

T.R.
SIIRT UNIVERSITY
VOCATIONAL SCHOOL OF SOCIAL SCIENCES
Bureau Management and Secretarial Department
Bureau Management and Executive Assistance Programme

2014 CURRICULUM COURSE CONTENTS

I. SEMESTER

Course Code	Course Name	T	P	LC ¹	ECTS
TAR101	ATATURK PRINCIPLES AND HISTORY OF REVOLUTION I	2	0	2	2
COURSE BOLOGNA CONTENT					
Parallel to the establishment of the Republic of Turkey, the assessment of the Turkish society as within the level of civilized nation-states, the experience of Turkish revolution with its sui-generis character in definition of the nation-state in a chronological line beginning from the Ottoman Turkish Imperial state: The Classical and post classical ages, late 18th and 19th centuries, the Second Constitutional Era, The First World War, The Turkish National Struggle of 1918-1922 and the interval of 1923-60; the assessment of the modern Turkish nation-state by the restructuring of the state & the nation and the stages of the change and transformation in Turkish political and social system. The analysis of the political, social, economic and cultural transformation with respect to the internal and external political developments and their actors...					

Course Code	Course Name	T	P	LC	ECTS
TÜR101	TURKISH LANGUAGE I	2	0	2	2
COURSE BOLOGNA CONTENT					
What is Language?, Language and Culture, The Place of the World Languages and the Turkish Language Among the World Languages Dec, The Current State of the Turkish Language and its Areas of Spread, Turkish Phonology, Turkish Form Knowledge I, Turkish Form Knowledge II, Classification of Words, Word Groups, Sentence Knowledge, Written and Oral Expression Errors, Spelling Rules, Punctuation Rules, Interaction of the Turkish Language with Other Languages					

Course Code	Course Name	T	P	LC	ECTS
YDİ101	FOREIGN LANGUAGE I (ENGLISH I)	2	0	2	2
COURSE BOLOGNA CONTENT					
Basic English for beginners (Tenses, vocabulary, sentence rules). Verb to be, possessive adjectives, questions and negatives, present simple social expressions informal letter, there is, there are, how many, how much, this, that, directions, prepositions of place, some, any, these, those, linking words, can, can't, could, couldn't, formal letter, past simple regular verbs, irregular verbs, silent letters, special occasions.					

¹ Local Credit



Course Code	Course Name	T	P	LC	ECTS
BÜR101	GENERAL ACCOUNTING	3	1	4	6
COURSE BOLOGNA CONTENT					
Definition, aims and sections of accounting, Definition of basic equation of balance sheet Definition of account and expressions related to account, Operation rules of accounts, Accounting system, Double entry bookkeeping, Preparing daybook and trial balance, Preparing year-end inventory transactions, Preparing year-end balance sheet and year income statement, Preparing year balancing					

Course Code	Course Name	T	P	LC	ECTS
BÜR103	GENERAL BUSINESS	3	0	3	6
COURSE BOLOGNA CONTENT					
Basic concepts related to business administration and their aims, types of business, management functions					

Course Code	Course Name	T	P	LC	ECTS
BÜR105	INTRODUCTION TO ECONOMICS	2	0	2	3
COURSE BOLOGNA CONTENT					
The basic concepts of economics, Production facilities. Demand-Supply and Market Equilibrium. The Application Of Supply-Demand And Elasticities. Household Behavior and Consumer Preference. Production and Firm Theories. Firm Balance. Production Process and Profit Maximization. Short-Term Costs and Production Decisions. Long-Term Costs and Production Decisions. Capital and Labor Markets. Perfect Competition Market. Monopoly, Monopolistic Competition and Oligopoly Markets					

Course Code	Course Name	T	P	LC	ECTS
BÜR107	GENERAL LAW KNOWLEDGE	2	0	2	3
COURSE BOLOGNA CONTENT					
Law and Other Rules Governing Social Life, Limits of Application of Legal Rules, Application of Legal Rules to a Concrete Event, The Concept and Elements of the State, Natural Persons in Turkish Law, Legal Entities in Turkish Law, Legal Event, Legal Act and Legal Action, Rights in Public Law, Rights in Private Law, Sanctions in Law, The Concept and Types of Litigation, Administrative Jurisdiction, Constitutional Jurisdiction and the European Court of Human Rights, Judicial Jurisdiction and Other Judicial Branches, Basic Principles of Law.					

