**2008 - 2009**

**SÜLEYMAN DEMİREL UNIVERSITY**

**FACULTY OF ECONOMICS**

**Undergraduate Catalogue**

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# **FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

## **Dean**

**Osman Shahin, Associate Professor**

B.A. Ankara University, 1989; M.A. International Turkmen-Turk University, 1996; Ph.D. Academy of Sciences, 2005

## **Departments and Programs**

Faculty of Economics holds a vision of approaching economic and political issues globally by following rapid changes and innovations in the world with the purpose of adapting and applying them to the practice and reality of the country. The School also holds a competitive vision to education by giving the utmost importance in education to equipping its students with the highest level of knowledge in accordance with the international standards to make them stand out among their peers.

Faculty of Economics at SDU was established in 1996 as its core Faculty. The establishment of the Faculty of Economics marks the beginning of the new phase at the Suleyman Demirel University. The faculty is growing as a modern excellence for education, research and training in a wide range of economics and management sciences. It is our resolution to combine the best of foreign educated faculty, academic facilities and program design with our dedication to establish an institution of international repute in the heart of the nation's ex-capital Almaty.

The faculty comprises of five departments, Department of Economics, Department of Business Management, Department of Finance, Department of International Relations, and The Department of Marketing. Apart from the academic degree programs, Faculty offers specialized training programs, research and consultancy services to the organizations, executives and professionals in the public and private sectors.

When you get here, you'll be part of a friendly and enthusiastic community of students with interests similar to your own. You'll be able to participate in club(s), student-run organizations that oversees a range of extra-curricular activities. Extra-curricular activities are social but equally important as curricular activities. It's a great place to get to know your classmates in a more informal context.

The mission of Faculty of Economics is to contribute to the solution of the national and international political and economic problems through its students who are well-educated by a highly qualified faculty with theoretical knowledge and practical experience at both national and international levels and also with an ability of transmitting their experience and knowledge to their students. With this purpose in mind, the School has the mission of closely following the developments in its field, collaborating with other international universities around the world through joining research projects and participating in the student and faculty exchange programs, while at the same time establishing close ties for collaboration with the world of business, industry and politics.

The graduates of Faculty of Economics have employment opportunity in a broad field. The main goal of the School is to provide the public and private sectors with employees who are qualified to compete at the global level. The priority of the undergraduate education in the School is to bring students to a level of knowledge which will allow them to follow new developments in their field with an open mind and stand on their own feet in the competitive business, academic and political environments. In designing all the programs, a consistent effort has been placed on teaching students practical analytical tools, creative problem solving, managerial judgment and strategic vision and values regarding business conduct form an integral part of our programs. The graduates of this faculty have played key role in the development of Kazakhstan rendering their services to the financial institutions, public and private companies, services sectors, oil-companies and international organizations.

## **Faculty of Economics Academic Staff**

### **Muhammet Akdis**

Prof. PhD in Economics. Turkey , Introduction to Economics, International Economics. Macroeconomics, Growth and Development,

### **Mesut Yilmaz**

PhD in International Economics, Marmara University, Turkey  
Introduction to Economics, International Economics, Macroeconomics, Growth and Development,

### **Osman Shahin**

BA in Management, Ankara University, Turkey. MA in Finance, International Turkmen-Turk University, Turkmenistan. PhD in Management, National Science Academy, Azerbaijan. Business Finance, Corporate Finance, Investment and Project Analysis, Managerial Accounting, and Financial Statement Analysis

### **Vaishali Saple**

PhD in Management, Shivaji University, Kolhapur India. MBA, Shivaji University, Kolhapur India. Introduction to Marketing, Marketing Management, Managing the Global System, Management of Innovation and Technological Change. Business Communications. Human Resource Management.

### **Ugur Coban**

PhD in Economics candidate, Agricultural Research Institute , Almaty/Kazakhstan  
Business Finance, Corporate Finance, Investment and Project Analysis, Managerial Accounting. Financial Accounting, Intermediate Accounting, .

### **Farhod Alimukhamedov**

MA in International Relations. Paris, France,  
International Relations, Political Science, Diplomatic and Consular Services, Diplomacy of RK, Diplomatic Documentation, Multilateral diplomacy.

### **Esen Oskenbayev**

MA in Economics, Gazi University, Turkey. MA in Economics, Bowling Green University, USA. Applied Econometrics, Economic Modeling and Data Analysis.

### **Mustafa Y. Guzel**

MA in Political Science, Hacettepe University, Ankara, Turkey.  
Political Science, Diplomatic and Consular Services, Diplomacy of RK, Diplomatic Documentation, Multilateral diplomacy.

### **Murat Issabayev**

MA in Economics, Northeastern University, Boston, USA.  
Statistics I-II, Macroeconomics, Growth and Development, Labor Economics, Managerial Economics, and Mathematical Economics.

### **Tolkynbek Nurgaliyev**

PhD in Economics candidate, International Ataturk-Alatoo University, Bishkek, Kyrgyzstan.  
Econometrics, Mathematical Economics, Operations Research, Intermediate Microeconomics.

### **Bakyt Kobessov**

PhD in Economics candidate, Kazakh Economical University, Almaty, Kazakhstan.  
Business Finance, Corporate Finance, Investment and Project Analysis, Managerial Accounting. Financial Accounting, Intermediate Accounting, Oil and Gas Accounting.

**Akram Mahmudov**

PhD in Economics candidate, International Ataturk-Alatoo University, Bishkek, Kyrgyzstan. MBA at KIMEP, Almaty, Kazakhstan.  
Risk Management, Business Finance, Corporate Finance, Investment and Project Analysis, Public Finance, Financial Statement Analysis

**Ramiz Ahmedov**

PhD in Economics candidate, Kazakh Economical University, Almaty, Kazakhstan.  
Sales Management, Marketing. Human Resource Management. Organizational Behavior

**Aldan Seisenbay**

PhD in Economics candidate, International Ataturk-Alatoo University, Bishkek, Kyrgyzstan. MA in Public Administration, Kazakh National University, Almaty, Kazakhstan. Kazakhstan Economy, Business Communication

**Elena Smirnova**

Management, and Small Business Management

**Raina Imenova,**

Macroeconomics, Microeconomics

**Sanat Kozhakhmet**

Introduction to Accounting, Management, and International Companies

**Kayrat Moldasev**

Strategic Management, and E-Commerce

**Baurcan Yedgenov** Microeconomics, Business Organization, and Public Finance

**Saule Bulegenova**

Innovation Management, and Management

**Alice Moskaritolo**

(Part-Time Lecturer) BA in Public Relations. MA in Sociology.  
Philosophy, Sociology and Public Relations

**Vilmur Auken**

(Part-Time Lecturer) PhD in Economics, Moscow State University, Russia.  
Institutional Economics

**Fatih Arslantas**

(Part-Time Lecturer) BA in finance, Anadolu University, Turkey  
Financial Accounting, Intermediate Accounting,

**Gulnar Kuatbayeva**

(Part-Time Lecturer) PhD in Economics, Management of State Economy, Moscow State University, Russia.  
Natural Resources Economics.

**Zhanar Uatayeva**

(Part-Time Lecturer) MBA in Banking, Ankara, Turkey  
Tax and Taxation

**Bakytzhan Eshenkulov**

(Part-Time Lecturer) PhD in Economics candidate, International Ataturk-Alatoo University, Bishkek, Kyrgyzstan. IC Accounting.

## Department Of Economics

Chairman

Yessengali Oskenbayev

MA in Economics, Gazi University, Turkey. MA in Economics, Bowling Green University, USA.

## Department Of Economics ( 050506 )

Department of Economics offers an undergraduate program leading to a Bachelor's Degree in Economics. The aim of the department is to mobilize university resources that will contribute to the formation of economists, while encouraging interdisciplinary education, especially in the social sciences and management. The quantitative aspects of economics are particularly emphasized in the curriculum. The undergraduate program prepares students for further study at the graduate level, or alternatively, enables them to enter careers in private and public enterprises.

The modern analytical and quantitative methods of economics are emphasized, not merely as tools but as part of an overall approach to train students in systematic and independent critical thinking. The undergraduate program offers a wide range of courses in all fields of economics and students graduate with a very strong overall background in economics. In addition to fundamental pure economics courses, international based courses like international marketing, international management, and international finance are also offered. For the majority of our graduates who go on to professional careers in the private and public sector, the economics education they receive at SDU constitutes a very solid base to develop more applied skills. Those who go on to graduate school, both in Kazakhstan and abroad, have been exceptionally successful with their analytical background.

