



**NEAR EAST UNIVERSITY**

**DEPARTMENT OF BUSINESS  
ADMINISTRATION**

**Course Catalogue**

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This course catalogue is developed to give information about the Business Administration programme to all who are interested in the Near East University, eg., future students, parents, academics, universities and institutions, bodies abroad.

The catalogue includes key information about the duration of the programme, mode of study, course description, credit and grading system etc. of the programme.

We hope you can find the necessary information to your questions about the Department of Business Administration and the course programme.

Sincerely

Assoc. Prof. Dr. Şerife Eyüpoğlu

Chair

## **1.General Information**

### **1.1 Near East University**

The Near East University, established in 1988, is located in Nicosia, capital of North Cyprus, and as an international higher education institution employing highly qualified staff, offers the most extensive undergraduate and postgraduate education opportunities to over 26 thousand students coming from over 100 countries. The Near East University has 17 faculties comprising 220

departments and programs, 4 graduate schools with around 200 graduate and postgraduate programs, and 4 high schools, 28 research institutes, and has several international memberships. The University is already a full member of the European University Association (EUA), International Association of Universities (IAU) within the body of UNESCO, International Society for Engineering Education (IGIP), Joint Commission International (JCI), the Federation of the Universities of the Islamic World (FUIW), 118 other national and international institutions and foundations, and moreover, many more membership applications related to various disciplines are already in progress.

Perfectly composed with a superbly aesthetic design, the modern campus of NEU stirs a sense of wholeness with all its faculties, laboratories, workshops, computer centres, cultural centres, dormitories, Olympic indoor swimming pool and other social and sports centres. Moreover, the Near East Kindergarten, Pre-School, Primary School and College have all been conscientiously designed and are situated within the NEU campus.

The Near East University, standing out as a small town of education in center of Cyprus, comprises many firsts in Cyprus. The Faculty of Medicine, which is the only Faculty of Medicine of North Cyprus; the Faculty of Dentistry which is the first and only faculty of North Cyprus; the Dentistry Clinics which are the first JCI accredited private dentistry clinics of the world; the Super Computer which is one of the most advanced and powerful computers of the world with a capacity to provide support to several international research and academic studies throughout the world, including the CERN project; the Grand Library, the biggest and most comprehensive library of Eastern Mediterranean region with over a million printed materials and 115 million electronic sources, where several national and international conferences are held; Hospital of Near East University which is the most advanced research and training hospital of Eastern Mediterranean region; the Faculty of Pharmacy which is the first and only faculty on pharmacy in North Cyprus. The students of Near East University, which stands out as a small town at the northern suburbs of Nicosia, are provided with all-round on campus facilities and opportunities such as sports fields, shops, restaurants, dormitories with a capacity of 5000 people, health and fitness centers, hospitals, cafes, student clubs, radio-TV centre, library, Olympic swimming pool, national and international banks, travel agencies, post office, scheduled coaches traveling between city and airport from early morning till late night, 24 hours security and health services.

Since its establishment, the Near East University, primarily aiming to educate self-confident, highly qualified, dedicated and determined individuals, has made an incredible progress and turned into the largest higher education institution and cultural centre of Cyprus.

All programmes at NEU have been approved by the Higher Education Council of Turkey and is audited by the Higher Education Evaluation and Accreditation Council (YÖDAK) that overseas the quality of higher education in North Cyprus.

## **1.2 The Faculty of Economics and Administrative Sciences**

The Faculty of Economics and Administrative Sciences began with two undergraduate programs, Business Administration and Computer Information Systems. As of the beginning of the 2015-16 Academic Year the faculty offers 12 English and 14 Turkish undergraduate programmes, 11 English and 1 Turkish master programmes, and 5 English doctoral programmes.

Students studying at these programs come from a vast number of different countries, such as, Africa, Asia, Turkey, the Middle East and North Cyprus. As of the beginning of the 2015-16 Academic Year the Faculty of Economics and Administrative Sciences employ 42 full-time members of staff, and 26 part-time members of staff. **There are 1337 students from 54 different countries studying at the various undergraduate programmes at the faculty.**

## **1.3 The Business Administration Department and Programme**

The Business Administration programme started to admit students in 1988-89 academic year. As of the end of the 2015-16 academic year the programme has 1103 graduates.

The programme design appropriately takes into account the required international aspects with respect to its graduates' employability in that the international orientation is an important aspect of the Business Administration programme curriculum. The Business Administration Department serves an internationally diverse student body and it employs faculty members with diverse backgrounds and experience. The curriculum also emphasizes national and international focus in that students take courses (compulsory and elective) with an international focus; examples of courses with an international focus include MAN 401 International Business (compulsory), MARK 402 International Marketing (elective), FIN 404 International Finance (elective), and ECON 401 International Economics (elective). These courses provide students with the skills to handle international tasks contributing to the students' employability. Also, supporting course materials, such as case studies, used by instructors also are preferred from the international environment. The department has two separate sections: English and Turkish, thus, the language of instruction is English and Turkish.

