

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

**2015 CURRICULUM COURSE CONTENTS**

**I. SEMESTER**

| Course Code   | Course Name                                    | T | P | LC <sup>1</sup> | ECTS |
|---|--|---|---|-----------------|------|
| ATA101  | ATATURK PRINCIPLES AND HISTORY OF REVOLUTION I | 2 | 0 | 2               | 2    |
| <b>COURSE BOLOGNA CONTENT</b>   |  |   |   |                 |      |
| <p>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 &amp; 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...</p> |  |   |   |                 |      |

| Course Code   | Course Name        | T | P | LC | ECTS |
|---|--------------------|---|---|----|------|
| TUR101  | TURKISH LANGUAGE I | 2 | 0 | 2  | 2    |
| <b>COURSE BOLOGNA CONTENT</b>   |                    |   |   |    |      |
| <p>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</p> |                    |   |   |    |      |

| Course Code  | Course Name                    | T | P | LC | ECTS |
|--|--------------------------------|---|---|----|------|
| ING101   | FOREIGN LANGUAGE I (ENGLISH I) | 2 | 0 | 2  | 2    |
| <b>COURSE BOLOGNA CONTENT</b>  |                                |   |   |    |      |
| <p>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.</p> |                                |   |   |    |      |

<sup>1</sup> Local Credit



| Course Code   | Course Name        | T | P | LC | ECTS |
|---|--------------------|---|---|----|------|
| BRY101  | GENERAL ACCOUNTING | 3 | 1 | 4  | 6    |
| <b>COURSE BOLOGNA CONTENT</b>   |                    |   |   |    |      |
| Definition, aims and sections of accounting, Definition of basic equation of balance sheet<br>Definition of account and expressions related to account, Operation rules of accounts,<br>Accounting system, Double entry bookkeeping, Preparing daybook and trial balance,<br>Preparing year-end inventory transactions, Preparing year-end balance sheet and year<br>income statement, Preparing year balancing |                    |   |   |    |      |

| Course Code  | Course Name      | T | P | LC | ECTS |
|--|------------------|---|---|----|------|
| BRY103   | GENERAL BUSINESS | 3 | 0 | 3  | 6    |
| <b>COURSE BOLOGNA CONTENT</b>  |                  |   |   |    |      |
| Basic concepts related to business administration and their aims, types of business,<br>management functions |                  |   |   |    |      |

| Course Code  | Course Name     | T | P | LC | ECTS |
|--|-----------------|---|---|----|------|
| BRY105   | GENERAL CONTACT | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>  |                 |   |   |    |      |
| Communication Concept and Process, Language, Culture and Communication,<br>Communication Models, Communication Types, Interpersonal Communication, Intra-<br>Organizational Communication, Mass Communication Tools and Types, Corporate<br>Communication, Communication and Public Relations, Political Communication, Media<br>Literacy, International Communication, New Communication Technologies and<br>Communication and Ethics |                 |   |   |    |      |

| Course Code  | Course Name           | T | P | LC | ECTS |
|--|-----------------------|---|---|----|------|
| BRY107   | GENERAL LAW KNOWLEDGE | 2 | 0 | 2  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>  |                       |   |   |    |      |
| Law and Other Rules Governing Social Life, Limits of Application of Legal Rules,<br>Application of Legal Rules to a Concrete Event, The Concept and Elements of the State,<br>Natural Persons in Turkish Law, Legal Entities in Turkish Law, Legal Event, Legal Act<br>and Legal Action, Rights in Public Law, Rights in Private Law, Sanctions in Law, The<br>Concept and Types of Litigation, Administrative Jurisdiction, Constitutional Jurisdiction<br>and the European Court of Human Rights, Judicial Jurisdiction and Other Judicial<br>Branches, Basic Principles of Law. |                       |   |   |    |      |

| Course Code   | Course Name            | T | P | LC | ECTS |
|---|------------------------|---|---|----|------|
| BRY109  | COMMERCIAL MATHEMATICS | 2 | 0 | 2  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>   |                        |   |   |    |      |
| Ratio-proportion accounts, Company accounts, Percentage accounts, Profit-loss and cost<br>accounts, Mixture accounts, Alloy accounts, Interest accounts |                        |   |   |    |      |