### SÜLEYMAN DEMİREL UNIVERSITY DEPARTMENT OF ECONOMICS UNDERGRADUATE CURRICULUM

#### First Semester

Code	Courses	Credit
HSS 132	Ecology	1
ENGL 165	Business English I - A2 (int)	2
INF101	Informatics I	3
HSS 101	Kazakh Language - Kazakh / Russian Groups I	3
HSS 111	History of Kazakhstan	3
MATH171	Maths for Economics	3
HSS 191	Physical Education	0
ECO101	Principles of Economics 1	2
XXX	<b>ELECTIVES*</b>	1
<b>TOTAL</b>		<b>18</b>

#### Second Semester

Code	Courses	Credit
ENGL 166	Business English II - A2 (int)	2
HSS 102	Kazakh Language - Kazakh / Russian Groups II	3
HSS 121	Philosophy	3
HSS 192	Physical Education	0
XXX	<b>ELECTIVES</b>	10
<b>TOTAL</b>		<b>18</b>

#### Third Semester

Code	Courses	Credit
FIN201	Principles of Accounting	3
ENGL 263	Business English III - B1, (upper int)	2

MAN207	Introduction to Management 1	3
ECO201	Microeconomics	2
ECO203	Satitstics 1	3
XXX	<b>ELECTIVES*</b>	5
<b>TOTAL</b>		<b>18</b>
<b>Fourth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
HSS 272	Entrpreneurial Law	2
ECO208	Macroeconomics	2
MAR201	Principles of Marketing	3
ECO204	Public Finance	3
XXX	<b>ELECTIVES*</b>	5
<b>TOTAL</b>		<b>18</b>
<b>Fifth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
FIN303	Fundamentals of Financial Management	3
ECO301	Econometrics	2
FIN305	Financial markets and intermediaries	3
ECO303	International Economics	3
ECO307	European Economic Integration and Kazakhstan	3
XXX	<b>ELECTIVES*</b>	4
<b>TOTAL</b>		<b>18</b>
<b>Sixth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
ECO302	Enterprise economics	3
ECO312	Production Economics	2
XXX	<b>ELECTIVES*</b>	13
<b>TOTAL</b>		<b>18</b>
<b>Seventh Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
ECO401	Data Analysis and Economic Forecasting	2
MAN308	Production management	2
ECO403	Natural Resources Economics	3
MAN403	Entrpreneurship	3
XXX	<b>ELECTIVES*</b>	8
<b>TOTAL</b>		<b>18</b>
<b>Eighth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
XXX	<b>ELECTIVES*</b>	18
<b>TOTAL</b>		<b>18</b>
<b>ELECTIVE COURSES</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
SFL 211	Second FL (1) :French A1 (3 CREDITS)	2
SFL 103	Practical Turkish as a Foreign Language I - A1, A2	2
HSS 104	Kazakh Language for Business Communications - Kazakh / Russian Groups	2
MATH172	Calculus	3
SFL 212	Second FL (2) :French A2 (3 CREDITS)	2
ECO104	History of Economic Thought	2
INF102	Informatics 2	3
HSS 172	Fundamentals of Law	2

MATH174	Linear Algebra	2
HSS 182	Introduction to Political Sciences	2
ECO102	Principles of Economics 2	2
SFL 104	Practical Turkish as a Foreign Language II - A1, A2	2
HSS 271	Business Law	2
MAN205	Introduction to Business	2
HSS 261	Culture Studies II	2
HSS 251	Sociology I	3
FIN202	Intermediate Accounting	3
MAR301	Consumer Behavior	3
ECO206	Game Theory	2
MATH272	Maths for Economics	3
ECO210	Money and Banking	3
ECO212	Statistics 2	2
FIN307	Cost Accounting	3
MAN208	Human Resource Management	3
MAN305	Innovation Management	3
ECO305	Kazakhstan Economy	2
MAN309	Organizational Behavior	2
MAN303	Research Methods	2
ECO307	European Economic Integration and Kazakhstan	3
FIN302	Corporate Finance	3
FIN306	Managerial Accounting	3
ECO304	Fiscal policy	2
ECO306	Growth and Development	2
MAR403	International Marketing	3
MAN306	Operational Research	2
MAN310	Public Relations	3
ECO310	Political Economics	3
MAN312	Total Quality Management	2
MAN407	Management of Information Systems	2
FIN409	Financial Statement Analysis	3
FIN419	Risk Management	3
MAR409	New Product Development	2
MAN409	Small Business Management	3
MAN411	Strategic management	3
ECO405	Tax and Taxation	2
MAR404	E Commerce	2
FIN402	1 C Accounting	2

**Total credits required in Degree Program: 128**

**(51 elective course - 78 main course)**

**\* Students must select ELECTIVES from the elective courses list approved by the department at the beginning of each semester.**

**\* Students must select ELECTIVES from the elective courses list shown above.**

### COURSE DESCRIPTIONS

**[ECO 101] PRINCIPLES OF ECONOMICS (2 credits):** The purpose of this this course is to help students learn the fundamental lessons of economics and to show students how those lessons can be

applied to the world in which they live. The basic economic theory tries students to understand actual events and different kind of policies.

**[ECO 201] MICROECONOMICS (2 credits):** An overview of the modern market economy as a system for dealing with the problem of scarcity. Operation and decision-making of economic units; supply, demand and resource allocation; analysis of various market and industry structures; shortages, controls, social costs and benefits; international trade; comparative systems.

*Prereq:* Principles of Economics.

**[ECO 203] STATISTICS I (3 credits):** Obtaining, presenting, and organizing statistical data; measures of location and dispersion; the Normal distribution; sampling and sampling distributions; estimation and confidence intervals; interference for simple linear regression analysis; use of computers to visualize and analyze data.

**[ECO 202] STATISTICAL METHODS II (2 credits):** Elementary concepts of probability and sampling; binomial and normal distributions. Basic concepts of hypothesis testing, estimation, and confidence intervals; t-tests and chi-square tests. Linear regression theory and the analysis of variance.

**[ECO 208] MACROECONOMICS (2 credits):** An overview of the modern market economy as a system for dealing with the problem of scarcity. The analysis of relationships among such variables as national income, employment, inflation and the quantity of money. The roles of government expenditure, taxation and monetary policy; international finance; economic development.

**[ECO 210] MONEY AND BANKING (3 credits):** The nature and functions of money and the role of depository institutions and national banks in affecting the supply of money and credit in the Kazakhstan. Considers the changing financial environment in Kazakhstan and the influence of monetary policy on interest rates, prices and the overall level of economic activity.

**[ECO 212] STATISTICS II (2 credits):** Multiple regression analysis; regression diagnostics; model building; applications in analysis of variance and time series; random variables; distributions; conditional probability; statistical process control methods; use of computers to visualize and analyze data.

**[ECO 301] ECONOMETRICS (2 credits):** Objectives of the course are to learn how to test economic theories or hypotheses, to provide numerical estimates of the coefficients of economic relations and to learn the basics of forecasting of events. Review of basic statistics concepts. The simple linear regression model. Multiple regression model. Multicollinearity. Heteroscedasticity. Serial correlation (Autocorrelation). Dynamic econometric model: Distributed lag models. Simultaneous-equation models. Nonlinear econometric models.

**[ECO 303] INTERNATIONAL ECONOMICS (3 credits):** In this course students consider the theory of international trade, the issue of free trade vs. protectionism, economic integration, the balance of payments, and major issues of international finance.

**[ECO 302] ENTREPRENEURIAL ECONOMICS (3 credits):** Application of economic principles to managerial decision making. Topics may include: demand, costs and market structure and their relation to pricing, product choice and resource allocation; industrial organization; agency theory and personnel economics.

**[ECO 306] GROWTH AND DEVELOPMENT (2 credits):** An analysis of less developed nations. Areas covered include characteristics of less developed countries; economic, social, and political problems; foreign aid and trade; the role of governments; human and nonhuman capital formation; and some case studies of individual countries.

**[ECO 312] INDUSTRIAL ECONOMICS (2 credits):** Theory of the Firm: Neoclassical Theory of the Firm. The Welfare Economics of Market Power. Characteristics of industrial development in RK. Sectoral structure of industry. Market Power and Dominant Firms: Sources of Market Power. Non-Linear Pricing and Price Discrimination. Resources of industrial production. Investment and financial – industrial policy in RK. Game Theory. Classic Models of Oligopoly. Organization of industry management. Location of industry. Dynamic Models of Oligopoly. An Introduction to Strategic Behavior.

**[ECO 405] TAX AND TAXATION (3 credits):** The course introduces auditing procedure and taxation principles. Topics in auditing include nature of auditing , audit mechanism, valuation of assets, and auditing of depreciation, provisions, reserves, profits and dividends, etc. The taxation part of the course covers income tax, VAT, excise duty, custom duty, etc. Topics are principles of taxation, taxation authority and power, computation of income, exemption and allowances, tax at source, returns and statements, provisional assessment, computation of tax liability, appeal procedure, rules and rates of custom duty, excise duty, VAT and other relevant taxes.