The curriculum adequately reflects the qualification objectives of the study programme (see section 2) in that the main theories and approaches that must be mastered by all Business Administration students are covered in this programme. The contents of the modules are well balanced and logically connected in that the curriculum has been structured in a way so that students do not face any difficulties when moving from one semester to the next. Because students are accepted in the Fall as well as Spring semesters most core courses are offered twice a year (in

both semesters). Some courses have pre-requisites where students are first required to take the prerequisite course before proceeding to the next dependent course. The main/foundation course are offered first (such as, management, economics, and mathematics), followed by the functional business courses before moving on to the elective courses. Elective courses are offered in a student's senior year once they have developed a sound and solid business foundation and are more fully aware as to his/her area of primary interest thus allowing him/her to select elective courses that will satisfy this interest. Each semester a variety of different electives are offered giving students a wider range of choice.

## **2.Key Learning Outcomes of the Programme**

The objective of the Business Administration programme is to educate future managers and entrepreneurs by investigating major functional areas of business activity. The programme aims to provide the knowledge, skills, and abilities needed to become an effective entrepreneur and manager in a variety of organizational settings, both national and international. The curriculum has been designed to introduce students to the major business functional areas of management, marketing, production, finance, accounting, and human resources.

After completing the Business Administration programme students will be:

- Skilled in critical thinking and decision making, as supported by the appropriate use of analytical and quantitative techniques.
- Able to acquire proficiency in English and be able to communicate effectively as well as prepare and deliver oral and written presentations using appropriate information technologies
- Able to identify business related problems in a situation and will be able to find sound and innovative solutions to the problems
- Able to work effectively in teams.
- Able to understand and work with people from diverse cultures and backgrounds in any organizational setting.

## **3.Occupational Profiles of Programme Graduates**

Graduates from the Business Administration programme are equipped with computer and communication skills that help them quickly adapt to any work setting. They are effective also team players who make them productive group members. They are also knowledgeable in the major business functional areas. As such, graduates are readily employable in both private and public sectors. Many graduates find employment in various business related settings including marketing, sales, accounting, finance, human resource management. The sectors that employ graduates from

the Business Administration programme including banking and financial services, tourism, business services, and public organizations.

#### **4.Official Length of Programme**

Four years (excluding one year of English preparatory class for English programme), 2 semesters per year. There are fourteen weeks of classes, one week for midterm exams and two weeks for final exams each semester.

#### **5.Mode of Study**

The mode of study is full time.

#### **6.Qualification Awarded**

Business Administrator (BA) (Bachelor's Degree/ first cycle in Bologna System)

#### **7.Level of Qualification**

Qualifications Framework- European Higher Education Area (QF-EHEA): 1

#### **8.Qualification Requirements**

120 Near East University Credits (Near East University Credit is contact hour based) which is total 240 ECTS credits must be completed after being successful in the courses to become a graduate of the Business Administration department.

ECTS is a credit system designed to make it easier for students to move between different countries. Since they are based on the learning achievements and workload of a course, a student can transfer their ECTS credits from one university to another so they are added up to contribute to an individual's degree programme or training. ECTS helps to make learning more student-centred. It is a central tool in the Bologna Process, which aims to make national systems more compatible.

ECTS also helps with the planning, delivery and evaluation of study programmes, and makes them more transparent ([http://ec.europa.eu/education/ects/ects\\_en.htm](http://ec.europa.eu/education/ects/ects_en.htm)).

#### **9.Converting US College Credit Hours ( semester credit hours-SCH) to ECTS**

ECTS is the most commonly used credit system in Europe. The major difference between the European Credit System ECTS and the US College Credit system is that the first is based on student workload and the second on contact hours. The ECTS is oriented towards the time required

for a student to meet the intended study outcomes, while the U.S. system is more oriented towards the time a faculty member needs to teach.

1 ECTS is equal to 25-30 study hours.

Conversion standards may vary between higher education institutions in the U.S.

(<http://www.mastersportal.eu/articles/1110/what-you-need-to-know-about-academic-credit-systems-in-the-us.html> )

A student is required to have minimum pass grade from each course and obtain minimum 2.00/4.00 cumulative Grade point Average (CGPA) .

## **10. Access Requirement(s)**

### **10.1 Admission requirements for Local Students**

Local students holding a secondary school diploma or equivalent are required to sit the Near East University entrance examination and obtain a passing mark. This exam is held once a year in the month of June. Successful students are then admitted to the university and placed in the programme of their choice.

