

T.C
İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ



T.C
İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

SEÇMELİ DERSLER TABLOSU

Kod	Ders	Kredi	AKTS
MBA553	Strategic Marketing	3	7
MBA558	Strategic Human Resources Management	3	7
MBA560	Organization Theory	3	7
MBA566	Sales Management	3	7
MBA567	Digital Marketing	3	7
MBA568	Marketing Communications	3	7
MBA569	Project Management	3	7
MBA570	Consumer Behaviour	3	7
MBA571	Entrepreneurship and SMEs	3	7
MBA573	Political Economy	3	7
MBA574	Organizational Behaviour	3	7
MBA576	Strategic Management and Business Policy	3	7
MBA578	Customer Relations Management	3	7