T.R.
SİİRT ÜNİVERSİTY
VOCATİONAL SCHOOL OF SOCİAL SCİENCES
Bureau Management and Secretarial Department
Bureau Management and Exec17tıve Assıstance Programme

2022 CURRICULUM COURSE CONTENTS

I. SEMESTER

Course Code	Course Name	T	P	LC[1]	ECTS
ATA101	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
TUR101	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
ING101	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, guestions 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

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verbs, silent letters, special occasions.

Course Code	Course Name	T	P	LC	ECTS
BYS101	GENERAL ACCOUNTING	3	1	4	4
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
BYS103	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
BYS105	GENERAL ECONOMY	2	0	2	4
COURSE BOLOGNA CONTENT					

Economics Science and its Basic Concepts, Supply and Demand Market Equilibrium and Flexibilities, Consumption Theory and Utility Analysis, Production and Cost Theory, Goods and Services Markets, Factor Markets and Factor Incomes, Macroeconomics: Definition, Historical Development and Output, Macroeconomic Equilibrium, Total Demand Total Supply Analysis, Fiscal Policy, Money and Banking, Foreign Trade Theory, Foreign Trade Policy, Economic Growth and Development.

Course Code	Course Name	T	P	LC	ECTS
BYS107	GENERAL LAW KNOWLEDGE	3	0	3	4
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
BYS109	KEYBOARD TECHIQUES	1	1	2	4

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

Course Code	Course Name	T	P	LC	ECTS
BYS111	GENERAL BUSINESS	2	0	2	3

COURSE BOLOGNA CONTENT

Basic concepts related to business administration and their aims, types of business, management functions

II. SEMESTER

Course Code	Course Name	T	P	LC	ECTS
ATA102	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
TUR102	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
ING102	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.

Course Code	Course Name	T	P	LC	ECTS
BYS102	FILING AND ARCHIVING	2	1	3	5

COURSE BOLOGNA CONTENT

Filing concept, Archiving concept, Administration and office administration, Document management in offices, Document and types of document registration operationsEfficiency in document and form management, Filing systems,Filing types in offices,Archiving types in organizations

Course Code	Course Name	T	P	LC	ECTS
BYS104	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
BYS106	CODES OF PROTOCOL AND SOCIAL BEHAVIOUR	2	1	3	4

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
BYS108	BASIC INFORMATİCS TECHNOLGIES	2	1	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
KPD102	CAREER PLANNING	2	0	2	3
COURSE BOLOGNA CONTENT					

Within the scope of the course; awareness will be raised about these concepts, Career Centers and activities where students can get support about their careers throughout their university life will be introduced, the use of Talent Gate(Yetenek Kapısı) and how to use it will be shown, and the opportunity to get acquainted with working life in different sectors will be offered.

Course Code	Course Name	T	P	LC	ECTS
BYS114	RESEARCH METHODS and TECHNIQUES	2	0	2	3
COURSE BOLOGNA CONTENT					

Examining research process, making a literature review to make a research about specific scientific research methods. Data collection, analyzing data and report techniques

Course Code	Course Name	T	P	LC	ECTS
BYS118	KNOWLEDGE MANAGEMENT	2	0	2	3
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

III. SEMESTER

Course Code	Course Name	T	P	LC	ECTS
BYS201	ORATORY AND DICTION	2	0	2	4
COURSE BOLOGNA CONTENT					

Basic concepts and terms related to speech, aspects of good and effective speech, types of speech, speech disorders, effective speech techniques

Course Code	Course Name	T	P	LC	ECTS
BYS203	COMPUTERIZED OFFICE APPLICATIONS	2	1	3	4
COURSE BOLOGNA CONTENT					

Basic concepts in computer, hardware structure, software programs, windows and their use, security of data and viruses, word, excel, powerpoint use and applications, internet,

network connection and simple web page design

Course Code	Course Name	T	P	LC	ECTS
BYS205	CASE STUDY ANALYSIS IN THE SECRETARIAT	2	0	2	4
COURSE BOLOGNA CONTENT					

Problem Identification and Problem Solving Techniques; Case Studies in Business Life; Working Environment.