### **10.2 Admission requirements for Turkish Citizen Students**

Students from Turkey are placed into the programme by ÖSYM (The Student Selection and Placement Centre of Turkey) which is tied to YÖK (The Higher Education Committee). The minimum score required to be placed into a 4-year undergraduate programme is determined by YÖK. The quota and number of students from Turkey to be placed in the programme is also determined by YÖK. Successful applicants placed through the ÖSYM examination are also required to take the NEU English Proficiency Exam for direct enrollment into the programme. If students can prove their English proficiency through IELTS or TOEFL they are not required to enter the NEU English Proficiency Exam.

### **10.3 Admission requirements for International Students**

Any of the following certificates or diplomas are accepted;

- General Certificate of Secondary Education (GCSE) Exam results
- International General Certificate of Secondary Education (IGCSE) Exam results
- International Baccalaureate Exam results
- American College Testing (ACT) Exam results
- Scholastic Aptitude Test (SAT) Exam results
- Tawjihi Exam results ( for Jordanian and Palestinian students)



- Baccalaureate Exam results (for Lebanese, Iraqi and Syrian students)
- Diploma Debirestan” Exam results (for Iranian students)
- Higher Secondary Certificate Exam results (for Pakistani, Indian and Bangladesh students)
- WAEC/NECO Exam results (for Nigerian students)
- GAOKAO Exam results (for Chinese students)
- High School Diploma (for all other Overseas students)

International students are required to complete and submit an application form. International students’ applications are reviewed by the International Student Office where the admission officers review all applications on the basis of the admission requirements. Eligible students receive a Conditional Acceptance Letter and are required to pay their first semester tuition fees. Upon payment applicants receive an Official Acceptance Letter.

### **11.English Proficiency**

The medium of instruction is English. The level of English of the students is assessed by the Near East University, English Preparatory School. Those students who have certificates (such as IELTS or TOEFL) or who have already passed English language proficiency examinations are exempt from the English preparatory school and are admitted directly to the programme where they are enrolled for the freshman year of their studies. Those students whose level of written English and communication skills is below the required standards are admitted to the English preparatory school of the university. The English preparatory school offers concentrated teaching of English reading, writing, and communication skills. The duration of the preparatory school is one academic year. Successful students are admitted to the programme at the end of their studies at the English preparatory school.

### **12.Arrangements for Transfer from another Business Administration Department (Recognition of Prior Learning)**

- Transfers to programmes at NEU are possible from educational institutions offering similar programmes. The transfers from appropriate institutions which conduct year-based programmes must be done at the beginning of the academic year, and transfers based from term-based programmes can be done at the beginning of each term. The acceptance of transfers is subject to the decision and approval of the faculty board.
- Transfer quotas for each department are determined by the NEU Senate.

- Students aiming to transfer of NEU must submit their applications at least days prior to the commencement of the academic year or academic term.
- Transfers from open universities or open higher education programmes to the NEU are not possible.
- Transfers between faculties and departments within the university are carried out according to the above mentioned regulations.

### **13.Contact Details:**

For further details please contact:

Near East University

Faculty of Economics and Administrative Sciences

Department of Business Administration

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#### **Programme Director**

Assoc. Prof. Dr. Şerife Eyüpoğlu (Chair)

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### **14.Examination Regulations, Assessment and Grading**

The assessment of student performance for each course/module is done by the course/module instructor. Instructors determine the course/module components and their weights that will be used in assessment. Student course/module performance is evaluated by using continuous assessment methods which include mid-term exams, a final exam, assignments, term papers, quizzes, and in-class activities. In the evaluation process students are given a mark which is out of 100 (an accumulation of mid-term exam mark, final exam mark , quiz mark, etc) and then at the end of the semester the cumulative average mark of the student is converted to a letter grade by the course/module instructor.

If the student fails in any course(s), s/he is entitled to enter the resit examination for the failed course(s).

Letter grades are organized on a 4.00 point grading scale. The letter grades and their equivalent grade point are given below:

### Grading Scheme and Grades

PERCENTAGE	COURSE GRADE	GRADE POINTS	
90-100	AA	4,00	(Excellent)
85-89	BA	3,30-3,95	(Excellent)
80-84	BB	3,00-3,45	(Very Good)
75-79	CB	2,50-2,95	(Very Good)
70-74	CC	2,00-2,45	(Good)
65-69	DC	1,50-1,90	(Good)
60-64	DD	1,00-1,40	(Good)
50-59	FD	0,50-0,90	(Failed)
0-49	FF	0,00	(Failed)

## 15. Curriculum and Course Objectives of the Programme

### 15.1 The Business Administration Programme Curriculum;

#### FIRST YEAR I. SEMESTER

CODE	COURSE NAME	C	ECTS
ENG 101	English I	3	4
MAT 171	Maths for Bus & Econ.I	3	6
CIS 151	Intro.to Computers	3	6
MAN 101	Introduction to Business	3	6
ECON101	Principles of Econ.I	3	6
ATA 101/ YİT101	Atatürk İlkeleri I / Turkish for Intern.Students I	0	2
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