**[ECO 407] ECONOMIC POLICY (3 credits):** The role of regulators in monitoring his industry would be linked with the asset-liability and risk management strategies undertaken by the bank management. The course also highlights the monetary and bank supervision structure of the Kazakhstan and compares central banking activities across the globe. The course introduces the impact of policy measures on firm performance, on interest rates, on flow of funds in the market, and on the overall economic environment.

## Department Of Finance

**Chairman**

**Ugur Coban**

PhD in Economics candidate,, Agricultural Research Institute, Almaty/Kazakhstan

## Department of Finance

The Department of Finance is designed for those students who would like to acquire a deeper knowledge in finance and advanced skills for their future career with a focus on global markets. After completing the main courses such as Accounting, Economics, Corporate Finance, students can choose other topics that also appear on the curriculum of other departments within the university. Furthermore, Finance program will teach advanced quantitative methods and technical tools to analyze practical issues and exercises in many financial applications.

Graduates from the finance services program pursue dynamic careers as financial planners, personal banking officers, investment and insurance advisors, and other challenging financial and management positions. Many of these positions are in banks, trusts, credit unions, mortgage finance companies, investment and brokerage companies, financial planning firms, organized stock exchanges, and other firms that provide financial products and services.

### SÜLEYMAN DEMİREL UNIVERSITY DEPARTMENT OF FINANCE UNDERGRADUATE CURRICULUM

#### First Semester

Code	Courses	Credit
HSS 132	Ecology	1
ENGL 165	Business English I - A2 (int)	2
INF101	Informatics 1	3
HSS 101	Kazakh Language - Kazakh / Russian Groups I	3
HSS 111	History of Kazakhstan	3

MATH171	Maths for Economics	3
HSS 191	Physical Education	0
ECO101	Principles of Economics 1	2
XXX	<b>ELECTIVES*</b>	1
	<b>TOTAL</b>	<b>18</b>
<b>Second Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
ENGL 166	Business English II - A2 (int)	2
HSS 172	Fundamentals of Law	2
HSS 102	Kazakh Language - Kazakh / Russian Groups II	3
HSS 121	Philosophy	3
HSS 192	Physical Education	0
HSS 182	Introduction to Political Sciences	2
ECO102	Principles of Economics 2	2
XXX	<b>ELECTIVES</b>	4
	<b>TOTAL</b>	<b>18</b>
<b>Third Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
FIN201	Principles of Accounting	3
MAN207	Introduction to Management 1	3
ENGL 263	Business English III - B1, (upper int)	2
ECO201	Microeconomics	2
ECO203	Satitstics 1	3
HSS 252	Sociology II	2
XXX	<b>ELECTIVES*</b>	3
	<b>TOTAL</b>	<b>18</b>
<b>Fourth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
ECO302	Enterprise economics	3
HSS 272	Entrpreneurial Law	2
ECO208	Macroeconomics	2
MAR201	Principles of Marketing	3
ECO204	Public Finance	3
XXX	<b>ELECTIVES*</b>	5
	<b>TOTAL</b>	<b>18</b>
<b>Fifth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
FIN301	Bank Management	3
FIN303	Fundamentals of Financial Management	3
ECO301	Econometrics	2
ECO210	Money and Banking	3
ECO405	Tax and Taxation	3
XXX	<b>ELECTIVES*</b>	4
	<b>TOTAL</b>	<b>18</b>
<b>Sixth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
FIN302	Corporate Finance	3
XXX	<b>ELECTIVES*</b>	4
	<b>TOTAL</b>	<b>7</b>
<b>Seventh Semester</b>		

FIN405	Financial management	3
FIN417	Investment financing	3
XXX	<b>ELECTIVES*</b>	12
	<b>TOTAL</b>	<b>18</b>
<b>Eighth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
XXX	<b>ELECTIVES*</b>	18
	<b>TOTAL</b>	<b>18</b>
<b>ELECTIVE COURSES</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
SFL 211	Second FL (1) :French A1 (3 CREDITS)	2
SFL 103	Practical Turkish as a Foreign Language I - A1, A2	2
MATH172	Calculus	2
SFL 212	Second FL (2) :French A2 (3 CREDITS)	2
INF102	Informatics 2	3
CS172	Information and Telecommunication Systems	3
HSS 141	General Psychology	2
SFL 104	Practical Turkish as a Foreign Language II - A1, A2	2
MAN201	Business Ethics	2
MAN203	Business Relations	2
HSS 271	Business Law	2
MAN205	Introduction to Business	2
FIN202	Intermediate Accounting	3
ECO216	Mathematical Analysis	3
ECO202	Statistical Methods	2
ECO212	Statistics 2	2
FIN307	Cost Accounting	3
MAN208	Human Resource Management	3
MAN303	Research Methods	2
MAN411	Strategic management	3
ECO214	Economic analysis	2
FIN304	International monetary relations	3
FIN306	Managerial Accounting	3
ECO303	International Economics	3
MAN306	Operational Research	3
ECO308	Mathematical Modelling	3
MAN308	Production management	3
MAN310	Public Relations	3
MAN312	Total Quality Management	3
MAN407	Management of Information Systems	3
FIN401	Computer applications in finance	3
FIN403	Financial analysis	3
FIN407	Financial Planning and forecasting	3
FIN409	Financial Statement Analysis	3
FIN411	Foreign Investments	3
FIN413	Insurance	3
FIN415	International Finance	3
FIN419	Risk Management	3
FIN402	1 C Accounting	2
FIN406	Securities management theory	2
HSS 261	Culture Studies II	2
MAR404	E Commerce	3

SFL 231	Second FL (1) :German A1 (3 CREDITS)	2
ECO306	Growth and Development	3
HSS 211	History of Civilizations	2
HSS 471	International Law	3
MATH174	Linear Algebra	2
ECO403	Natural Resources Economics	2
FIN305	Financial markets and intermediaries	3
MAN301	Business Communication	3
MAN208	Human Resource Management	3
MAN304	International companies	3
SFL 241	Second FL (1) :Spanish A1 (3 CREDITS)	2
HSS 171	State and law theory	2
MAN309	Organizational Behavior	2
MAN405	International Relations	2
MAN409	Small Business Management	2

**Total credits required in Degree Program: 128**

**\* Students must select ELECTIVES from the elective courses list approved by the department at the beginning of each semester.**

**\* Students must select ELECTIVES from the elective courses list shown above.**

### COURSE DESCRIPTIONS

**[FIN 201] Financial Accounting (3 credits):** Students will explore the nature of accounting, introduction of basic accounting concepts and procedures, and interpretation of financial statements. The various uses of accounting information in decision-making, accounting issues concerning income and cash flows, economic resources and capital will be discussed. The course format will include lectures, discussions, and problem solving sessions in introductory accounting.

**[FIN 202] Intermediate Accounting (3 credits):** Course presents development, usefulness and limitations of general financial accounting theory. Content includes study of monetary assets and liabilities, inventories, plant assets, present value techniques, dilutive securities, earnings per share, accounting for income taxes, pension costs and leases, statement of cash flows, and financial reporting. In addition, the course focuses on the concepts and practices underlying general purpose external financial reporting for firms and provides an extensive examination of the accounting issues associated with assets, liabilities, and earnings.

**[FIN 302] Corporate Finance (3 credits):** This course focuses on financial decision making in the modern corporation. The basic issues include: capital budgeting/corporate investment, capital structure, corporate sources of funding, dividend policy and corporate contingent claims, international finance, and financial risk management. Some areas of corporate finance that are covered in electives - leasing, mergers and acquisitions, working capital management - will be omitted or covered in less detail than they merit. Course concepts are integrated into the standard theories of risk and return, valuation of assets and market structure (i.e., the concepts developed in the finance core course, Foundations of Finance, will be heavily utilized).

**[FIN 306] Managerial Accounting (3 credits):** An introduction to the use of accounting information by managers. Topics include the use of accounting information for planning and control, performance evaluation, decision-making, and the statement of cash flows, along with financial statement analysis.

**[FIN 404] Bank Management (2 credits):** Bank financial management focuses on analyzing, understanding, and decision making as they relate to the key factors that affect commercial bank financial performance and profitability. These major areas include: asset/liability management; yield,

cost of funds, and spread management; interest rate risk management; and investment portfolio management liquidity and reserve management; capital structure, cost of funds. The bank regulatory environment and current development in banking are also examined. Lectures and reading are supplemented with group projects and presentation along with a bank management simulation which has been used throughout the world to train professional bank managers in financial bank management.