Course Code	Course Name	T	P	LC	ECTS
BYS207	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
BYS209	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
OSD201	JOINT ELECTIVE COURSE	2	0	2	3
COURSE BOLOGNA CONTENT					

Students have to choose one of the courses opened with the OSD code from the OSD pool, which contains various subjects that will contribute to personal change and development in a quality and variety appropriate to their interests and competencies.

Course Code	Course Name	T	P	LC	ECTS
BYS213	LAW ASSISTANT	2	0	2	3
COURSE BOLOGNA CONTENT					

The definition, importance of secretariat, the place of the secretary in the sector and the features that should be present in the secretary, filing - archiving, use of forensic information system, use of EBYS

Course Code	Course Name	T	P	LC	ECTS
BYS215	FINANCIAL LITERACY	2	0	2	3
COURSE BOLOGNA CONTENT					

Financial Literacy Concept; Financial Management and Financial System; The Concept of Interest, Its Components and Types; Relationship Among Interest, Inflation and Exchange Rate; Basic Financial Calculations 1; Basic Financial Calculations 2; Financial Planning; Reading Financial Statements; Investment Decision Making Process 1; Investment Decision Making Process 2; The Effect of Capital Increase on Stock Investments; Psychological Effect on Financial Attitudes and Behaviours; Financial Words; Career Opportunities in Finance.

IV. SEMESTER

Course Code	Course Name	T	P	LC	ECTS
BYS202	THE PSYCHOLOGY OF PERSUASION AND PERSUASION	2	0	2	4
COURSE BOLOGNA CONTENT					

Introduction to Human Psychology, Measurement of Attitudes and Attitudes, Social Influences and Attitude Change, Compliance and Obedience, Persuasion and Convincing Communication, Mass Communication and Propaganda, Persuasion, Authority and Social Relations, Being Against Persuasion, Persuasive Speech, Organizing and Creating a Plan for Persuasive Speech, Nonverbal Communication as a Promoter of Persuasive Speech, Impact on Persuasive Message I: Space and Time, Impact on Persuasive Message II: Color and Word, Impact on Persuasive Message III: Status and Charismatic Personality

Course Code	Course Name	T	P	LC	ECTS
BYS204	CRISIS AND STRESS MANAGEMENT	3	0	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, 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
BYS206	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
BYS208	CUSTOMER RELATIONS MANAGEMENT	3	0	3	4

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
BYS210	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
BYS216	MEETING AND TIME MANAGEMENT	2	0	2	3

COURSE BOLOGNA CONTENT

The main contents of this course are; the concepts of meeting, objectives of meeting, meeting types, meeting preparations, management and organization, time and time management concepts, individual and organizational planning in time management and managing time in meetings.

Course Code	Course Name	T	P	LC	ECTS
BYS218	ELECTIVE- IMAGE AND REPUTATION MANAGEMENT	2	0	2	3

COURSE BOLOGNA CONTENT

This course contains; From corporate image concept to corporate reputation, conceptual frame,Globalisation and its reflections on corporate structuring,Corporate image components,Contributions of corporate identity creation to corporate image,Brand management and corporate image,Creation of corporate image,Components of corporate reputation and corporate value of reputation,Creation of corporate reputation,Reflections of reputation management on corporate communications,Leadership and reputation management,Relation of social responsibility with reputation,Management of corporate reputation – sample projects,Management of corporate reputation – sample projects,Course repeat.

Course Code	Course Name	T	P	LC	ECTS
BYS	COMMERCIAL DOCUMENTS	2	0	2	3

COURSE BOLOGNA CONTENT

Recognition of commercial documents is a learning process in which businesses learn and realize their responsibilities to institutions,have knowledge about transactions related to document editing,and gain knowledge and skills related to fast and accurate document-related transactions.

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