#### II. SEMESTER

CODE	COURSE NAME	C	ECTS
ENG 102	English II	3	4
MAT 172	Maths for Bus & Econ II	3	6
CIS 152	Computer Applications	3	6
MAN 102	Principles of Management	3	6
ECON102	Principles of Econ.II	3	6
ATA 102/ YİT102	Atatürk İlkeleri II / Turkish for Intern.Students II	0	2
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

#### SECOND YEAR III. SEMESTER

CODE	COURSE NAME	C	ECTS
MAN 201	Communication for Bus.I	3	6
MAT 281	Statistics I	3	6
ACC 202	Financial Accounting I	3	6
MAN 206	Introduction to Law	3	6
ECON201	Microeconomics	3	6
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

#### IV. SEMESTER

CODE	COURSE NAME	C	ECTS
MAN 202	Communication for Bus.II	3	6
MAT 282	Statistics II	3	6
ACC 203	Financial Accounting II	3	6
MAN 207	Business Law	3	6
ECON202	Macroeconomics	3	6
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

#### THIRD YEAR V. SEMESTER

CODE	COURSE NAME	C	ECTS
MARK303	Principles of Marketing	3	6
ACC 301	Managerial Accounting	3	6
FIN 301	Business Finance	3	6
MAN 310	Organizational Behaviour	3	6
ECON 306	Money and Banking	3	6
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

#### VI. SEMESTER

CODE	COURSE NAME	C	ECTS
MARK306	Marketing Management	3	6
MAN 307	Research Methods	3	6
FIN 302	Financial Management	3	6
MAN 308	Operations Mgmt. & Res.	3	6
SOC 100	Sociology	3	6
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

**FOURTH YEAR VII. SEMESTER**

CODE	COURSE NAME	C	ECTS
MARK401	Marketing Research	3	6
MAN 404	Human Resource Mgmt.	3	6
MAN 453	Production Management	3	6
MAN4XX	Area Elective	3	6
MAN4XX	Area Elective	3	6
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

**VIII. SEMESTER**

CODE	COURSE NAME	C	ECTS
MAN 401	International Business	3	6
MAN 407	Strategic Management	3	6
MAN4XX	Area Elective	3	6
MAN4XX	Area Elective	3	6
MAN4XX	Area Elective	3	6
<b>TOTAL SEMESTER CREDITS/ECTS</b>		<b>15</b>	<b>30</b>

<b>TOTAL CREDITS 120 / TOTAL ECTS 240</b>
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**15.2 Course Objectives of the Programme;****ENG 101 English I**

The objective of the course is to help students learn how to do business in English.

**MAT 171 Mathematics for Business and Economics I**

The objective of the course is to teach students basic algebra, linear equations, quadratic equations, functions and graphs, inequalities, logarithms and exponential functions, mathematics of finance, systems of linear equations, and applications to management, economics, and business.

**CIS 151 Introduction to Computers**

The objective of the course is to teach students about the computer which will serve as the base for the learning of the computer and windows operating systems practice.

**MAN 101 Introduction to Business**

The objective of the course is to familiarize students with the major topic areas within the field of business, and the challenges and opportunities for managers as they seek to apply the business principles to the subunits and aspects within organizations.

**ECON 101 Principles of Economics I**

The objective of the course is to introduce students to the study of economics and will give them the fundamental ideas that economics has to offer.

**ENG 102 English I**

The objective of this course is to help students learn how to do business in English.

**MAT 172 Mathematics for Business and Economics II**

The objective of the course is to enable students to understand how to; Evaluate limits of functions from their graphs and/or equations; Analyze and apply the notions of continuity and differentiability

to algebraic functions; Determine derivatives for functions involving powers, exponentials, logarithms and combinations of these functions and solve business and economic applications using these derivatives; Use derivatives to construct graphs of selected functions; Use basic integration techniques to solve simple differential equations; Demonstrate the connection between area and the definite integral; Integrate selected functions and solve business and economic applications using these results; Apply the Fundamental Theorem of Calculus to evaluate definite integrals; Apply the concepts of limits, derivatives and integrals to solve problems involving functions unique to business applications and interpret these concepts graphically.

### **CIS 152      Computers Applications**

Introduction to Windows, Windows Commands, How the windows commands work, Introduction to Microsoft Office, Microsoft Word, Microsoft Power Point, Microsoft Excel and Project of Microsoft Power point. At the end of this course, student will be fully able to use Microsoft Word, Excel and PowerPoint. Also, student has to present a term project.