**[FIN 409] Financial Reporting And Statement Analysis (3 credits):** This course on financial statement analysis provides students with a fundamental understanding of how to interpret accounting data presented in financial statements issued by corporations. The course introduces and analyses the relationship between business activities (planning, financing, investing and operating) and financial statements. It demonstrates popular tools and techniques in analyzing and interpreting financial statements with an emphasis on the need of users' of financial statements.

## Department Of Management

Chairman

Vaishali Saple

PhD in Management, Shivaji University, Kolhapur India. MBA, Shivaji University, Kolhapur India.

### Department of Management ( 050507 )

The Department of Management offers Curriculum leading to the degree of Bachelor of Arts in Management.

In its aim of seeking excellence, the Department of Management prepares its students to meet the challenges of both the Kazakhstan and the international market place. It promotes western style, interdisciplinary education, particularly in the administrative sciences, economics, and social sciences.

The undergraduate program is gauged to motivate students to continue to develop as leaders in creating a better society in Kazakhstan. The Department encourages a democratic approach in which students and professors define the points at issue and through discussion resolve them together. It also urges students to broaden their skills and activities through extracurricular interests. Management education has an important impact on the way businesses are led and managed in this competitive and ever changing world. As Kazakhstan looks forward to the challenges of the 21st century, our graduates are prepared to take leading managerial positions in both the national and international market place.

Our curriculum is designed to develop professional executives with effective communication and interpersonal skills who are socially responsible and constantly in search of improvement. A close coordination is maintained with industry and the alumni in developing courses, which integrates technology, innovation, and competitiveness with human resource management, strategic management and decision-making.

#### SÜLEYMAN DEMİREL UNIVERSITY DEPARTMENT OF MANAGEMENT UNDERGRADUATE CURRICULUM

##### First Semester

Code	Courses	Credit
HSS 132	Ecology	1
ENGL 165	Business English I - A2 (int)	2
INF101	Informatics 1	3
HSS 101	Kazakh Language - Kazakh / Russian Groups I	3
HSS 111	History of Kazakhstan	3
MATH171	Maths for Economics	3
HSS 191	Physical Education	0
ECO101	Principles of Economics 1	2
XXX	<b>ELECTIVES*</b>	1
	<b>TOTAL</b>	<b>18</b>

##### Second Semester

Code	Courses	Credit
ENGL 166	Business English II - A2 (int)	2
HSS 102	Kazakh Language - Kazakh / Russian Groups II	3
HSS 121	Philosophy	3
HSS 192	Physical Education	0
XXX	<b>ELECTIVES</b>	10
	<b>TOTAL</b>	<b>18</b>

##### Third Semester

Code	Courses	Credit
FIN201	Principles of Accounting	3

ENGL 263	Business English III - B1, (upper int)	2
MAN209	Management theory and practice 1	2
ECO201	Microeconomics	2
MAR201	Principles of Marketing	3
ECO203	Satistics 1	3
XXX	<b>ELECTIVES*</b>	3
<b>TOTAL</b>		<b>18</b>
<b>Fourth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
ECO302	Enterprise economics	3
HSS 272	Entrpreneurial Law	2
MAN204	Management theory and practice 2	2
ECO208	Macroeconomics	2
ECO204	Public Finance	3
XXX	<b>ELECTIVES*</b>	6
<b>TOTAL</b>		<b>18</b>
<b>Fifth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
FIN303	Fundamentals of Financial Management	3
FIN305	Financial markets and intermediaries	3
ECO301	Econometrics	2
MAN305	Innovation Management	3
XXX	<b>ELECTIVES*</b>	7
<b>TOTAL</b>		<b>18</b>
<b>Sixth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
MAN302	Business organization	2
MAN308	Production management	3
XXX	<b>ELECTIVES*</b>	13
<b>TOTAL</b>		<b>18</b>
<b>Seventh Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
MAN401	Decision Making	3
XXX	<b>ELECTIVES*</b>	15
<b>TOTAL</b>		<b>18</b>
<b>Eighth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
XXX	<b>ELECTIVES*</b>	18
<b>TOTAL</b>		<b>18</b>
<b>ELECTIVE COURSES</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
SFL 211	Second FL (1) :French A1 (3 CREDITS)	2
SFL 103	Practical Turkish as a Foreign Language I - A1, A2	2
HSS 104	Kazakh Language for Business Communications - Kazakh / Russian Groups	2
MATH172	Calculus	3
SFL 212	Second FL (2) :French A2 (3 CREDITS)	2
ECO104	History of Economic Thought	2
INF102	Informatics 2	3
HSS 172	Fundamentals of Law	2

MATH174	Linear Algebra	2
ECO102	Principles of Economics 2	2
HSS 141	General Psychology	2
SFL 104	Practical Turkish as a Foreign Language II - A1, A2	2
MAN201	Business Ethics	2
MAN205	Introduction to Business	2
HSS 261	Culture Studies II	2
HSS 251	Sociology I	3
FIN202	Intermediate Accounting	3
MAR301	Consumer Behavior	3
ECO218	Game Theory	2
MAN206	Managerial economics	3
MAN208	Human Resource Management	2
ECO210	Money and Banking	3
ECO212	Statistics 2	2
HSS 271	Business Law	2
FIN307	Cost Accounting	3
MAN301	Business Communication	2
MAN307	Organization theory	2
MAN309	Organizational Behavior	3
MAN303	Research Methods	2
FIN302	Corporate Finance	3
FIN306	Managerial Accounting	3
ECO306	Growth and Development	2
ECO303	International Economics	3
MAN304	International companies	2
MAN306	Operational Research	2
MAN310	Public Relations	3
MAN312	Total Quality Management	2
FIN409	Financial Statement Analysis	3
FIN419	Risk Management	3
HSS 471	International Law	2
MAR409	New Product Development	2
MAN405	Introduction to International Relations	2
MAN407	Management of Information Systems	2
MAN409	Small Business Management	3
MAN411	Strategic management	3
MAR411	Sales Management	2
ECO405	Tax and Taxation	2
FIN402	1 C Accounting	2
FIN404	Bank Management	2
MAR401	Channels of Distribution	3
HSS 261	Culture Studies II	2
MAR404	E Commerce	2
ECO304	Fiscal policy	2
SFL 231	Second FL (1) :German A1	2
HSS 211	History of Civilizations	2
MAR403	International Marketing	3
MAR306	Logistics	2
HSS 182	Introduction to Political Sciences	2
MAR310	Pricing policy	2
HSS 141	General Psychology	2

**Total credits required in Degree Program: 128**

**\* Students must select ELECTIVES from the elective courses list approved by the department at the beginning of each semester.**

**\* Students must select ELECTIVES from the elective courses list shown above.**

### **COURSE DESCRIPTIONS**

#### **MAN 201: Business Ethics (2 credit)**

Definition of ethics in doing business, the moral responsibility of business, different ethical theories, their applications to entrepreneurship and management as well as their shortcomings, good corporate governance examination of justices ; corporation behavior ; truth in business and business ethics, information of awareness of conscience.

#### **MAN 202 International Relations (2 credit)**

This course is an introduction to the dominant theoretical approaches and debates in the field of International Relations. A major topic in these theories and debates is how to best interpret and analyze international relations of influence and changes in the balance of power at the global level. In this context, issues of strategic decision-making and international norms play an important role. After having completed the course, students should have a basic knowledge of how to apply analytical concepts of International Relations in the interpretation and analysis of world politics.

#### **MAN 205 Introduction to Business (2 credit)**

Background information for students specializing in business subjects. Provides an opportunity to develop concepts, attitudes, and philosophies about business and entrepreneurship.

#### **MAN 207 Introduction to Management (3 credit)**

Fundamental considerations of planning, organizing, actuating, controlling, and ethical implications of management practice. Application of principles and techniques to all organizations, including those of business, government, and not-for-profit organizations.

#### **MAN 209 Theory and Practice of Management-1 (3 credit)**

The usefulness, importance, and nature of management, and some conceptual view about the role of management. Evolution and development of management theories. Principles and process of management : planning, organizing, staffing, actuating, directing and controlling.

#### **MAN 204 Theory and Practice of Management-2 (2 credit)**

Cause and source of authority, motivational, leadership theory and application for management, good leadership qualifications, role of leadership in enhancing work performance effectiveness and organization achievement, leadership support and personnel development of personality, vision and virtue for being good leaders.

#### **MAN 206 Managerial Economics (3 credit)**

Practice in the use of economic principles in solving business problems. Areas covered include uncertainty, forecasting, demand analysis, and capital management.

