

## **THE SYLLABUSES OF MIS LECTURES**

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Decision Support and Expert Systems
<b>Lecture code</b>	MIS 712

### **INSTRUCTOR'S**

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
1	Decision Making and Computerized Support
2	MSS, DSS, EIS
3	Data Warehousing and BI
4	Big Data
5	Complex Event Processing
6	Analytical CRM
7	OLAP
8	Knowledge Based Decision Support, Knowledge Representations
9	AI & Search
10	Expert Systems
11	Forward and Backward Chaining
12	Uncertainty Processing
13	Fuzzy Logic
14	Genetic Algorithms

### **RESOURCES:**

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Simulation
<b>Lecture code</b>	MIS 713

### **INSTRUCTOR'S**

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction, The concept of a model, Types of mathematical models, Basic modeling principles
<b>2</b>	Basic Linear Programming, Mathematics of the LP, Solving the LP Graphically, Basics of the Simplex Algorithm
<b>3</b>	Objective Functions, Types of Constraints, LP Solution Packages
<b>4</b>	Sensitivity Analysis, Interpreting Model Results, The Dual Model, Shadow Prices, and their Interpretation, Reduced Costs
<b>5</b>	Stability of the Model, Further economic interpretations
<b>6</b>	Network Problems, Intro to Networks, Special Algorithms,
<b>7</b>	Road Location Problems, Project Planning
<b>8</b>	Integer Programming, Integer Variables, Binary Variables, Conditions
<b>9</b>	Integer Programming, Branch and Bound Algorithms
<b>10</b>	Dynamic Programming, Production Optimization Problems
<b>11</b>	Dynamic Programming, Knapsack Algorithm, Transportation Problems
<b>12</b>	Implementation of a Mathematical Programming System of Planning
<b>13</b>	Project Presentations
<b>14</b>	Project Presentations

### **RESOURCES:**

Williams, H. P. 1999. Model Building in Mathematical Programming – 4th Edition. John Wiley & Sons.

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Knowledge and Document Management
<b>Lecture code</b>	MIS 714

### **INSTRUCTOR'S**

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction to basics
<b>2</b>	Knowledge engineering
<b>3</b>	Knowledge organization
<b>4</b>	Knowledge management
<b>5</b>	Knowledge management model
<b>6</b>	Document management models including electronic document management
<b>7</b>	Case study
<b>8</b>	Midterm
<b>9</b>	Knowledge and total quality management
<b>10</b>	Knowledge and change management
<b>11</b>	Knowledge and innovation
<b>12</b>	Knowledge and strategic management
<b>13</b>	Case study
<b>14</b>	General Overview

### **RESOURCES:**

Handbook of Software Quality Assurance, Gordon Schulmayer, 4<sup>th</sup> Edition, ISBN: 978-1596931862

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Project Management
<b>Lecture code</b>	MIS716 / MIS7716

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction to Project Management
<b>2</b>	The Project Management and IT Context
<b>3</b>	The Project Management Process Groups
<b>4</b>	Project Integration Management
<b>5</b>	Project Scope Management
<b>6</b>	Project Time Management
<b>7</b>	Project Cost Management
<b>8</b>	1 <sup>st</sup> Midterm Exam
<b>9</b>	Project Quality Management
<b>10</b>	Project HR Management
<b>11</b>	Project Communications Management
<b>12</b>	Project Risk Management
<b>13</b>	Project Procurement Management Project Stakeholder Management
<b>14</b>	2 <sup>nd</sup> Midterm Exam

### **RESOURCES:**

Information Technology Project Management  
7<sup>th</sup> Edition, Kathy Schwalbe, Course Technology, Cengage Learning 2014  
ISBN 978-1-133-62722-7

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Business Intelligence
<b>Lecture code</b>	MIS 717

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	What is Business Intelligence (BI) and what is it for?
<b>2</b>	BI Tools
<b>3</b>	BI User Profiles and usage types
<b>4</b>	BI Architectures and Framework
<b>5</b>	Data Warehousing Environment
<b>6</b>	Data Warehouse and Data Mart Data Models
<b>7</b>	Modeling Facts, Dimensions.
<b>8</b>	Modeling Aggregations
<b>9</b>	Data Mining: Concepts
<b>10</b>	Data Mining: Data Preparation
<b>11</b>	Data Mining: Supervised and Unsupervised Methods
<b>12</b>	Data Mining: Supervised Methods. Neural Networks
<b>13</b>	Data Mining: Supervised Methods. Decision Trees
<b>14</b>	Data Mining: Unsupervised Learning. Clustering

### **RESOURCES:**

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Customer Relationship Management
<b>Lecture code</b>	MIS718

### **INSTRUCTOR'S**

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Course Introduction-Strategic Framework of CRM
<b>2</b>	Customer focused Corporate Ecosystem-Timeline of CRM evolution
<b>3</b>	Changes with respect to Customers/Marketplace/Technology & Marketing Function
<b>4</b>	Implementing CRM strategy
<b>5</b>	Traditional Marketing Metrics/Customer Acquisition metrics/Customer Activity Metrics
<b>6</b>	Customer based value metrics/Customer selection strategies(profiling, binary classification trees
<b>7</b>	Using Databases & Data mining
<b>8</b>	Operational CRM
<b>9</b>	Key Account Management B2B
<b>10</b>	Customer Privacy concerns/Collaborating with customers(two groups)
<b>11</b>	Analyzing the return on CRM
<b>12</b>	Business Intelligence and CRM
<b>13</b>	Mobile CRM
<b>14</b>	Social CRM and Customer Discussions