### **MAN 102      Principles of Management**

Effective management is a fundamental for the successful operation of any type of enterprise. This course will present the principles, techniques, and concepts required for sound managerial activity, emphasis being placed on planning, organizing, leading, and controlling.

### **ECON 102      Principles of Economics II**

The course Principle of Economics -Macroeconomic Theory and Applications aims to ground the student with the fundamentals of macroeconomics. The course aims at introducing students to the basic principles and analytical frameworks of macroeconomics. Emphasis will be on developing skills and analytical frameworks for understanding contemporary macroeconomic issues.

### **MAN 201      Communication for Business I**

The objective of the course is to teach students about Business Writing. It deals with written communication in business: practice in writing memos, letters, electronic correspondence, reports, and other practical communication.

### **MAT 281      Statistics I**

The objective of the course is to help students to analyze data and draw conclusions from those analysis.

### **ACC 202      Financial Accounting I**

The objectives of the course are to establish a sound foundation of the financial accounting principles and to ensure students understand the process of gathering, recording, classifying, summarizing, reporting as well as interpreting financial information.

**MAN 206 Introduction to Law**

This course will present the main principles and concepts of law and provides a basic introduction to the study of law. Students will achieve a basic understanding about law.

**ECON 201 Microeconomics**

The course aims to express fundamental concepts of microeconomics through the comprehensive discussion of consumer behavior, derivation of individual and market demand, production theory, cost and competitive and noncompetitive market structures.

**MAN 202 Communication for Business II**

The objective of this course is to help students learn how to communicate discuss, debate, present orally in a business environment.

**MAT 282 Statistics II**

The objectives of the course is to further students' knowledge of statistics and its applications in decision making. Decision making in all areas of applications are discussed with an emphasis on management and business.

**ACC 203 Financial Accounting II**

The objective of the course is to help students learn the basics of financial accounting by providing a solid presentation of the root of the principles course, the accounting cycle.

**MAN 207 Business Law**

The objective of the course is to teach students about the formation and discharge of contracts, and certain problems that may affect contracts' validity; principles of awarding damages for breach of contracts; basic principles of tortious liability; basic principles for the formation and operation of business organizations, as well as the legal distinctions between various types of business organization; basic analysis of simple contracts; predicting possible damage awards for simple contract breaches; determination of basic torts; discerning basic legal differences between various types of business organizations; regulative nature of law; the necessity of law for a civilized society; the relationship between law and ethics.

### **ECON 202    Macroeconomics**

The objective of the course is to cover topics related to the use of theoretical tools to explain the determinants and measurements of the level and change in aggregate macroeconomic variables. The course will provide students with a basic knowledge of the most important macro economic theories (Keynesian and classical approaches).

### **MARK 303    Principles of Marketing**

The objective of the course is to Describe the nature and the application of marketing ideas and concepts; Apply a customer focus in a range of situations; Specify the requirements for effective marketing; Outline the marketing management process and describe a range of techniques used to implement marketing strategies; Demonstrate the importance of marketing ideas and techniques in a range of organisations and society in general.

### **ACC 301    Managerial Accounting**

The objective of the course is to stress the need for and the uses of relevant accounting information by management for the purposes of controlling the costs of operation, measuring performance, planning the basic direction of the enterprise, and deciding among various alternative courses of action.

### **FIN 301    Business Finance**

The objective of the course is to familiarize students with the major financial decisions made by firms, the process for making those decisions, and to provide a conceptual framework for understanding and analysing those decisions. Specifically, the topics include are financial statement analysis, the time value of money, bond and stock valuation and investment techniques.

### **MAN 310    Organizational Behaviour**

The objective of the course is to familiarize students with the theoretical and research contribution of the behavioral sciences to management and administration. Areas to be considered from the standpoint of both individual and organizational performance are communication, motivation, conflict, decision making, goal setting, leadership, organizational design, climate, development and control.

### **ECON 306    Money and Banking**

The objective of the course is to teach students the methods and theoretical framework of monetary system, financial intermediation, interest rates, money market instruments and banking system. The

course focuses on modern financial markets and the role of monetary policy in influencing asset prices and the economy.

### **MARK 306 Marketing Management**

The objective of the course is to explain how the development of corporate strategy is influenced by strategic marketing considerations; Describe the process used by companies to develop, implement and evaluate marketing strategies; Identify the range of problems and decisions implicit in strategic market planning and ways of achieving a sustainable competitive advantage in the marketplace; Identify various ways companies can develop and utilize specific sources of competitive advantage; Utilize various contemporary theories, tools and techniques for making strategic marketing planning decisions.

### **MAN 307 Research Methods**

The objective of the course is to teach students about the hallmarks of scientific research; Describe research problems clearly and precisely; Conduct critical analysis of research in the various fields of business; Develop a theoretical framework for a research project; Design a study to address a research question; Demonstrate familiarity with various data collection methods; Distinguish between different types of experimental designs; Operationally define variables; Identify appropriate sampling design for different research questions; Write a research report.