Course Code	Course Name	T	P	LC	ECTS
BÜR109	COMMERCIAL MATHEMATICS	2	0	2	4
COURSE BOLOGNA CONTENT					
Ratio-proportion accounts, Company accounts, Percentage accounts, Profit-loss and cost accounts, Mixture accounts, Alloy accounts, Interest accounts					



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Course Code	Course Name	T	P	LC	ECTS
BÜR111	GENERAL CONTACT	2	1	3	4
COURSE BOLOGNA CONTENT					
Communication Concept and Process, Language, Culture and Communication, Communication Models, Communication Types, Interpersonal Communication, Intra-Organizational Communication, Mass Communication Tools and Types, Corporate Communication, Communication and Public Relations, Political Communication, Media Literacy, International Communication, New Communication Technologies and Communication and Ethics					

II. SEMESTER

Course Code	Course Name	T	P	LC	ECTS
TAR102	ATATURK PRINCIPLES AND HISTORY OF REVOLUTION I	2	0	2	2
COURSE BOLOGNA CONTENT					
Features in Turkish Revolution Managing, Founding of Law System, Founding of Education System, Economic and Financial Efforts, Other Renovations which Regulates Community Living, Domestic Politics of Turkish Republics in the time of Atatürk, Foreign Policy of Turkish Republics in the time of Atatürk, Unit Adding: Death of Atatürk, Domestic and Foreign Policy of Turkish Republic after Atatürk's time (1938-1983 Summary), Atatürk's Doctrines - (2) Nationalism, Atatürk's Doctrines (3)-(4) (Populism and Statism), Atatürk's Doctrines (5) Secularism, Atatürk's Doctrines (6) Revolutionism, General Evaluation.					

Course Code	Course Name	T	P	LC	ECTS
TÜR102	TURKISH LANGUAGE II	2	0	2	2
COURSE BOLOGNA CONTENT					
Spelling Rules, Punctuation Marks, Characteristics of a Good Expression and Expression Disorders, Written Expression, Types of Written Expression, Types of Written Expression II, Types of Written Expression (Literary Genres), Methods of Abstract Extraction and Note-Taking, Oral Expression Effective Speech, Body Language, Body Language II, Types of Oral Expression, Types of Oral Expression II.					

Course Code	Course Name	T	P	LC	ECTS
YDİ102	FOREIGN LANGUAGE I (ENGLISH I)	2	0	2	2
COURSE BOLOGNA CONTENT					
Past simple tense, count and uncount nouns, comparatives and superlatives, present continuous tense, going to, question forms, present perfect tense, ever and never, just and yet, present perfect and simple past tense are included in the course content.					



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Course Code	Course Name	T	P	LC	ECTS
BÜR102	FILING AND ARCHIVING	3	1	4	5
COURSE BOLOGNA CONTENT					
Filing concept, Archiving concept, Administration and office administration, Document management in offices, Document and types of document registration operations Efficiency in document and form management, Filing systems, Filing types in offices, Archiving types in organizations					

Course Code	Course Name	T	P	LC	ECTS
BÜR104	COMMERCIAL BUSINESS LAW	3	0	3	5
COURSE BOLOGNA CONTENT					
Commercial Business Law: Commercial Business, Real and Legal Persons, Business People, Commercial Business, Ordinary Business, Trade Name, Business Name, Brand, Unfair Competition, Commercial Books, Trade Registration, Interest, Following One Another, Contract Types, Commercial Agents, Commercial Agents, Howler, Agents and Brokers,					

Course Code	Course Name	T	P	LC	ECTS
BÜR106	CODES OF PROTOCOL AND SOCIAL BEHAVIOUR	2	1	3	3
COURSE BOLOGNA CONTENT					
The Concept and Importance of the Protocol, Types of Protocols and Protocol Order Patterns, Protocol in Institutions and Organizations, State Protocol, Ceremony and Meeting Protocol, Flag and Vehicle Protocol, Speech and Invitation Protocol, Visiting Protocol, Dress Protocol, Correspondence and Communication Protocol, Secretarial Protocol, Working Environment Protocol, Rules of Social Behavior, Politeness and Etiquette.					

