

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details				
Code		Academic Year		Semester
BM106		1		2
Title		T	A	L
Business Informatics		3	0	0
ECTS		6		
Language	English			
Level	Undergraduate	Graduate	X	Postgraduate
Department / Program	Business Management			
Forms of Teaching and Learning	Face to face			
Course Type	Compulsory	X	Elective	
Objectives	To provide detailed information on all aspects of Management Information Systems and technologies and to discuss today's IT issues for businesses			
Content	Various information systems and technologies used in businesses			
Prerequisites	-			
Coordinator	-			
Lecturer(s)	-			
Assistant(s)	-			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	-			
Other Sources	<ul style="list-style-type: none"> - Laudon, K. C. (2007). <i>Management information systems: Managing the digital firm</i>. Pearson Education India. - Rainer, R. K., Prince, B., & Watson, H. J. (2014). <i>Management Information Systems</i>. Wiley Publishing. - Haag, S., & Cummings, M. (2009). <i>Management information systems for the information age</i>. McGraw-Hill, Inc.. 			
Additional Course Material				
Documents	-			
Assignments	-			
Exams	-			
Course Composition				
Mathematics und Basic Sciences				%
Engineering				%
Engineering Design				%

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Social Sciences			50%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge			50%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		40
Quiz			
Assignments			
Attendance			
Recitations			
Projects			
Final Exam	1		60
Total			100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	40	40
Recitations			
Laboratory			
Projects			
Final Exam	1	56	56
Total Work Load			180
ECTS Points (Total Work Load / Hour)			6
1	Students learn about information systems and technologies used in businesses		
Weekly Content			
1	Introduction to Information Systems		
2	System Approach, Management and Decision Making		
3	Information System Types		
4	Data Processing and Database Systems		

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5	Decision Support Systems
6	Business Intelligence, OLAP, Data Mining
7	Expert Systems, Artificial Intelligence, Robotics
8	Communication and Networking Systems
9	ERP – Enterprise Resource Planning Systems
10	İnternet, Web2.0, Web3.0, Social Media
11	E-Business
12	Mobile Digital Platforms, Cloud Computing
13	Customer Relationship Management Systems
14	Supply Chain Management Systems
15	Industry 4.0

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	1	1	3	3	2	5	5	1	1	1	3	1	1

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

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