### **FIN 302 Financial Management**

The objective of the course is to give the students detailed information about capital budgeting, risk and return, cost of capital, financial leverage and capital structure policy (i.e. long-term financial policy) and short-term financial planning.

### **MAN 308 Operations Research and Management**

The objective of the course is to introduce to students to the development, applications and computation of the basic Operations Research techniques and philosophy. Since the advent of the industrial revolution, the world has seen a remarkable growth in size and complexity of organizations. As the complexity and specialization in an organization increase, it becomes more and more difficult to allocate the available resources to the various activities in a way that is most effective for the organization as a whole.

### **SOC 100 Sociology**

This objective of the course is to introduce students to some of the most important sociological topics like social inequality, social contract, compliance, obedience, collective action and social



movements. We will focus on questions like: What is social inequality? Is social inequality natural? Is social inequality (un)desirable? What is compliance and why do people comply? What is obedience and why do people obey? What is collective action problem? Why does it occur and how can it be overcome? What are social movements? Are social movements effective?

#### **MARK 401 Marketing Research**

The objective of the course is to teach students to display analytical skills and an ability to translate a management problem into a feasible research question; Demonstrate a working knowledge of the concepts and methods of marketing research; Recognise with an increased sensitivity the biases and limitations of marketing data; Show an understanding of questionnaire design and sampling theory; Exhibit an understanding of qualitative and quantitative research methods and their application to marketing research.

#### **MAN 404 Human Resource Management**

The objective of the course is to show students the importance of human resource management (The management of people) and its link with productivity, quality of work life, and profits in today's highly competitive world. Human resource management activities examined include job analysis, human resource planning, recruitment, selection, orientation, training and development, performance appraisal, career development, compensation management, labor relations, and employee health and safety.

#### **MAN 453 Production Management**

The objective of the course is to describe how real organizations ( both profit and non-profit) can increase their efficiency, productivity and competitiveness by integrating their management resources, in the process of creating goods and/or providing services.

#### **MAN 401 International Business**

The objective of the course is to examine the basic issues concerned with international trade characterized by rapid change in worldwide political, economic, technological, and cultural environments.

#### **MAN 407 Strategic Management**

The objective of the course is to familiarize students with both the theoretical and practical application of Strategic Management (SM) in organizations. SM is the study of how firms will

make a statement of vision and mission strategy; establishes a long term objectives; generate, evaluate and select strategies; perform internal/external audit mechanisms; implement managerial and operational strategies; apply marketing, finance, R&D, MIS policy; review and control their strategies; create leadership strategy.

### **Selected Area Electives:**

#### **MAN 470 Entrepreneurship**

The objective of the course is to analyze what are the roles of entrepreneurs in the economy, how do entrepreneurs think?, Do's and Don'ts of entrepreneurship, how to create a business plan, importance of entrepreneurs, forms of business ownership, Buying Existing Businesses, Global Aspects of Entrepreneurship and the Marketing Plan.

#### **MARK 402 International Marketing**

The objective of the course is to give students an understanding of basic marketing theory, principles, practice and of challenges the marketer faces in an international environment. During this course students will discover the boundaries between international marketing and business strategy.

#### **FIN 420 Data Analysis with SPSS**

The objective of the course is to familiarize students with the appropriate use of spreadsheets and statistical package programs, namely; Microsoft Excel and **SPSS**.

#### **ECON 401 International Economics**

The objective of the course is to introduce students to the microeconomic and macroeconomic issues relevant to the economic relations among countries. The first part of the course deals with the economic topics of international trade, and covers issues such as countries trade relations and effects on their economies and questioned the cost benefits of these trade relations.

#### **MAN 409 Management Information Systems**

The objective of the course is to emphasize the three core facets through which an organization processes information - people, processes, and information technologies. Accordingly, students will learn to design, build, implement, and manage information systems that will support the information processing needs of an organization.

## 16. Diploma Supplement

Please see the attached example of the diploma supplement which is given to all graduates of our university free of charge. It is arranged in English. The diploma supplement is a document the purpose of which is to provide sufficient independent data to improve the international “transparency” and fair academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.). It is designed to provide a description of the nature, level, context, content and the status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgments, equivalence statements or suggestions about recognition. The diploma supplement also provides information on the national higher education system in North Cyprus.

### DIPLOMA SUPPLEMENT



#### NEAR EAST UNIVERSITY

Diploma Supplement

Near East Boulevard, Near East University  
PK:3310 Lefkoşa / KKTC Mersin 10-Turkey  
Tel:+90 (392) 675 10 00 Faks:+90 (392) 675 10 51  
[info@neu.edu.tr](mailto:info@neu.edu.tr) [www.neu.edu.tr](http://www.neu.edu.tr)

Diploma No:.....

