



LEFKE AVRUPA ÜNİVERSİTESİ
EUROPEAN UNIVERSITY OF LEFKE

**DEPARTMENT OF
INTERNATIONAL BUSINESS & COMMERCE**

PROGRAM INFORMATION

www.eul.edu.tr

PROGRAM INFORMATION

Program Name and Degree Awarded:

International Business and Commerce /
B.A. in International Business and Commerce

Duration of Studies:

4 Years / 8 Semesters

Total Credits / ECTS:

124 Credits / 240 ECTS

Language of Instruction

English

Mission and Vision

Mission:

The mission of the Department of International Business and Trade is to cultivate individuals who are adaptable to the rapid changes and challenges brought about by globalization, possess interdisciplinary knowledge in international business and trade, are analytical thinkers, adhere to ethical values, and are innovative and solution-oriented. Our department aims to equip students with both theoretical and practical competencies through an educational approach that integrates management, economics, accounting and finance, marketing, and international trade.

Vision:

The vision of the Department of International Business and Trade is to be a leading academic center that is internationally recognized, produces qualified graduates, stands out with its scientific research and practical contributions, and contributes to regional and global development by establishing strong ties with the business world and society.

Program Objectives

- To develop graduates who understand the dynamics of the global business world and develop strategies accordingly.
- To provide theoretical and practical knowledge in international trade, economics, business administration, and finance.
- To equip students with analytical thinking, problem-solving, and decision-making skills.
- To develop intercultural communication skills by understanding different cultures and ways of doing business on a global scale.
- To cultivate innovative, entrepreneurial individuals committed to ethical values and with a high sense of social responsibility.
- To provide graduates with the opportunity to assume internationally oriented roles in both the private sector and public institutions.

Program Learning Outcomes

Students who successfully complete the program will:

- Learn fundamental concepts and theories in international business, trade, economics, management, accounting-finance, and marketing, and analyze the acquired knowledge holistically.
- Assess the impacts of global economic integration and analyze economic and international trade policies, free zones, trade agreements, and foreign investment processes.
- Develop strategic, innovative, and sustainable solutions to complex international business problems.
- Effectively utilize intercultural communication and teamwork skills, acting in accordance with academic and professional ethical values.

Curriculum

INTERNATIONAL BUSINESS AND COMMERCE									
1-3-5-7 DÖNEM					2-4-6-8 DÖNEM				
DERS KODU	DERS ADI	KREDİ	ECTS	DERS TÜRÜ	DERS KODU	DERS ADI	KREDİ	ECTS	DERS TÜRÜ
UTEC01	UNIVERSITY ELECTIVE I	(3,0)3	5	Seçmeli	BUSN102	INTRODUCTION TO BUSINESS	(3,0)3	7	Zorunlu
COMN107	ECONOMICS	(3,0)3	6	Zorunlu	COMN204	ETHICS IN PROFESSION	(3,0)3	5	Zorunlu
UFLE01	FOREIGN LANGUAGE ELECTIVE I (ENGLISH)	(3,0)3	3	Seçmeli	UFLE02	FOREIGN LANGUAGE ELECTIVE II (ENGLISH)	(3,0)3	3	Seçmeli
COMN109	MATHEMATICS	(3,0)3	5	Zorunlu	COMN115	SOCIOLOGY	(3,0)3	5	Zorunlu
COMN117	INTRODUCTION TO SOCIAL SCIENCES	(3,0)3	6	Zorunlu	COMN106	TURKISH / TÜRKÇE	(2,0)2	2	Zorunlu
COMN104	PSYCHOLOGY	(3,0)3	5	Zorunlu	COMN108	HISTORY / TARİH	(2,0)2	2	Zorunlu
		18	30				16	30	
BFIN201	FINANCIAL ACCOUNTING I	(3,0)3	6	Zorunlu	BFIN202	FINANCIAL ACCOUNTING II	(3,0)3	6	Zorunlu
COMN221	MATHEMATICS FOR SOCIAL AND APPLIED SCIENCES	(3,0)3	6	Zorunlu	BUSN206	ORGANIZATIONAL BEHAVIOUR	(3,0)3	6	Zorunlu
BUSN205	PRINCIPLES OF MANAGEMENT	(3,0)3	6	Zorunlu	BUSN208	BUSINESS COMMUNICATION	(3,0)3	6	Zorunlu
COMN223	MACROECONOMICS	(3,0)3	6	Zorunlu	BUSN210	FINANCIAL MANAGEMENT	(3,0)3	6	Zorunlu
COMN253	STATISTICS	(3,0)3	6	Zorunlu	COMN120	PRINCIPLES OF LAW	(3,0)3	6	Zorunlu
		15	30				15	30	
BFIN303	CORPORATE ACCOUNTING	(3,0)3	6	Zorunlu	BFIN302	COST ACCOUNTING	(3,0)3	5	Zorunlu
BUSN303	PRODUCTION MANAGEMENT	(3,0)3	6	Zorunlu	BUSN304	HUMAN RESOURCE MANAGEMENT	(3,0)3	6	Zorunlu
BFIN301	BUSINESS FINANCE	(3,0)3	6	Zorunlu	INTR352	INTERNATIONAL ORGANIZATIONS	(3,0)3	6	Zorunlu
BUSN351	SUSTAINABLE DEVELOPMENT AND GROWTH	(3,0)3	6	Zorunlu	COMN352	RESEARCH METHODS	(3,0)3	6	Zorunlu
INTR353	INTERNATIONAL LAW	(3,0)3	6	Zorunlu	BUSN356	ENTREPRENEURSHIP	(3,0)3	6	Zorunlu
		15	30				15	29	
BUSN405	INTERNATIONAL BUSINESS	(3,0)3	6	Zorunlu	BUSN420	RESEARCH PROJECT	(3,0)3	6	Zorunlu
BUSN461	STRATEGIC PLANNING AND MANAGEMENT	(3,0)3	5	Zorunlu	MISY404	MANAGEMENT INFORMATION SYSTEMS	(3,0)3	6	Zorunlu
BSEL01	TECHNICAL ELECTIVE I	(3,0)3	6	Seçmeli	BSEL04	TECHNICAL ELECTIVE IV	(3,0)3	6	Seçmeli
BSEL02	TECHNICAL ELECTIVE II	(3,0)3	6	Seçmeli	BSEL05	TECHNICAL ELECTIVE V	(3,0)3	6	Seçmeli
BSEL03	TECHNICAL ELECTIVE III	(3,0)3	6	Serbest Seçmeli	BSEL06	TECHNICAL ELECTIVE VI	(3,0)3	6	Serbest Seçmeli
BUSN300	INTERNSHIP	(0-1,0)0	1	Zorunlu					
		15	30				15	30	

