



LEFKE AVRUPA ÜNİVERSİTESİ
EUROPEAN UNIVERSITY OF LEFKE

**DEPARTMENT OF
BUSINESS MANAGEMENT**

PROGRAM INFORMATION

www.eul.edu.tr

PROGRAM INFORMATION

Program Name and Degree Awarded: Business Management – Associate of Arts (AA)

Duration of Studies: 2 Years (4 semesters)

Total Credits / ECTS: 73 Credits / 120 ECTS

Language of Instruction: English

Mission and Vision:

Mission:

- Provide students with foundational knowledge and practical skills in business management.
- Prepare graduates for entry-level positions in business, administration, and related fields.
- Offer a balanced education that combines theory and application for immediate employability.
- Encourage ethical awareness, teamwork, and adaptability in a diverse business environment.
- Build a strong academic base for students who wish to continue to a bachelor's degree.

Vision:

The AA in Business Management program aspires to be recognized for delivering accessible, high-quality business education that empowers students with essential management skills, fosters lifelong learning, and prepares them for successful careers or further academic study.

Program Objectives:

The Associate of Arts in Business Management aims to:

- Equip students with fundamental knowledge of core business disciplines.
- Develop problem-solving, communication, and teamwork skills for practical workplace applications.
- Foster ethical responsibility and awareness of the global business environment.
- Provide students with the ability to use basic business tools, technologies, and practices.
- Create pathways for both career readiness and academic progression into bachelor's programs.

Program Learning Outcomes:

Upon successful completion of the program, students will be able to:

1. Demonstrate foundational knowledge in management, marketing, accounting, and business operations.
2. Apply basic analytical and problem-solving techniques to business situations.
3. Communicate effectively in written and oral forms in a professional setting.
4. Work collaboratively in teams to achieve business goals.
5. Understand the role of ethics and social responsibility in business decision-making.
6. Use basic digital tools and technologies relevant to business management.
7. Demonstrate awareness of the global and multicultural dimensions of business.
8. Apply practical knowledge to entry-level professional roles or further academic study.

**Curriculum
1st Semester**

COURSE CODE	COURSE NAME	CREDIT	ECTS	TYPE OF COURSE
UFLE01	FOREIGN LANGUAGE ELECTIVE I (ENGLISH)	(3-0-0)3	3	ELECTIVE
UTE01	UNIVERSITY ELECTIVE I	(3-0-0)3	5	ELECTIVE
UPEC01	UNIVERSITY ELECTIVE I (PHILOSOPHY GROUP)	(3-0-0)3	5	ELECTIVE
COMN109	MATHEMATICS	(3-0-0)3	5	COMPULSORY
COMN107	ECONOMICS	(3-0-0)3	6	ZORUNLU
COMN117	INTRODUCTION TO SOCIAL SCIENCES	(3-0-0)3	6	ZORUNLU

2nd Semester

COURSE CODE	COURSE NAME	CREDIT	ECTS	TYPE OF COURSE
BUSN102	INTRODUCTION TO BUSINESS	(3-0-0)3	7	COMPULSORY
UHTC01	HISTORY	(2-0-0)2	2	ELECTIVE
UHTC02	TURKISH	(2-0-0)2	2	ELECTIVE
UFLE02	FOREIGN LANGUAGE ELECTIVE II (ENGLISH)	(3-0-0)3	3	ELECTIVE
UPEC02	UNIVERSITY ELECTIVE II (PHILOSOPHY GROUP)	(3-0-0)3	5	ELECTIVE
COMN204	ETHICS IN PROFESSION	(3-0-0)3	5	COMPULSORY
COMN120	PRINCIPLES OF LAW	(3-0-0)3	6	COMPULSORY

3rd Semester

BFIN201	FINANCIAL ACCOUNTING I	(3-0-0)3	6	COMPULSORY
BUSM205	PRINCIPLES OF MANAGEMENT	(3-0-0)3	5	COMPULSORY
BUSM223	MACROECONOMICS	(3-0-0)3	5	COMPULSORY
BUSM201	PRINCIPLES OF MARKETING	(3-0-0)3	5	COMPULSORY
BUSM253	STATISTICS	(3-0-0)3	5	COMPULSORY
UFRC01	UNIVERSITY ELECTIVE I	(3-0-0)3	4	ELECTIVE

4th Semester

UFRC02	UNIVERSITY ELECTIVE II	(3-0-0)3	4	ELECTIVE
BFIN202	FINANCIAL ACCOUNTING II	(3-0-0)3	6	COMPULSORY
BUSM220	PROJECT WORK	(0-0-6)3	2	COMPULSORY
BUSM206	ORGANIZATIONAL BEHAVIOUR	(3-0-0)3	6	COMPULSORY
BUSM208	BUSINESS COMMUNICATION	(3-0-0)3	6	COMPULSORY
BUSM210	FINANCIAL MANAGEMENT	(3-0-0)3	6	COMPULSORY

Laboratory and Equipment Capacity (if applicable)

Career Opportunities

Graduates of the Associate of Arts in Business Management program are prepared for entry-level positions in business, government, and nonprofit organizations. They may pursue careers such as:

- Administrative assistant
- Office coordinator
- Sales associate
- Customer service representative
- Junior marketing or HR assistant
- Small business support staff

The program also provides a solid foundation for students who wish to continue their studies at the bachelor's level in business administration or related fields.