Diploma Date: .....

This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international ‘transparency’ and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

#### 1 INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1 Family name(s) :

1.2 Given name(s) :

1.3 Date and place of birth :

**1.4 Student identification number or code :****2 INFORMATION IDENTIFYING THE QUALIFICATION**

<b>2.1. Name of the qualification</b>	: Bachelor of Business Administration
<b>Title conferred</b>	: B.A.
<b>2.2. Main field(s) of study for qualification</b>	: Business Administration
<b>2.3. Name and status of awarding institution</b>	: Near East University, Private University
<b>2.4. Name and type of institution administering studies</b>	: Same as 2.3
<b>2.5. Language(s) of instruction/examinations</b>	: English

**3 INFORMATION ON THE LEVEL OF THE QUALIFICATION**

**3.1 Level of qualification** : First Cycle (Bachelor's Degree).

**3.2 Official length of programme** : 4 years (excluding one year English Preparatory School), 2 semesters per year, 16 weeks per semester, 120 credits (240 ECTS) in total.

**3.3 Access requirements(s)** : Admission of Turkish nationalities to higher education is based on a nation-wide Student Selection Examination (ÖSS) administered by the Higher Education Council of Turkey (YÖK.) Admission of Turkish Cypriots is based on the Near East University Entrance and Placement Exam for Turkish Cypriots. Admission of Foreign students is based on their high school credentials. Certificate of English Proficiency is also required.

**4 INFORMATION ON THE CONTENTS AND RESULTS GAINED**

**4.1 Mode of study** : Full-time

**4.2 Programme requirements** : A student is required to have a minimum CGPA of 2.00/4.00 and no failing grades.

**Objectives:** The objective of the Business Administration program is to educate future managers and entrepreneurs by investigating major functional areas of business activity. The program aims to provide the knowledge, skills, and abilities needed to become an effective entrepreneur and manager in a variety of organizational settings.

**4.3 Programme details and the individual grades/marks/credits obtained:**

Course Code	Course Title	Course Category	ECTS	Credits	Grade
<b>I. Semester</b>					
ENG 101	English I	Required	4	3	
MAT 171	Maths. for Business and Economics I	Required	6	3	
CIS 151	Introduction to Computers	Required	6	3	
MAN 101	Introduction to Business	Required	6	3	
ECON 101	Principles of Economics I	Required	6	3	
ATA 101 /YİT101	Principles of Atatürk I/Turk for Intern.Stu.I	Required	2	0	
<b>II. Semester</b>					
ENG 102	English II	Required	4	3	
MAT 172	Maths. for Business and Economics II	Required	6	3	
CIS 152	Computer Applications	Required	6	3	
MAN 102	Principles of Management	Required	6	3	
ECON 102	Principles of Economics II	Required	6	3	
ATA 102 /YİT102	Principles of AtatürkII/Turk for Intern.Stu.II	Required	2	0	
<b>III. Semester</b>					
MAN 201	Business Communication	Required	6	3	
MAT 281	Statistics I	Required	6	3	
ACC202	Financial Accounting I	Required	6	3	
MAN 206	Introduction to Law	Required	6	3	
ECON 201	Microeconomics	Required	6	3	
<b>IV. Semester</b>					
MAN 202	Oral Communication	Required	6	3	
MAT 282	Statistics II	Required	6	3	
ACC203	Financial Accounting II	Required	6	3	
MAN 207	Business Law	Required	6	3	
ECON 202	Macroeconomics	Required	6	3	
<b>V. Semester</b>					
MARK 303	Principle of Marketing	Required	6	3	
ACC 301	Managerial Accounting	Required	6	3	
ECON 306	Money and Banking	Required	6	3	

MAN 310	Organizational Behaviour	Required	6	3
FIN 301	Principles of Finance	Required	6	3
<b>VI. Semester</b>				
MARK 306	Marketing Management	Required	6	3
MAN 308	Operations Mgmt. and Research	Required	6	3
FIN 302	Financial Management	Required	6	3
MAN 307	Research Methods in Adm. Sciences	Required	6	3
SOC 100	Sociology	Required	6	3
<b>VII Semester</b>				
MAN 404	Human Resource Management	Required	6	3
MARK 401	Marketing Research	Required	6	3
MAN 453	Production Management	Required	6	3
Elective	Area Elective	Elective	6	3
Elective	Area Elective	Elective	6	3
<b>VIII. Semester</b>				
MAN 401	International Business	Required	6	3
MAN 407	Strategic Mgmt. and Business Policy	Required	6	3
Elective	Area Elective	Elective	6	3
Elective	Area Elective	Elective	6	3
Elective	Area Elective	Elective	6	3
Total Credits:120		Total ECTS Credits: 240		

#### 4.4 Grading scheme and, if available, grade distribution guidance:

A student is granted one of the letter grades below for each course he/she has attended, according to the relative success degree of students taking the course by using the distribution of the final raw success grades. Passing grades range from AA to DD; FD and FF are failing grades.