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## II. SEMESTER

| Course Code  | Course Name                                    | T | P | LC | ECTS |
|--|--|---|---|----|------|
| ATA102   | ATATURK PRINCIPLES AND HISTORY OF REVOLUTION I | 2 | 0 | 2  | 2    |
| <b>COURSE BOLOGNA CONTENT</b>  |  |   |   |    |      |
| 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 |
|---|---------------------|---|---|----|------|
| TUR102  | TURKISH LANGUAGE II | 2 | 0 | 2  | 2    |
| <b>COURSE BOLOGNA CONTENT</b>   |                     |   |   |    |      |
| 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 |
|---|--------------------------------|---|---|----|------|
| ING102  | FOREIGN LANGUAGE I (ENGLISH I) | 2 | 0 | 2  | 2    |
| <b>COURSE BOLOGNA CONTENT</b>   |                                |   |   |    |      |
| 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. |                                |   |   |    |      |

| Course Code   | Course Name          | T | P | LC | ECTS |
|---|----------------------|---|---|----|------|
| BRY102  | FILING AND ARCHIVING | 3 | 1 | 4  | 6    |
| <b>COURSE BOLOGNA CONTENT</b>   |                      |   |   |    |      |
| 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 |                      |   |   |    |      |



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| Course Code   | Course Name             | T | P | LC | ECTS |
|---|-------------------------|---|---|----|------|
| BRY104  | COMMERCIAL BUSINESS LAW | 3 | 0 | 3  | 6    |
| <b>COURSE BOLOGNA CONTENT</b>   |                         |   |   |    |      |
| 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 |
|---|--|---|---|----|------|
| BRY106  | CODES OF PROTOCOL AND SOCIAL BEHAVIOUR | 2 | 1 | 3  | 5    |
| <b>COURSE BOLOGNA CONTENT</b>   |  |   |   |    |      |
| 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 |
|---|-----------------------------|---|---|----|------|
| BRY108  | PROFESSIONAL CORRESPONDENCE | 2 | 1 | 3  | 3    |
| <b>COURSE BOLOGNA CONTENT</b>   |                             |   |   |    |      |
| Formal correspondence, official and private correspondence, standards of correspondence |                             |   |   |    |      |

| Course Code   | Course Name         | T | P | LC | ECTS |
|---|---------------------|---|---|----|------|
| BRY110  | KEYBOARD TECHNIQUES | 1 | 1 | 2  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>   |                     |   |   |    |      |
| 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 |                     |   |   |    |      |

### III. SEMESTER

| Course Code  | Course Name              | T | P | LC | ECTS |
|--|--------------------------|---|---|----|------|
| BRY201   | ORGANIZATIONAL BEHAVIOUR | 2 | 0 | 2  | 3    |
| <b>COURSE BOLOGNA CONTENT</b>  |                          |   |   |    |      |
| 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 |                          |   |   |    |      |



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| Course Code   | Course Name          | T | P | LC | ECTS |
|---|----------------------|---|---|----|------|
| BRY203  | EXECUTIVE ASSISTANCE | 3 | 0 | 3  | 5    |
| <b>COURSE BOLOGNA CONTENT</b>   |                      |   |   |    |      |
| 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 |
|--|-------------------------------------|---|---|----|------|
| BRY205   | PUBLIC AND PRIVATE SECTOR STRUCTURE | 3 | 0 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>  |                                     |   |   |    |      |
| 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 |
|---|-------------------|---|---|----|------|
| BRY207  | BUREAU MANAGEMENT | 3 | 0 | 3  | 5    |
| <b>COURSE BOLOGNA CONTENT</b>   |                   |   |   |    |      |
| 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 |
|--|--------------------------|---|---|----|------|
| BRY209   | INFORMATICS TECHNOLOGIES | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>  |                          |   |   |    |      |
| 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 |
|---|-------------------------|---|---|----|------|
| BRY211  | INDUSTRY APPLICATIONS-I | 0 | 8 | 4  | 5    |
| <b>COURSE BOLOGNA CONTENT</b>   |                         |   |   |    |      |
| this course is to reinforce and apply the reflections of the theoretical topics in the courses from field experts who have industry experience. |                         |   |   |    |      |