#### **MAN 208 Human Resource Management (2 credit)**

Covers the nature of human resource development and utilization in the society and organizations; HR planning, forecasting, selection, training, development, and integration of government and organizational human resource programs.

#### **MAN 301 Business Communication (2 credit)**

Opportunity for development of clear and persuasive business communication skills, study of interpersonal communication channels in internal and external environments, and experience in writing business letters, reports, and other written communications.

#### **MAN 303: Research Methods (2 credit)**

Basic of Business research, advantages of the executives gained from business research planning, need situation for the research, methods and process of the research planning, information gathering, result compiling, analyzing, research outline writing, report writing of the research.

#### **MAN 305: Innovation Management (3 credit)**

This course is designed to lead the student through the tasks that are required to successfully build a business round an innovation. Course material builds your innovation skills cumulatively, with new

topics introduced weekly. Students can expect the two weekly classes to introduce the theory relevant to the lecture topic; will then require students to participate in a structured *practicum* which allow students to explore their proficiency in innovative thinking.

**MAN 307 Organizational Theory (2 credit)**

The purpose of this course is to take a rigorous in-depth look at selected theoretical approaches that are used to explain organizational phenomena. Of all possible theories, we concentrate primarily although not exclusively on what are called *macro*-organizational theories, that is, theories that take the organization as the level of analysis.

**MAN 309 Organizational Behavior (3 credit)**

Integration of behavior and organizational theories. Application of concepts and theories toward improving individual, group, and organizational performance. Builds from a behavioral foundation toward an understanding of managerial processes.

**[MAN 302] BUSINESS ORGANIZATION (2 credits)**

The course of Business Organization is concentrated on problems and challenges of opening a business. Business is all profit-seeking activities and enterprises that provide goods and services that economic system needs. These activities include investigation of various business ownerships, total quality management, management and internal organization, human resources management, productions and operations management, marketing management and customer satisfaction, accounting, financial management and institutions and global dimensions of business while doing business internationally.

**MAN 306 Operational Research (2 credit)**

Operations research is an introduction course to the operations research/management science discipline. This course outlines the decision making processes, basic OR concepts, linear programming and transportation models. The areas covered by the discipline are introduced and the relevant terminology as well as various OR techniques are presented.

**MAN 308 Production Management (3 credit)**

Various functions of production and service in the manufacturing business company : product design, facility location and layout of the facility, purchasing and inventory control, job design, production scheduling, quality control and the welfare of the facility.

**MAN 310 Public Relations (3 credit)**

The nature and role of public relations in a democratic society and worldwide, activities of public relations professionals, major influences that affect organizational behavior, ethics and professional development of practitioners in the private and public sectors. Emphasis is placed on management functions and developing effective public relations strategies.

**MAN 312 Total Quality Management (2 credit)**

Concept and development of quality management tools and technique for quality management , quality control and quality assurance, assessment of quality management.

**MAN 407 Management Information Systems (2 credit)**

The importance of management system. Information technology such as hardware, software, communication and data base. Information system of decision making for management .

**MAN 409 Small Business Management (3 credit)**

Guidelines for the establishment of small and medium enterprises : departmentalization, information recording, business control by budgeting, competitiveness analysis, trade credit, taxation, financial management, marketing management, production management ; the impact of environment on small and medium enterprises, strategic planning, expansion and termination of small and medium enterprises.

**MAN 411 Strategic Management (3 credit)**

Strategy formulation and implementation at the business and corporate levels. Emphasis on developing an understanding of the administration of business firms from a top-management perspective and application of strategic management concepts to real-world management issues in both domestic and global environments. A capstone course designed to integrate and apply functional business courses to strategic business problems. Strategy cases and a comprehensive business simulation used to develop and apply knowledge of strategic analysis, top-management decision making, and strategic change.

## Department Of Marketing

Chairman

Vaishali Saple

PhD in Management, Shivaji University, Kolhapur India. MBA, Shivaji University, Kolhapur India.

## Department of Marketing ( 050511 )

Purpose of Marketing Department in SDU is to equip students by the latest knowledge of changing marketing concept according to the perception of customers; to develop the students` understands of marketing, to appreciate the importance of the various marketing functions, the management of these functions, and how each function affects other functions within the marketing domain. Those major functions are marketing management, marketing research, product planning, distribution channels, pricing and promotion. The course will emphasize consumer markets over business markets. It takes advantage of the internet to cover marketing issues. To appreciate and understand the role of the customer in marketing planning, target marketing, and positioning strategy. More over, our students study auxiliary courses like advertising and decision making process. Professional faculty helps students to understand marketing in practice by organizing small conferences in which entrepreneurs accommodate real situations for discussions.

### SÜLEYMAN DEMİREL UNIVERSITY DEPARTMENT OF MARKETING UNDERGRADUATE CURRICULUM

#### First Semester

Code	Courses	Credit
HSS 132	Ecology	1
ENGL 165	Business English I - A2 (int)	2
INF101	Informatics 1	3
HSS 101	Kazakh Language - Kazakh / Russian Groups I	3
HSS 111	History of Kazakhstan	3
MATH171	Maths for Economics	3
HSS 191	Physical Education	0
ECO101	Principles of Economics 1	2
XXX	<b>ELECTIVES*</b>	1
	<b>TOTAL</b>	<b>18</b>

#### Second Semester

Code	Courses	Credit
ENGL 166	Business English II - A2 (int)	2
HSS 172	Fundamentals of Law	2
HSS 102	Kazakh Language - Kazakh / Russian Groups II	3
HSS 121	Philosophy	3
HSS 192	Physical Education	0
HSS 182	Introduction to Political Sciences	2
ECO102	Principles of Economics 2	2
XXX	<b>ELECTIVES</b>	4
	<b>TOTAL</b>	<b>18</b>

#### Third Semester

Code	Courses	Credit
FIN201	Principles of Accounting	3
MAN207	Introduction to Management 1	3
ENGL 263	Business English III - B1, (upper int)	2
ECO201	Microeconomics	2
MAR201	Principles of Marketing	3

ECO203	Satistics 1	3
HSS 252	Sociology II	2
XXX	<b>ELECTIVES*</b>	3
	<b>TOTAL</b>	<b>18</b>
<b>Fourth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
MAR202	Basics of entrepreneurship	3
HSS 272	Entpreneurial Law	2
ECO208	Macroeconomics	2
ECO204	Public Finance	3
XXX	<b>ELECTIVES*</b>	5
	<b>TOTAL</b>	<b>15</b>
<b>Fifth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
FIN303	Fundamentals of Financial Management	3
ECO301	Econometrics	2
FIN305	Financial markets and intermediaries	3
MAR305	Marketing Research	3
XXX	<b>ELECTIVES*</b>	4
	<b>TOTAL</b>	<b>15</b>
<b>Sixth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
ECO302	Enterprise economics	3
MAR306	Logistics	3
XXX	<b>ELECTIVES*</b>	4
	<b>TOTAL</b>	<b>10</b>
<b>Seventh Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
MAR403	International Marketing	3
MAR405	Marketing communications	3
MAR407	Marketing management	3
XXX	<b>ELECTIVES*</b>	12
	<b>TOTAL</b>	<b>18</b>
<b>Eighth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
XXX	<b>ELECTIVES*</b>	18
	<b>TOTAL</b>	<b>18</b>
<b>ELECTIVE COURSES</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
SFL 211	Second FL (1) :French A1 (3 CREDITS)	2
SFL 103	Practical Turkish as a Foreign Language I - A1, A2	2
SFL 212	Second FL (2) :French A2 (3 CREDITS)	2
INF102	Informatics 2	3
HSS 141	General Psychology	2
SFL 104	Practical Turkish as a Foreign Language II - A1, A2	2
FIN202	Intermediate Accounting	2
MAR204	Business Marketing	2
ECO214	Economic analysis	3
MAN202	International Relations	2
MAN301	Business Communication	3
MAN308	Small Business Management	3