Course Code	Course Name	T	P	LC	ECTS
BÜR108	PROFESSIONAL CORRESPONDENCE	2	1	3	4
COURSE BOLOGNA CONTENT					
Formal correspondence, official and private correspondence, standards of correspondence					

Course Code	Course Name	T	P	LC	ECTS
BÜR110	KEYBOARD TECHIQUES	2	0	2	5
COURSE BOLOGNA CONTENT					
Ten-finger typing programme, To grasp how to use a keyboard, writing techniques, and features of a work environment and also to understand ten-finger typing techniques, basic and special keys					



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Course Code	Course Name	T	P	LC	ECTS
BÜR112	MACRO ECONOMICS	2	0	2	2
COURSE BOLOGNA CONTENT					
Macroeconomics trends and macroeconomic models. National income and methods estimation of national income. Consumption and Saving Functions. Investment and Investment Function. National Income and Calculation. Deflationary and Inflationary Deficit. Definition of Money, Functions of Money and Role of Money in Economy. Simultaneous Equilibrium in Good and Money Markets. Inflation, Employment and Unemployment. Theory of Foreign Trade. Foreign Trade Barriers. Foreign Trade and Balance of Payments. Economic Growth and Development.					

III. SEMESTER

Course Code	Course Name	T	P	LC	ECTS
BÜR201	ORGANIZATIONAL BEHAVIOUR	2	0	2	4
COURSE BOLOGNA CONTENT					
Organizational behaviour and related concepts, position, personality, manner and relationship between manner and behaviour, motivation, leadership, groups, group process and dynamics, institutional and interpersonal communication, organization culture and its effects on management functions, organizational change , conflict and solutions, job satisfaction and stress					

Course Code	Course Name	T	P	LC	ECTS
BÜR203	EXECUTIVE ASSISTANCE	3	0	3	5
COURSE BOLOGNA CONTENT					
General knowledge and skills of an executive assistant, General manners and behaviours of an executive assistant, Equipments that an executive assistant uses, Duties of an executive assistant, Personal and institutional image management of an executive assistant, Creativity and a creative executive assistant, "Feng Shui" approach in executive assistant's and manager's offices, Communication methods via telephone, Arranging appointments, welcoming visitors, Arranging trip					

Course Code	Course Name	T	P	LC	ECTS
BÜR205	PUBLIC AND PRIVATE SECTOR STRUCTURE	3	0	3	4
COURSE BOLOGNA CONTENT					
Information about the structure and functioning of public and private institutions and organizations operating in our country are given.					

Course Code	Course Name	T	P	LC	ECTS
BÜR207	EFFECTIVE AND BEAUTIFUL SPEAKING	3	0	3	4



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COURSE BOLOGNA CONTENT					
Effective Communication and Correct Understanding, Effective Communication and Correct Expression, Virtual Communication, Effective Communication and Gender, Quality in Communication, Speaking and Listening in Effective Communication, Influencing, Effective Communication and Persuasive Speaking and Non-Verbal Communication: Fundamentals of Effective Communication					

Course Code	Course Name	T	P	LC	ECTS
BÜR209	BUREAU MANAGEMENT	3	0	3	5

COURSE BOLOGNA CONTENT					
Administration, administrator, office administration and office administrator, To make work scheme in offices, Organization, organization rules and organization of offices, Organization, function and position schemes, Simplifying work and efficiency, Techniques of work distribution, work flow, motion economy, Space and accommodation etude technique, Principles of using and developing forms in offices					

Course Code	Course Name	T	P	LC	ECTS
BÜR211	INFORMATICS TECHNOLOGIES	3	0	3	4

COURSE BOLOGNA CONTENT					
To explain the basic concepts of information technologies, to explain the concepts of software and hardware, to use the operating system effectively, to make settings, to manage files, to create files with a word processing program, to edit, to use a spreadsheet and a calculation program, to create and edit databases					

Course Code	Course Name	T	P	LC	ECTS
BÜR213	INDUSTRY APPLICATIONS-I	0	8	4	5

COURSE BOLOGNA CONTENT					
this course is to reinforce and apply the reflections of the theoretical topics in the courses from field experts who have industry experience.					