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|--|----------------------------------|---|---|----|------|
| BRY215   | EFFECTIVE AND BEAUTIFUL SPEAKING | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>  |                                  |   |   |    |      |
| Etkili İletişim ve Doğru Anlama, Etkili İletişim ve Doğru İfade, Sanal İletişim, Etkili İletişim ve Cinsiyet, İletişimde Kalite, Etkili İletişimde Konuşma ve Dinleme, Etkileme, Etkili İletişim ve İkna Edici Konuşma ve Sözsüz İletişim: Etkili İletişimin Temelleri |                                  |   |   |    |      |

| Course Code   | Course Name      | T | P | LC | ECTS |
|---|------------------|---|---|----|------|
| BRY217  | ACADEMIC TURKISH | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>   |                  |   |   |    |      |
| Features of Turkish academic language and writing. Making use of definitions, concepts and terms in Turkish academic articles. Recognizing Turkish academic text types. To recognize and write the stages of writing a scientific report in Turkish. Ability to scan Turkish academic texts and associate them with the academic text they will write. Ability to cite in-text and end-of-text sources in Turkish academic texts. Ability to summarize the title, abstract, keywords, introduction, method, findings, conclusion, discussion and recommendations sections of a Turkish article. |                  |   |   |    |      |

#### IV. SEMESTER

| Course Code   | Course Name                   | T | P | LC | ECTS |
|---|-------------------------------|---|---|----|------|
| BRY202  | LABOR AND SOCIAL SECURITY LAW | 3 | 0 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>   |                               |   |   |    |      |
| 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 |
|---|----------------------|---|---|----|------|
| BRY204  | KNOWLEDGE MANAGEMENT | 2 | 0 | 2  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>   |                      |   |   |    |      |
| 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 |                      |   |   |    |      |



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| Course Code   | Course Name                      | T | P | LC | ECTS |
|---|----------------------------------|---|---|----|------|
| BRY206  | COMPUTERIZED ACCOUNTING SOFTWARE | 2 | 1 | 3  | 5    |
| <b>COURSE BOLOGNA CONTENT</b>   |                                  |   |   |    |      |
| 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 |
|--|-------------------------------|---|---|----|------|
| BRY208   | CUSTOMER RELATIONS MANAGEMENT | 3 | 0 | 3  | 5    |
| <b>COURSE BOLOGNA CONTENT</b>  |                               |   |   |    |      |
| 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 |
|--|---------------------------------|---|---|----|------|
| BRY210   | QUALITY ASSURANCE AND STANDARDS | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>  |                                 |   |   |    |      |
| 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 |
|---|-----------------------------|---|---|----|------|
| BRY212  | MANAGEMENT AND ORGANIZATION | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>   |                             |   |   |    |      |
| this course is to reinforce and apply the reflections of the theoretical topics in the courses from field experts who have industry experience. |                             |   |   |    |      |



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| Course Code   | Course Name              | T | P | LC | ECTS |
|---|--------------------------|---|---|----|------|
| BRY214  | INDUSTRY APPLICATIONS-II | 0 | 8 | 4  | 5    |
| <b>COURSE BOLOGNA CONTENT</b>   |                          |   |   |    |      |
| 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 |
|---|------------------------------|---|---|----|------|
| BRY216  | CRISIS AND STRESS MANAGEMENT | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>   |                              |   |   |    |      |
| 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, 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 |                              |   |   |    |      |

| Course Code  | Course Name        | T | P | LC | ECTS |
|--|--------------------|---|---|----|------|
| BRY218   | MEETING MANAGEMENT | 2 | 1 | 3  | 4    |
| <b>COURSE BOLOGNA CONTENT</b>  |                    |   |   |    |      |
| The use of tools to be used at the meeting venues, meeting arrangement, meeting minutes and meeting management |                    |   |   |    |      |



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