ECO212	Statistics 2	2
ECO303	International Economics	3
MAN303	Research Methods	3
MAN407	Management of Information Systems	3
MAN411	Strategic management	3
MAR303	Introduction to Personal Selling	2
MAR307	Wholesaling	2
MAR302	Advertisement: Creativity and Product	2
FIN306	Managerial Accounting	3
MAR304	Goods and services advertisement	2
MAN208	Human Resource Management	3
MAR308	Marketing Strategies	3
MAN310	Public Relations	3
MAN312	Total Quality Management	3
MAR310	Pricing policy	3
MAR312	Retailing	3
MAR314	Special issues in marketing	3
MAR401	Channels of Distribution	3
FIN402	I C Accounting	3
FIN409	Financial Statement Analysis	3
MAR409	New Product Development	3
MAR411	Sales Management	3
ECO405	Tax and Taxation	3
MAR402	Direct Marketing	3
MAR404	E Commerce	3
MATH172	Calculus	2
MAR301	Consumer Behavior	2
HSS 261	Culture Studies II	2
HSS 211	History of Civilizations	2
CS172	Information and Telecommunication Systems	3
HSS 172	Fundamentals of Law	2
MAR201	Introduction to Marketing	2
MATH174	Linear Algebra	2
ECO218	Mathematical Analysis	2
ECO403	Natural Resources Economics	3
FIN307	Cost Accounting	3
SFL 241	Second FL (1) :Spanish A1 (3 CREDITS)	3
HSS 171	State and law theory	2
ECO202	Statistical Methods	3
MAN309	Organizational Behavior	2
SFL 203	Practical Turkish - B1	2

**Total credits required in Degree Program: 128**

**\* Students must select ELECTIVES from the elective courses list approved by the department at the beginning of each semester.**

**\* Students must select ELECTIVES from the elective courses list shown above.**

### COURSE DESCRIPTIONS

**MAR 201: Principles of Marketing (2 credit)**

Basic concepts in marketing and market segmentation, classification of goods and services, marketing functions institution and channels, markets and the environments the changing market, consumer's buying behavior, product policy, and factors affecting consumer's demand, price policy, product policy, and promotion policy.

**MAR 202 Basics of Entrepreneurship (2 credit)**

Understanding requirements of establishing a new venture or managing a small business. Multiple functions within the firm emphasizing those that contrast with established firms.

**MAR 204 Business Marketing (2 credit)**

Business Marketing focuses on the distinctive characteristics of the Business-to-Business markets which create the role and contents of marketing in industrial companies. Based on a general understanding and analysis of the conditions under which the industrial companies work .

**MAR 301 : Consumer Behaviors (2 credit)**

Major concepts and important of consumer behaviors ; analysis of consumer behaviors ;economic, social and environmental impact on consumer behaviors ; factors influencing consumer decisions factors, social factors cultural and norm factors ; consumer's demand, motivations perception, learning, attitudes, personality and roles in relations to buying decisions and patterns of buying, as well as buying process and behaviors.

**MAR 303 Introduction to Personal Selling (2 credit)**

This course provides an introduction to personal selling for those students whose main interest is in the field of marketing. This course will also provide the necessary skills of personal selling to potential salespeople so they may develop their growing responsibilities more efficiently and effectively to manage the entire value chain within their organizations, with their suppliers, and with their customers.

**MAR 305 Marketing Research (3 credit)**

The primary tool for exploring new opportunities in the marketplace. Emphasis will be on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective marketing decisions; (3) communicate the research findings and their implications to various publics.

**MAR 307 Wholesaling (2 credit)**

The character and development of wholesale business. Structure; roles; functions; types and pattern of wholesaling. Managerial system of wholesaling in buying and selling functions. Locating; transporting; storage; pricing; financing and controlling.

**MAR 302 Advertising creativity and products (2 credit)**

Perspective and technique in advertising creativity for consumer product, industrial product and service concerning writing theme message, logo and brand of product, planning for advertising campaign including advertisement design through media.

**MAR 304 Goods Services advertising (2 credit)**

Roles; importance; development and concept of advertising. Organizing of advertising, composition of advertising work, selecting media, preparing campaign, budgeting and evaluation of advertising. Law and ethic concerning with advertising.

**MAR 306 Logistics Management (3 credit)**

Provides an overview of the concepts and substance of trade, transportation, and logistics. Deals with management of physical, documentation, and information flows within supply chains, including purchasing, distribution, inter-modal transportation, ERP ecommerce and e-fulfillment, financial transactions, and regulations.

**MAR 308 Marketing Strategies (3 credit)**

Strategy for existing product and new product. Strategy for pricing and competitive pricing. Selecting the channel and middle-man. Promotion. Other types of marketing. Analysis, policy and technique for marketer in action.

**MAR 310 Pricing Policy (3 credit)**

Manager's concepts in planning and setting product and price policy. Setting product mix. Developing marketing strategy for product and price related to product life cycle. Studying internal and external environment that influence and to set product and price policy.

**MAR 312 Relating (3 credit)**

Characteristic and revolution of retailing. Retailing institutions. Retailing management. Location. Organizational management. Personnel management. Merchandising management. Price setting. Promotion methods and retailing services. Controlling system and trend of retailing business.

**MAR 401 Channels Of Distribution (3 credit)**

This course will let students identify and develop an understanding of the channels of distribution in the industry, analyze the interactions between each step and the whole process of distribution and initiate the student to the influence of international commercial policies on the distribution of goods and services. The value of distribution encompasses the service value and students would also be acquainted with the aspects of value-added services apart from the distribution of goods and product distribution network.

**MAR 403: International Marketing (3 credit)**

Characteristics types and boundaries of international marketing, factors affecting international marketing, analysis of international environment, decisions on target market selection, methods of entering target international market, international payments, international trade, communications, insurance, packing and design.

**MAR 405 Marketing Communications (3 credit)**

Integrated Marketing Communication breaks down the traditional advertising, public relations, and marketing silos by challenging practitioners to apply the optimum mix of media and message to motivate the target audience to act.

**MAR 407: Marketing Management (3 credit)**

Examination of the market economy and marketing institutions in business. Decision making and planning from the manager's point of view; impact of marketing actions from the consumer's point of view.

**MAR 409 New Product Development (3 credit)**

Analysis of marketing problems encountered in developing and introducing new products, managing existing products, and phasing out obsolete products. Emphasis is placed on the coordination of activities that lead to successful market management of products. Various marketing concepts and problems related to product development and introduction are surveyed and analyzed.

**MAR 411: Sales Management :** Emphasizes the activities and problems of field sales management. Includes organizing the sales force, recruiting, training, compensation, motivation, sales techniques, forecasting, territory design, evaluation, and control. Lectures and case studies.

**MAR 402 Direct Marketing (3 credit)**

The course includes grounding in all major direct marketing media: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, inserts and videos. The measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.

**MAR 404: E-Commerce (3 credit)**

This course explores the theories and practices being developed to build organizational effectiveness in the selling of products and services through electronic media. It integrates case-based online discussions and collaborative task groups, a term research paper, and a student-driven field project to explore the relationship between electronic commerce and market-place dynamics. Online discussions stretch across industries and sectors, examining applications of electronic commerce in private and public, profit and nonprofit environments

## Department Of International Relations

### Chairman

Farhod Alimukhammedov, Professor, MA in International Relations. Paris, France  
Undergraduate Program in International Relations

## Department of International Relations (050202)

As a subject, International Relations is a relatively new discipline. Its significance, however, has been rapidly growing in recent decades. All of us are affected by the international environment and by foreign policy decisions. International issues are becoming increasingly significant, complex, and diversified. We often read and hear about such issues as the Arab-Israeli conflict, the Aegean dispute, the post-cold war period, the European Union; arms control negotiations, and problems of international trade and business. All of these issues lend themselves to conflicting interpretations and competing alternative solutions. In order to grasp the significance of these contemporary problems, we need to have not only a certain degree of specialized knowledge about the geographical regions in question, but also some theoretical understanding of International Relations.

The Undergraduate Program in International Relations at Süleyman Demirel University offers a great opportunity to study Politics and International Affairs by outstanding and rigorous methods. The Program allows students a wide range of courses having interdisciplinary approach from Political sciences to Philosophy.

Our graduates are expected to be professional in diverse areas like Politics, Diplomacy, Research, Business, Journalism and Public Administration.

The IR major opts to prepare their students to be active in an increasingly global community. Besides major courses like International Relations, Comparative Political Studies we develop also linguistic capacities of our students offering more than one foreign language.

Our Program is based on western model of higher education while taking into account cultural and institutional resources of Kazakhstan. We attract students coming from almost all regions of our country even though our department has opened its doors only by fall 2008.

We are aiming to pursue increasingly practical courses at our department based on the close interaction between professors and students in order to develop negotiating, arguing, discussing skills of future IR professionals.