Contact Information

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COURSE CATALOGUE DESCRIPTIONS

1st Semester

COMN109 Mathematics

Revision of basic algebra, fractions and partial fractions. Linear equations, arithmetic expressions and simplification of algebraic expressions. Operations with surds and indices. Logarithms and methods for solving logarithmic functions. Techniques for solving quadratic functions. Graph sketching for quadratic equations in Cartesian plane. Solving linear, polynomial and rational inequalities. Parallel and perpendicular lines.

COMN107 Economics

This course introduces students to the key concept and topic of microeconomics such as opportunity cost, production possibility frontier, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly.

COMN117 Introduction to Social Sciences

The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills.

2nd Semester

BUSN102 Introduction to Business

This course aims to provide a comprehensive introduction to the key elements of the business organization addressing competing theories and models of the firm and its environment, to provide a critical perspective on the main functional areas of management, and to develop analytical skills to identify the links between the functional areas in management, organizations, management practices and the business environment.

COMN120 Principles of Law

The course deals with the basics of law. It introduces the students the elements drawn from legal theory, legal philosophy as well as legal practice. It makes special references to Turkish law. It starts with the discussion of what law is and continues with the other rules of social conduct like moral and customary rules. It familiarizes students with legal concepts like “burden of proof” and methods of legal interpretation.

COMN115 Sociology

The course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.

3rd Semester

BFIN201 Financial Accounting I

The course intends to provide an exposure to basic concepts of accounting. It covers the nature and purpose of accounting, accounting principles, introduction to single entry and double entry system, preparation of journal, ledger and trial balance, simple and complex adjustments, preparation of worksheets related to purchases, sales, receivables, payables, inventories, cash control, property, plant and equipment. The course also includes preparation of final accounts viz. trade/manufacturing account, profit and loss account and balance sheet, simple and complex adjustments.

BUSM205 Principles of Management

This is a comprehensive introductory course on the management process with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. It focuses on entire organization to form a strategic vision, setting objectives crafting a strategy and then implementing it. It also investigates how organization develop and maintain a competitive advantage within a changing business environment influenced by political, economic, social, technological, legal and environmental factors. The course content is organized around the four functions of management; planning, organizing, leading and controlling, for systematic understanding of management related challenges and applying conceptual tools and techniques in analyzing, evaluating and addressing management issues.

BUSM223 Macroeconomics

This course deals with the macroeconomics issues. Macroeconomics investigates how economic growth and fluctuations occur. It also deals with the determinations of the unemployment, inflation and economic growth.

BUSM253 Statistics

The course covers the key definitions (describing data graphically and numerically), probability, important discrete probability distributions (Binomial, Hypergeometric, Poisson), important continuous probability distributions (Uniform, Normal, Exponential), sampling distributions of sample mean, sample proportion and sample variance, single population estimation (confidence interval estimates for the mean and proportion-Student's t-distribution) and two population estimation (confidence intervals for the paired difference of mean, proportion and variance-Chi-Square test).

BUSM301 Principles of Marketing

The course introduces the essential principles of marketing (key concepts, methods of analysis, strategies and tactics) critical to managing profitable customer relationships in today's dynamic and allied environment. This course also stresses the marketing function's contribution to any organization.

4th Semester

BFIN202 Financial Accounting II

The course provides the advanced aspects of accounting on the areas of partnership firm accounting viz. formation, admission, withdrawal and dissolution of partnership firms, exposure

to corporations stockholders equity, identification of earnings per share, and dividends, long-term liabilities, bonds payables, marketable securities, analysis and interpretation of financial statements, importance of GAAP, exposure to analysis of company reports.

BUSM206 Organizational Behaviour

The course intends to provide contemporary behavioural aspects and detailed insights on behavioural aspects of management, viz. individual, group and organizational behavioural aspects. The course also focuses on different organization theories, motivational theories, theories of leadership, organizational development and change, organizational effectiveness.

BUSM208 Business Communication

One of the biggest challenges facing employees and managers in a global workforce is the ability to communicate in an effective and efficient manner. Students will learn how to make efficient use of different types of communication technologies, how to prepare written documents (e.g. C.V.'s, business letters, memos, reports, etc.) and how to prepare effective presentations. Communicating in teams, with stakeholders and on a cross-cultural level will also be emphasized. The focus of the course is improving the students' all-round communication skills, not their English grammar usage.

BUSM210 Financial Management

The main objective of this course is to make students understand the basic finance concepts. The course involves studies on decision-making utilizing financial resources available to the firm from the perspective of the manager.

BUSM220 Project Work

It is an extended exercise in the professional application of the skills and experience gained in the associate program. Students are expected to make a presentation and submit a detailed final report which documents the design, implementation and testing.