Percentage	Course Grade	Coefficient
90-100	AA	4.00
85-89	BA	3.50
80-84	BB	3.00
75-79	CB	2.50
70-74	CC	2.00
65-69	DC	1.50
60-64	DD	1.00
50-59	FD	0.50
49 and below	FF	0.00

I-Incomplete S-Satisfactory U-Unsatisfactory P-In Progress EX-Exempt W-Withdrawn

#### 4.5 Overall classification of the qualification : CGPA: ...../4.00

CGPA between 2.00-2.99 Satisfactory; CGPA between 3.00-3.49 Honour; CGPA between 3.50-4.00 High Honour

### 5 INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1 Access to further study : May apply to second cycle programmes.

5.2 Professional status (if applicable) : The degree enables the holder to exercise the profession.

### 6 ADDITIONAL INFORMATION

6.1 Additional information : Faculty of Economics and Administrative Sciences [www.feas.neu.edu.tr](http://www.feas.neu.edu.tr)

#### 6.2 Further information sources:

University web site: [www.neu.edu.tr](http://www.neu.edu.tr)

The Council of Higher Education of Turkey web site: [www.yok.gov.tr](http://www.yok.gov.tr)

Higher Education Planning Evaluation, Accreditation and Coordination Council (YÖDAK) [www.ncyodak.eu/index.html](http://www.ncyodak.eu/index.html)

## 7 CERTIFICATION OF THE SUPPLEMENT

- 7.1 Date :  
7.2 Name and Signature : Ümit Serdaroğlu  
7.3 Capacity : General Director of Student Affairs  
7.4 Official stamp or seal :

## 8. INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

The basic structure of the North Cyprus Education System consists of four main stages as pre-school education, primary education, secondary education and higher education.

Pre-school education consists of non-compulsory programs whereas primary education is a compulsory 8 year program for all children beginning from the age of 6. The secondary education system includes “General High Schools” and “Vocational and Technical High Schools”.

The Higher Education System in North Cyprus is regulated by the Higher Education Planning, Evaluation, Accreditation and Coordination Council (Yüksek Öğretim Planlama, Denetleme, Akreditasyon ve Koordinasyon Kurulu- YÖDAK). Established in 1988, the Council regulates the activities of higher education institutions with respect to research, governing, planning and organization. The higher education institutions are established within the framework of the Higher Education Law. All programs of higher education should be accredited by YÖDAK.

Higher education in North Cyprus comprises all post secondary higher education programmes, consisting of short, first, second, and third cycle degrees in terms of terminology of the Bologna Process. The structure of North Cyprus higher education degrees is based on a two-tier system, except for dentistry, pharmacy, medicine and veterinary medicine programmes which have a one-tier system. The duration of these one-tier programmes is five years except for medicine which lasts six years. The qualifications in these one-tier programmes are equivalent to the first cycle (bachelor degree) plus secondary cycle (master degree) degree. Undergraduate level of study consists of short cycle (associate degree) - (önlisansderecesi) and first cycle (bachelor degree) - (lisansderecesi) degrees which are awarded after the successful completion of full-time two-year and four-year study programmes, respectively.

Graduate level of study consists of second cycle (master degree) – (yükseklisansderecesi) and third cycle (doctorate) (doktoraderecesi) degree programmes. Second cycle is divided into two sub-types named as master without thesis and master with thesis. Master programmes without thesis consists of courses and semester project. The master programmes with a thesis consist of courses, a seminar, and a thesis. Third cycle (doctorate) degree programmes consist of completion of courses, passing a qualifying examination and a doctoral thesis. Specializations in dentistry, accepted as equivalent to third cycle programmes are carried out within the faculties of dentistry. Specialization in medicine, accepted as equivalent to third cycle programmes are carried out within the faculties of medicine, and university hospitals and training hospitals operated by the Ministry of Health.

Universities consist of graduate schools (institutes) offering second cycle (master degree) and third cycle (doctorate) degree programmes, faculties offering first cycle (bachelor degree) programmes, four-year higher schools offering first cycle (bachelor degree) degree programmes with a vocational emphasis and two-year vocational schools offering short cycle (associate degree) degree programmes of strictly vocational nature.

Second cycle degree holders may apply to third cycle programmes if their performance at the first cycle degree level is exceptionally high and their national central Graduate Education Entrance Examination (ALES) score is also high and their application is approved. The doctoral degree is conferred subject to at least one publication in a cited and refereed journal.

## GENERAL STRUCTURE OF THE NORTH CYPRUS EDUCATION SYSTEM