Course Code	Course Name	T	P	LC	ECTS
BYA215	ENVIRONMENTAL PROTECTION	3	0	3	4

COURSE BOLOGNA CONTENT					
This course contains; Environmental Health and Determinants of Health,Air POLLution,Water Pollution,Solid Waste,Radiation,Noise POLLution,Food Safety,Soil Pollution,Energy,Waste,Occupational Diseases and Intoxications,Preventive Measures in Environmental Health,Environmental Problems,Environmental Health in Turkey and in the world					



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IV. SEMESTER

Course Code	Course Name	T	P	LC	ECTS
BÜR202	LABOR AND SOCIAL SECURITY LAW	3	0	3	4
COURSE BOLOGNA CONTENT					
Concept of Labor Law and Sources of Labor Law, Basic Concepts of Labor Law, Scope of Labor Law, Concept and Types of Labor Contract, Occurrence of an Employment Contract, Employee and Employer Debts, Termination of an Employment Contract with a Notice of Termination, Termination of an Employment Contract for a Justified Reason, Legal Consequences of Termination of an Employment Contract, Working Periods, the Right to Rest and Vacation, Occupational Health and Safety, Trade Union Law, Collective Bargaining and Collective Labor Disputes.					

Course Code	Course Name	T	P	LC	ECTS
BÜR204	MEETING MANAGEMENT	2	1	3	4
COURSE BOLOGNA CONTENT					
The use of tools to be used at the meeting venues, meeting arrangement, meeting minutes and meeting management					

Course Code	Course Name	T	P	LC	ECTS
BÜR206	KNOWLEDGE MANAGEMENT	2	0	2	4
COURSE BOLOGNA CONTENT					
Social Change and the Increasing Need for Information; Components of Information; Information Management; The Purpose and Importance of Information Management; Data Storage and Security Systems; Information and Communication Technologies; System, Information Systems and Design; Information Processing and Transmission Methods; Information Management Systems; Functional Information Management Systems					

Course Code	Course Name	T	P	LC	ECTS
BÜR208	COMPUTERIZED ACCOUNTING SOFTWARE	2	2	3	5
COURSE BOLOGNA CONTENT					
Introduction of the accounting package program, Working papers 1, Commercial transactions module of the accounting package program, Inventory and current transactions module of the accounting package program, Application example of invoice, dispatch and order transactions of the accounting package program, Accounting applications, Cash and bank transactions of the accounting package program Working Papers 2 Application Example, Business ledger income and expense transactions Working Papers 3, Accounting applications					

Course Code	Course Name	T	P	LC	ECTS
BÜR210	CUSTOMER RELATIONS MANAGEMENT	3	0	3	5



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COURSE BOLOGNA CONTENT

Customer Relationship Management Concept, Definition, Development and Characteristics, Customer Relationship Management Components and Models, Transition and Implementation Process to Customer Relationship Management, Elements of Customer Relationship Management, Communication with Customers and Creating Value, Customer Acquisition, Retention and Customer Lifetime Value Creation, Relationships with Parties in Customer Relationship Management, Relationship of Customer Relationship Management with Other Concepts, Customer Relationship Management and E-Commerce, Customer Objections and Complaint Management, Causes of Failure in MI, Customer Relationship Management and Sales Management, MI Sector Practices, Measurement of Customer Relationship Management and Return on Investment (ROI).

Course Code	Course Name	T	P	LC	ECTS
BÜR210	QUALITY ASSURANCE AND STANDARDS	2	1	3	4

COURSE BOLOGNA CONTENT

The release of the attendance of all manpower, all sides of the jobs, all population and all the service and product, to meet the demands and needs of the customers just on time, to make possible the expectations in the future. To behave as a leader and a model in execution of managerial duties. Change and management of EFQM excellence model; standard and standardization with production of standard and the importance of in service sector; to inform about the quality management methods and especially environmental standards

Course Code	Course Name	T	P	LC	ECTS
BÜR212	MANAGEMENT AND ORGANIZATION	2	1	3	4

COURSE BOLOGNA CONTENT

this course is to reinforce and apply the reflections of the theoretical topics in the courses from field experts who have industry experience.

Course Code	Course Name	T	P	LC	ECTS
BÜR214	INDUSTRY APPLICATIONS-II	0	8	4	5

COURSE BOLOGNA CONTENT

this course is to reinforce and apply the reflections of the theoretical topics in the courses from field experts who have industry experience.

Course Code	Course Name	T	P	LC	ECTS
BÜR216	CRISIS AND STRESS MANAGEMENT	2	1	3	4

COURSE BOLOGNA CONTENT

Crisis definitions, Crisis causes, Crisis types, Crisis properties, Strength of Crisis, Various points of views on crisis, Process of a crisis, state of being prepared for crisis, management before crisis, management during crisis, management after crisis, ways of handling stress,



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causes of stress, source of stress, symptoms of stress, stress and performance relation, those that are prone to stress, stress related to occupation, ways of handling stress, defining stress and work stress



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