UNIVERSITY HTC ELECTIVE COURSES

COMN106 Turkish

To show the characteristics and rules of operation of Turkish language with examples; to give the students the ability and habit to express their feelings and thoughts accurately and effectively; developing vocabulary through written and oral texts; The aim of this course is to teach the rules of reading texts or the programs they listen to correctly. COMN106 course aims to provide basic Turkish reading, speaking and writing skills for international students.

Bu derste, yazı dilinin ve yazılı iletişimin temel özellikleri, yazı dili ile sözlü dilin arasındaki farklar, Yazılı ve sözlü anlatım; öznel anlatım, nesnel anlatım, paragraf türleri, metnin tanımı ve metin türleri, yazılı anlatım, yazılı anlatım, planlı yazma aşamaları (konu, konunun sınırlandırılması, amaç, bakış açısı, ana ve yan düşüncelerin belirlenmesi, yazma planı hazırlama, kağıt düzeni) bilgilendirici metinler üzerinde kuramsal bilgiler: örnekler üzerinde çalışmalar ve yazma uygulamaları, bir metnin özetini ve planını çıkarma, yazılı uygulamalardaki dil ve anlatım yanlışlarını düzeltme ve sözlü anlatım uygulamaları işlenmektedir.

COMN108 History

The course provides a detailed exposure on the history of the construction of the Turkish Republic under the light of Kemal Atatürk's principles this course is designed for Turkish speaking students. COM108 is designed for non-Turkish speaking foreign students. The aim of the course is to introduce a brief history of Turkish Republic and Cyprus. Social, economic and political aspects and effects of Western Civilization on Turkey and Cyprus. Relations with Middle East.

Bu derste, Türk Ulusu'nun kurtarıcısı, Cumhuriyetin kurucusu, dünyanın en der yetiştirdiği asker ve devlet adamı, devrimci ve düşünür Atatürk'ün hayat hikayesinin yanı sıra, bir imparatorluğun çöküşü, Türk Ulusu'nun Atatürk'ün önderliğinde kahramanlık destanları yaratarak bağımsızlığını savunmuş, genç ve dinamik Türkiye Cumhuriyeti'nin kuruluşu ve bu Cumhuriyetin hızla yükselişi "Türk İnkılabı" adı verilen büyük atılım ve değişikliklerin ne kadar zamana sığdırıldığı ve bu inkılapların önemi vurgulanmakta ve Atatürk İlkeleri anlatılmaktadır.

COMN100 Introduction to Computers

Introductory course to computers and their application; the basic components of computers; Random Access Memory (RAM), Read Only Memory (ROM), Central Processing Unit (CPU) and relationship between these hardware are introduced. Operating systems, application software (word processor, power point), Utility Software are introduced. Internet, network connections and the types, digital security and ethics are covered. Social networks and other web-based applications are introduced.

FOREIGN LANGUAGE ELECTIVE COURSES

COMN191 Academic English I

This course is intended for academically oriented students and it aims to bridge the gap between general and academic English. The course aims at developing the skills required for academic study, including note-taking, essay writing, as well as teaching strategies for undertaking research and dealing with unfamiliar academic vocabulary. The course also aims at teaching the features of guided writing, reading strategies such as predicting, skimming, and scanning. At the end of this course the students are expected to be able to; develop strategies, to improve the ability to comprehend complex academic texts, to develop strategies to produce more coherent writing and, make clear, appropriate, relevant notes from academic texts, and to adopt various approaches to deal with new or unknown vocabulary by practising effective use of dictionaries, and through making effective vocabulary records.

COMN192 Academic English II

This course is the continuation of the COMN191 English I course. Similar issues are focused on as in the former course with a higher tone of language. This course integrates all four language skills and teaches students how to integrate skills and content in real-world academic contexts. High-interest and intellectually-simulating authentic materials are used to familiarize students with academic content. The course also aims at developing the ability to participate in exchanges of information and opinions in the context of the specific field, and to write instructions, descriptions and explanations about topics in the related field. Extra importance is put on teaching student's terminology related to the specific field. (pre-requisite: COMN191)

UNIVERSITY FREE ELECTIVE COURSES

CFE201 Leadership and Management

In this course, an analysis of theoretical and practical knowledge is made. In this context, basic social and psychological factors associated with the concept of leadership and current theories will be explained and how theoretical knowledge can be applied in terms of leadership and management functions in organizations will be emphasized. The aim of the course is to provide students with a deep understanding of leadership and management concepts and to develop their own leadership skills.

CFE202 Environment and Sustainable Development

This course provides information on nature and environment along with sustainability concept, as well as guides students to gain awareness about environmental problems. It aims to inform students about the daily practices that will lead to a more sustainable living. Additionally, knowledge about the global and social effects of all practices on health, environment, safety, and current issues related to the field of their area of study and awareness of the legal consequences of their specific area of practices to solutions are covered.

OSHE201 Occupational Safety and Health

This course provides information on the theory and history of occupational health and safety, and enforcement of laws that address occupational safety and health globally. It also aims to guide students in understanding the roles and responsibilities of workers, unions and employers. This course also reviews other safety related issues and aspects of recognizing, evaluating, and understanding control of safety and health hazards in the workplace.