Laboratory and Equipment Capacity (if applicable)

Career Opportunities

Graduates of the Department of International Business and Commerce will have a wide range of careers in both the private sector and public institutions. Our graduates can work in multinational corporations, international trade and logistics firms, banking and financial institutions, consulting firms, chambers of commerce and industry, free zones, and national and international economic development agencies. They may also find opportunities to work in government institutions related to foreign trade, regional and local trade organizations, and international organizations. Graduates who wish to establish their own enterprises also have the opportunity to develop innovative business models in the global business world. Furthermore, those pursuing academic careers can further their expertise by continuing their postgraduate studies.

Contact Information

Tel: +90 392 660 2000 – 2627

Fax: +90 392 660 2603

Postal Address: European University of Lefke
Lefke, Northern Cyprus TR-10 Mersin, Turkey

E-mail: feas@eul.edu.tr

Head of Department

Assist. Prof. Dr. Mehmet Kondoç

Email: mkondoç@eul.edu.tr

COURSE CATALOGUE DESCRIPTIONS

1st Semester

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.

COMN109 Mathematics

This course provides the 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.

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.

COMN104 Psychology

This course is a broad introduction to the field of psychology. Aim of this course is give the foundation of ‘what is psychology’ and ‘what are the main issues and topics’ in psychology to the students. With this aim student will cover schools in psychology, biological basis of behaviour, sensation and perception, states of consciousness, learning, memory, cognition, psychological disorders, health and stress, life span development and personality development. Students explore the key figures, diverse theoretical perspectives, and research findings that have shaped some of the major areas of contemporary psychology. This course also examines the research methods used by psychologists across these areas to study the origins and variations in human behaviour.

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.

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.

COMN204 Ethics in Profession

The aim of this course is to define ethical principles, to enable students to develop ethical behaviours related to their profession, and to provide information about unethical behaviours that students may encounter in their professions. Within the context of the course, students will demonstrate an understanding of the ethical principles in general or in the application of specialized knowledge, results of research, creative expression, design processes, etc. that are related with their sciences, disciplines and potential professionals.

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 ender 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 savunuşu, 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.

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.

BUSN205 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.

COMN223 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.

COMN253 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).

COMN221 Mathematics for Social and Applied Sciences

The course includes advanced mathematical applications related to business management. Course topics cover optimization, identification and maxima and minima, curve sketching and functions, coordinate geometry, acute and obtuse angles and sine and cosine formulas.

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.

BUSN206 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.

BUSN208 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.

BUSN210 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.

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.

5th Semester

BFIN303 Corporate Accounting

The course focuses on development and managing of accounting concepts related to company affairs viz. Formation, Management, Dividend policies, financial management transactions, managing different shares viz. Promoters shares and equity shares etc. The course provides detailed insights on the accounting aspects of managing a company.

BUSN303 Production Management

Production/operations management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment. This course considers the operations from a managerial perspective. We will consider key performance measures of operations (productivity, quality and response time) as well as important concepts for improving the performance of operations along these dimensions. At the end of the course students will have a basic understanding of the role production/operations management plays in business processes. Emphasis is given both to familiarization of various production processes and service systems, and to the analysis of problems arising in the management of operations.