### SÜLEYMAN DEMİREL UNIVERSITY DEPARTMENT OF INTERNATIONAL RELATIONS UNDERGRADUATE CURRICULUM

#### First Semester

Code	Courses	Credit
HSS 132	Ecology	1
ENGL 165	Business English I - A2 (int)	2
INF101	Informatics 1	3
HSS 101	Kazakh Language - Kazakh / Russian Groups I	3
HSS 111	History of Kazakhstan	3
HSS 191	Physical Education	0
XXX	<b>ELECTIVES</b>	9
	<b>TOTAL</b>	<b>21</b>
<b>Second Semester</b>		
Code	Courses	Credit
ENGL 166	Business English II - A2 (int)	2
HSS 102	Kazakh Language - Kazakh / Russian Groups II	3
HSS 192	Physical Education	0

IR102	New History of Asian and African countries	2
IR104	New History of European and American countries	2
XXX	<b>ELECTIVES</b>	11
	<b>TOTAL</b>	<b>20</b>
<b>Third Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
HSS 121	Philosophy	3
IR201	History of international relations in new times	2
SFL 103	Foreign language of specialization (part 1)	3
IR203	Newest History of Asian and African countries	2
IR205	Newest History of European and American countries	2
XXX	<b>ELECTIVES*</b>	8
	<b>TOTAL</b>	<b>20</b>
<b>Fourth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
IR202	History of international relations in newest times	3
IR204	Diplomacy of RK	2
SFL 104	Foreign language of specialization (part 2)	2
IR206	Modern conflicts and methods of their settlement	3
IR208	Modern system of international relations	2
XXX	<b>ELECTIVES*</b>	8
	<b>TOTAL</b>	<b>20</b>
<b>Fifth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
IR301	Diplomatic and consular service	2
IR303	Modern problems of International Relations	3
IR305	International organizations	3
IR321	Introduction to geopolitics	3
IR307	Practical foreign language	2
XXX	<b>ELECTIVES*</b>	9
	<b>TOTAL</b>	<b>22</b>
<b>Sixth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
IR302	Foreign policy of RK	2
IR304	Global Integration Processes	3
ECO303	International Economics and IER	3
IR306	Diplomatic ethics and protocol	2
IR326	Practical foreign language of the country	2
XXX	<b>ELECTIVES*</b>	9
	<b>TOTAL</b>	<b>21</b>
<b>Seventh Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
IR401	International Law	3
IR403	Diplomatic documentation	2
IR405	Multi-dimensional diplomacy	2
IR409	Practical foreign language II	2
XXX	<b>ELECTIVES*</b>	8
	<b>TOTAL</b>	<b>10</b>
<b>Eighth Semester</b>		
<b>Code</b>	<b>Courses</b>	<b>Credit</b>
XXX	<b>ELECTIVES*</b>	6
	<b>TOTAL</b>	<b>6</b>

<b>ELECTIVE COURSES</b>		
<b>First Semester</b>		
ECO 125	Introduction to Economics I	2
MAN 147	Business Administration	2
IR101	Political Science I	2
MATH 121	Mathematics I	2
SFL 201	Turkish Language I	2
SFL 201	French Language I	2
IR103	Introduction to International Relations I	3
<b>Second Semester</b>		
ECO 126	Introduction to Economics II	2
HSS 135	<b>SOCIAL PSYCHOLOGY</b>	3
IR106	Political Science II	2
MAT 122	Mathematics II	2
HSS 471	Introduction to Law	2
IR108	<b>CIVILIZATIONS AND HUMANITIES</b>	3
SFL 202	Turkish Language II	2
SFL 201	French Language II	2
IR110	Introduction to International Relations II	3
<b>Third Semester</b>		
IR207	Administrative law	3
ECO 201	Microeconomics	3
ECO 203	Statistics for Social Sciences	3
IR209	Classical Political Thought	3
SFL 203	Turkish Language II	2
<b>Fourth Semester</b>		
SFL 204	Turkish Language IV	2
HSS 252	Sociology	3
ECO208	Macroeconomics	3
IR210	Modern Political Thought	3
MAN303	Research Methods	3
<b>Fifth Semester</b>		
IR309	North-South Relations and International Politics	3
IR311	American Foreign Policy and World Politics	3
IR313	Postcommunist Russia in World Politics	3
IR315	Religion and Politics in Comparative and International Perspective	3
IR317	Military and Politics in Comparative and International Perspective	3
IR319	Politics of Developing Countries	3
<b>Sixth Semester</b>		
IR308	Comparative Political Systems	3
IR310	Theories of International Relations	3
IR312	Central Asia and Caucasus in International Perspective	3
IR314	Asia and Pacific in World Politics	3
IR316	Trans-State and Non-Governmental Organizations in World Order	3
IR318	Civil Society and Democracy	3
<b>Seventh Semester</b>		
IR407	International Protection of Human Rights	2

IR409	Nationalism and ethnic minorities	2
IR411	African Politics and Society	3
IR413	United Germany in International Relations	3
IR415	Middle East in International Relations	3
<b>Eighth Semester</b>		
IR402	European Union	3
IR404	International Terrorism	3
IR406	International Migration	3
IR408	Communication and International Politics	3

**Total credits required in Degree Program: 128**

\* **Students must select ELECTIVES from the elective courses list approved by the department at the beginning of each semester.**

\* **Students must select ELECTIVES from the elective courses list shown above.**

### COURSE DESCRIPTIONS

**IR 101, IR 106 Political Science 1,2 (2 credit)**

Introduction to the study of politics, its methodology and boundaries. Topics include political socialization, political culture, participation, parties, pressure groups, voting behavior, executives, legislatives, judiciary and bureaucracy

**IR 201 History of International Relations in New Times (2 credit)**

History of international relations from the French Revolution to the outbreak of the Second World War; with due emphasis on the development and changes in the European balance of power system, imperialism, and nationalism.

**IR 202 History of International Relations in Newest Times (3 credit)**

Subsequent history of world politics from the Second World War to the present; with due emphasis on the emergence and development of the Cold War; its changes in the course of time up to the eventual emergence of the post-Cold War era.

**IR 209 Classical Political Thought (3 credit)**

Consider the major works of Greek and Roman political theory, stressing their relevance to modern political analysis and action.

**IR 103, IR 110 Introduction to International Relations 1,2 (3 credit)**

Basic information on aspects of International Relations: Its evolution and nature in general; and in particular, the development of the nation-state system; the operation of power configurations and/or relations (balance of power, bi-polarity, and after); related aspects such as deterrence, coercion, conflict, diplomacy, crisis management; and the role of International Law and institutions in inter-state relations.

**IR 204 Diplomacy of RK (2 credit)**

A general view of Kazakh foreign policy in both theoretical and historical perspectives.

**IR 206 Modern conflicts and methods of their settlement (3 credit)**

A broader survey of international conflict in theoretical perspective; examination of the causes of international conflict, and dynamics related to it such as its emergence, management and settlement; with due references to several selected cases

**IR 210 Modern Political Thought (3 credit)**

Analysis of the works of the major Western political theorists from Machiavelli to the present, with emphasis on general developments, trends, and basic issues in modern political theory

**IR 301 Diplomatic and consular service (2 credit)**

This course offers a general overview of the basic duties and responsibilities of diplomats and consular officers. Students are introduced to key issues, such as accreditation, representation, diplomatic service, issuance of passports and criterion for citizenship, types of visas, visa ineligibilities,

**IR 303 Modern problems of International relations (3 credit)**

Contemporary development in issues and problem areas of international politics

**IR 305 International Organizations (3 credit)**

Typology of international organizations, within their ever-increasing variety; the evolution of international organizations in relation to the developments in the international system; development and nature of the principles, structures, and legal and decision-making processes in several such organizations, their changing role and impact in world politics

**IR 321 Introduction to geopolitics (2 credit)**

The course identifies and scrutinizes the central features of geopolitics in international perspective and focuses on the key concepts of the modern geopolitical imagination. Political geography, politics and international relations, in respect to their interrelatedness, are used to focus on how geopolitics has been created, and discussed within a variety of contexts. Within the above framework, due references will also be given to some current issues in geopolitical relevance

**IR 309 North-South Relations in International Politics (3 credit)**

An inquiry into Third World Politics and its apparent effect on broader issues of international relations; addressing the following topics: the emergence of the Third World from the 1950's on and its peculiarities; applicability of theories of international politics to Third World; analysis of its relations with developed countries in the specialized context of North-South relations, and its prospects after the end of the Cold War era.

**IR 311 American Foreign Policy and World Politics (3 credit)**

Introductory examination of the emergence of the USA as a world power in the last century; concentrating on the domestic sources of foreign policy, the making of foreign policy, the role of the president as well as eminent policymakers in this field, US relations with the rest of (principally the third) world in search of supremacy in world affairs.

**IR 313 Postcommunist Russia in World Politics (3 credit)**

A specified survey on Soviet Russia as a major power in the post-war world politics: her interests and policies in this regard, and their impact on the political setting of international relations; with additional reference to the dynamics of change ensuing after the end of Cold War order and/or the collapse of the USSR.

**IR 315 Religion and Politics in Comparative and International Perspective (3 credit)**

An inquiry into the place, role, and/or impact of religion within political sphere in theoretical and comparative perspective; focusing on its interaction with the political processes of modern nation-states, in varying degrees of importance in differing cases to be studied as examples; with an additional reference to Islamic religion and its recently increasing relevance to political movements.

**IR 317 Military and Politics in Comparative and International Perspective (3 credit)**

Introduction to the political role of the militaries and/or the political consequences of the global spread of professional and industrially equipped militaries since the last century, in comparative perspective and in case studies as far as possible; with due reference to the Turkish case for comparison

**IR 319 Politics of Developing Countries (3 credit)**

Introduction to the theories of underdevelopment; with an emphasis on the characteristics of politics in developing countries vis-à-vis developed ones, as well as on the dynamics of change in historical process.

**IR 304 Global Integration Processes (3 credit)**

Provides an introduction to the debates over globalization. Focuses on the growth and intensification of global ties. Addresses the resulting inequalities and tensions, as well as the new opportunities for cultural and political exchange. Topics include the impacts on government, finance, labor, culture, the environment, health, and activism.

**ECO 303 International Economics and IER (3 credit)**

An introductory survey on the nature and evolution of international economic relations; international movement of goods and services, and related aspects and issues; international monetary experience; major international institutions in the field of economic relations among states

**IR 306 Diplomatic ethics and protocol (2 credit)**

The diplomatic protocol section of this course is both theoretical and practical. Students will learn and practice the basic categories and rules of protocol and etiquette. The goal is to provide students with the knowledge and skills that will be useful in professional and social contacts in diplomacy, and in the larger area of international relations and politics

**IR 308 Comparative Political Systems (3 credit)**

A study of main aspects of historical and contemporary developments in both the Western and Eastern systems of the world within a comparative framework, and with emphasis on political structures and recent trends

**IR 310 Theories of International Relations (3 credit)**

Survey of the development of contending theoretical approaches to international politics; the boundaries and content of the field, theoretical literature on the study of diplomacy and foreign policy analysis; concentrating on the basic actors, elements, structure and features of international politics

**IR 312 Central Asia and Caucasus in International Perspective (3 credit)**

A specified survey on Central Asia and Caucasus as a distinctive region, within international perspective; with special reference to the political dynamics and developments in the post-Cold War period, the impact of the collapse of Communism, in this regard, on the political change in the regimes within the region, and its relevance to world politics.

**IR 314 Asia and Pacific in World Politics (3 credit)**

A specified survey on Asia-Pacific in World Politics as a distinctive region, within international perspective; with special reference to the political dynamics and developments in the post-Cold War period, the impact of economic liberalization, in this regard, on the political change in the regimes within the region, and its relevance to world politics

**IR 316 Trans-State and Non-Governmental Organizations in World Order (3 credit)**

Taking into consideration the growing importance of trans-state and non-governmental organizations within global context of international order, a specific course designed to examine the evolution, types and definitions of such organizations, and their place in international arena.

**IR 318 Civil Society and Democracy (3 credit)**

This course is an introduction to the study of civil society and its engagement with the state. It examines a number of theoretical, empirical, and prescriptive issues related to civil society

**IR 401 International Law (3 credit)**

A study of international law and organizations, with emphasis upon the principles of international law. Additional consideration of the policies of the United Nations

**IR 403 Diplomatic documentation (2 credit)**

A specific course designed to acquaint students with all the significant forms of diplomatic

correspondence; with the examination of critical aspects of its scripts and formats and with the practical class work on specialized examples of such correspondence.

**IR 407 International Protection of Human Rights (2 credit)**

Theoretical foundations and historical development of human rights; analysis of the state and the impact of human rights within international relations; evolution of the relevant legal processes and international instruments/organizations for human rights protection, with due emphasis on their impact on domestic (Turkey to be considered) and world politics

**IR 409 Nationalism and ethnic minorities (2 credit)**

An introduction to the study of nationalism and minority issues, considering both as having interrelationships to a large extent; topics briefly including: for the former: the idea of nationalism and nation-building in historical perspectives, issues of ethnicity vs. nation-states, changing dynamics in view of increasing globalization; and for the latter: origins of minority groups, historical and contemporary problems of being minorities in view of nationalism throughout the world, minorities as an item in international agenda.

**IR 411 African Politics and Society (3 credit)**

This course introduces the distinctive characteristics of different regions in Africa. The historical context bears particular significance. To this and, the political, cultural, social and institutional heritage in Africa is explored. Contemporary problems and processes of change are likewise examined to show how different countries in Africa cope with modernity

**IR 413 United Germany in International Relations (3 credit)**

Starting with an historical background on Germany in the world order, an analysis of the politics and process of German unification, with special reference to the interaction between German and European politics, the emerging weight of Germany as the strongest member of the EU, and its implications for the dynamics of change in both European environment and global order

**IR 415 Middle East in International Relations (3 credit)**

A specified survey on Middle East politics within international context; concentrating on the fundamental issues in relation to the region in world politics in the post-war period, and in particular, in the recent post-bipolar global context.

**IR 402 European Union (3 credit)**

Theoretical foundations and historical development of the process of European Integration and related issues, within concisely an historical background of European politics; prospects for the integration especially within the post-bipolar world order

**IR 404 International Terrorism (3 credit)**

This course will introduce students to alternative approaches to questions about the role of terrorism and violence in international politics. Approaches considered will include political realism, just war theory, utilitarianism, deontology and care ethics. The main aim of the course is to enable students to use and assess different normative theoretical traditions in relation to specific examples of inter and intra-state violence (a distinction which recent conflicts have shown is becoming increasingly difficult to draw) in relation to both the causes or reasons which underlie war/civil war/terrorism and the particular means of violence used

**IR 406 International Migration (3 credit)**

Introduces key theoretical debates in international migration. Examines immigrants' political, economic, religious, and social integration into host societies, and continued ties to homelands. Experiences of voluntary and involuntary immigrants, of the second generation, and of incorporation into America and Europe.

**IR 408 Communication and International Politics (3 credit)**

An inquiry into the increasing impact and role of modern communication within international relations; implications of mass media and communication in understanding foreign policy effectiveness of advanced states and in analyzing contemporary socio-political issues of international relevance

**IR102 New History of Asian and African countries (2 credit)**

A study of chronology and periods of Asian and African countries. Contemporary problems and issues related to colonial past. This course also provides socio-economic and political situation of the countries in postcolonial context

**IR104 New History of European and American countries (2 credit)**

A study of Western civilization from 17<sup>th</sup> century to World War I. The course describes the establishment of world economy and colonial system.

**IR208 Modern system of International relations (2 credit)**

Introduction to contemporary international order that established after the fall of Soviet Union

**IR207 Administrative Law (3 credit)**

Introduction to the organization, powers and operation of the administrative structure of government. Judicial review.

**IR 405 Multi Dimensional Diplomacy (2 credit)**

A study of international meetings (conference, congress) as a tool of multidimensional diplomacy. The main topics include the creation of Ligue of Nations and the United Nations; regional organizations (EU, NIS) and history of conflict regulations during the second half of XX century

**IR203 Newest History of Asian and African countries (2 credit)**

This course begins with the study of World War II and its consequences on Asian and African countries: decolonization, independence, new states. It covers also integration processes in global world regarding to Asia and Africa.

**IR205 Newest History of European and American countries (2 credit)**

A study of socio-political tendencies of development in European and American countries: fall of colonial system, bipolar system.

**IR108 Civilizations And Humanities (3 credit)**

Survey introducing students to world civilization in the period of ancient, medieval and modern eras: Ancient Greece, Roman Empire, feudal middle ages, and the Renaissance, the Age of the Discovery, the Reformation, the political, cultural and intellectual processes that lead to the emergence of divine right monarchy and the Enlightenment.

**COURSE DESCRIPTIONS**

**[HSS 121] PHILOSOPHY (3 credits):** Greek Philosophy, Roman Philosophy, Medieval Philosophy, Modern Philosophy, Contemporary Philosophy, Methods, Concepts, Philosophy and Society.

**[HSS 182] POLITICAL SCIENCE (2 credits):** Introduction to Political Science, systems and regimes, ideologies, democracy, interest groups, state, nation and nationalism, the economy and society, political culture, parties and party systems, global politics.

**[HSS 471] INTERNATIONAL LAW (2 credits):** State, recognition, multilateral agreements, international organizations, conflict resolution, peaceful operations, human rights.

**[MATH 171] MATHEMATICAL ECONOMICS (3 credits):** Both microeconomics and macroeconomics problems are analyzed with quantitative techniques. Emphasis is given to the study of methods for mathematically formulating economic relationships, for finding maximums, minimums, simultaneous relationships, and for comparative static analysis.