BFIN301 Business Finance

The course primarily focuses on the managerial aspects of financial management which are vital for financial decisions. The course covers financial analysis, planning and control, ratio analysis, funds flow analysis, cash flow analysis, capital budgeting techniques, Capital structure

determination, Dividend policy, overview of mergers and acquisitions, overview of international finance, Analysis of real company financial reports etc.

BUSN351 Sustainable Development and Growth

This course is designed to introduce students to some major challenges in today's sustainable development and help them gain a more holistic and realistic view of their country's situation in a global context. The topics cover some complex relationships among various aspects of development, including population growth, economic growth, improvements in education and health, industrialization and post-industrialization, environmental degradation, and globalization.

INTR353 International Law

The course aims to provide an analysis of the general principles of international law and their application to individuals, to state relations and to relations with international institutions. In that sense, the course covers various aspects of international law including the nature, theories and sources of international law, the relationship between national law and international law, the states and international organisations within the scope of international law among many others.

6th Semester

BFIN302 Cost Accounting

The course intends to provide basic and advanced concepts of cost accounting. The course covers the scope and nature of cost accounting, principles, classifications of cost accounting, exposure to product cost accounting system viz. external and internal reporting systems, costing and control of raw materials, labor and factory overheads, job order and process costing system, joint and by-product costing, cost accounting for defective units, spoiled units, scrap and waste materials, direct and absorption costing, marginal costing and break-even analysis.

BUSN304 Human Resource Management

The course intends to provide conceptual and application insights of contemporary human resource management practices viz. Recruitment, Selection, Training and Development, Induction, Motivation, performance evaluation and Termination. The course covers the practical implementation of HR practices in the real life business situations which the business students ought to be proficient with.

INTR352 International Organizations

The theory and practice of international organizations (IOs) is a dynamic and increasingly important dimension of world politics. The purpose of this course is to explore both the theory and the practice of international and regional organizations, to examine their evolution over time and their adaptation to changing circumstances at the global and regional levels. In this framework, this course will cover the examples of the universal inter-governmental organizations, i.e. the League of Nations and the United Nations (UN) as well as the regional organisations set up in various parts of the globe by focusing on their historical origins, organizational structures and decision-making processes.

COMN352 Research Methods

This course aims to provide students with conceptual and theoretical framework in research methods. The course tends to develop student skills in research and the ability to choose research

topic, make critical literature review, decide on research approach, and select proper sample by using different aspects of qualitative and quantitative research methods.

BUSN356 Entrepreneurship

This course provides an understanding of the characteristics of the entrepreneur and the unique concepts of business ownership to the student who has a strong desire to start a business. Emphasis is placed on identifying and evaluating entrepreneurial opportunities by focusing on the student's entrepreneurial potential and creating a new business venture.

7th Semester

BUSN405 International Business

The course focuses on offering the deep insights on the concepts and applications of international business aspects. The course covers the different theories of international business including theories of international trade and investment, international organizations, organizational participants of international business, culture and ethics in international business, strategies and organization in the international firm.

BUSN461 Strategic Planning and Management

The course aims at providing the advanced insights of strategic management perspective on key business decisions. The course primarily focuses on the corporate strategic planning process, strategy formulation, the impact of micro and macro environment on strategic decision making.

BUSN300 Internship

The aim of the Business Administration internship is to provide the student with a professional work experience in an organizational environment. Internships offer students a period of practical experience in the industry relating to their field of study. This experience is valuable to students as it allows them to experience how their studies are applied in the "real world", and since work experience can also be highly attractive to potential employers. Students are required to use the Internship Logbook which provides information on the internship guidelines. All students are required to write an internship paper as a summary of their experience.

8th Semester

BUSN420 Research Project

This is a practical field project needs to be undertaken by the students with the guidance of a supervisor. The primary focus of the research project on the areas related to marketing and consumer behaviour. The students ought to identify the real life problems, use appropriate research methodology to find appropriate solutions. The students ought to prepare a detailed research project for grading.

MISY404 Management Information Systems

This course focuses on the applications of information technology within organizations, particularly the acquisition, development, and implementation of computer-based information systems. It covers planning and the use of information systems by management, various

approaches to developing and building MIS, software tools, end- user computing and information centers in planning strategies and management science.

UNIVERSITY HTC ELECTIVE COURSES

COMN180 Computer Literacy

This course is an 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 Academic 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)

TECHNICAL ELECTIVE COURSES

BUSN415 Small Business Management

This course provides an introduction to entrepreneurial life, it then focuses on different ways of owning a small business (from scratch or joining an existing business). Furthermore, it examines issues on developing the new venture business plan and focuses on customer related matters. Finally, it draws attention on managing growth in the small businesses.

UFEC204 HUMAN RIGHTS

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.

BUSN301 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.

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.