### **RESOURCES:**

V. Kumar & Werner Reinartz (2012). Customer Relationship Management Concept Strategy and Tools, Springer

P. Greenberg (2009). CRM at the Speed of Light ,(4th Ed). Mc Graw Hill.

Scott, Kostojohn, Mathew, Johnson & Brian, Paulen (2011). CRM Fundamentals, a press

Jill, Dyche (2002). The CRM Handbook, Boston: Addison Wesley

Adrian, Payne (2006). Handbook of CRM, Butterworth-Heinemann

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Quality Assurance at Software Development
<b>Lecture code</b>	MIS 719

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction to Software Quality Assurance
<b>2</b>	Software engineering
<b>3</b>	Software project management Plan
<b>4</b>	Requirements engineering
<b>5</b>	SQA plan
<b>6</b>	Configuration management
<b>7</b>	Software design
<b>8</b>	Midterm
<b>9</b>	Software development plan
<b>10</b>	Verification and validation
<b>11</b>	Risk management
<b>12</b>	CMMI overview
<b>13</b>	Software process improvement
<b>14</b>	Overall review

### **RESOURCES:**

Handbook of Software Quality Assurance, Gordon Schulmayer, 4<sup>th</sup> Edition, ISBN: 978-1596931862

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Database Management Systems
<b>Lecture code</b>	MIS 722

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Foundations of Database Management Systems
<b>2</b>	Relational Database Theory and Data Modeling
<b>3</b>	Data Modeling General Issues
<b>4</b>	Data Modeling : Logical and Physical Database Designs
<b>5</b>	Data Modeling : Entity relationship diagramming
<b>6</b>	Data Modeling : Normalization and other database issues
<b>7</b>	CASE Tools for Database Designs
<b>8</b>	Commercial tools and Open Source Tools for Database Design
<b>9</b>	SQL Structured Query Language
<b>10</b>	DDL Data Definition Language
<b>11</b>	DML Data Manipulation Language
<b>12</b>	DQL Data Query Language
<b>13</b>	DCL Data Control Language and advanced Database Management issues
<b>14</b>	Presentations for Database Design Projects

### **RESOURCES:**

Lecture Notes

Practice Database



<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Creativity & Innovation
<b>Lecture code</b>	MIS 723/7723

### **INSTRUCTOR'S**

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Meeting- introduction
<b>2</b>	Innovation in context
<b>3</b>	Creativity & innovation
<b>4</b>	Strategy & innovation
<b>5</b>	Innovation process management
<b>6</b>	Innovation performance measurement
<b>7</b>	People, leadership and structure for innovation
<b>8</b>	Midterm exam period
<b>9</b>	Innovation in a global world
<b>10</b>	Case study presentations
<b>11</b>	Case study presentations
<b>12</b>	Case study presentations
<b>13</b>	Case study presentations
<b>14</b>	Case study presentations

### **RESOURCES:**

- 1- "Innovation Management" Pervaiz K. Ahmed and Charles D. Shepherd, 1st Edition, Prentice Hall, 2010.
- 2- "Creativity and Strategic Innovation Management" Malcolm GOODMAN, and Sandra DINGLI, 1st Edition, Routledge, 2013.
- 3- "Managing Innovation, Design and Creativity", Bettina von STAMM, 2nd Edition, John Wiley & Sons Ltd.

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Organizational Behavior & Change
<b>Lecture code</b>	MIS 724

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
1	MEETING – INTRODUCTION REF 1. CH 0
2	WHAT IS ORGANIZATIONAL BEHAVIOR REF 1. CH 1
3	DIVERSITY IN ORGANIZATIONS REF 1. CH 2
4	EMOTIONS & MOODS REF 1. CH 4
5	PERSONALITY & VALUES REF 1. CH 5
6	MOTIVATION CONCEPTS REF 1. CH 7
7	UNDERSTANDING WORK TEAMS REF 1. CH 10
8	COMMUNICATION REF 1. CH 11
9	LEADERSHIP REF 1. CH 12
10	POWER & POLITICS REF 1. CH 13
11	CONFLICT & NEGOTIATION REF 1. CH 14
12	ORGANIZATIONAL CULTURE REF 1. CH 16
13	2ND MIDTERM
14	ORGANIZATIONAL CHANGE & STRESS MANAGEMENT REF 1. CH 18

### **RESOURCES:**

1- "Organizational Behavior" Stephen P. ROBBINS, Timothy A. JUDGE, 15th Edition, Pearson, 2013.

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Supply Chain Management Systems
<b>Lecture code</b>	MIS 725

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction- general knowledge about the course,
<b>2</b>	Basic definitions, importance of the logistics and supply chain management
<b>3</b>	Understanding Supply Chain Management
<b>4</b>	Supply Chain Performance
<b>5</b>	Supply Chain Drivers and Metrics
<b>6</b>	Designing Distribution Networks
<b>7</b>	Network Design in the Supply Chain and Global Supply Chain Networks
<b>8</b>	Network Design in the Supply Chain and Global Supply Chain Networks
<b>9</b>	Midterm Exam
<b>10</b>	Aggregate Planning in a Supply Chain
<b>11</b>	Aggregate Planning in a Supply Chain
<b>12</b>	Information Technology in a Supply Chain
<b>13</b>	Coordination in a Supply Chain
<b>14</b>	E-Business and the Supply Chain Management

### **RESOURCES:**

1. Sunil Chopra, Peter Meindl, "Supply Chain Management", Prentice Hall, 2010, ISBN-10: 0136080405
2. Gianpaolo Ghiani, Gilbert Laporte, Roberto Musmanno, "Introduction to Logistics Systems Planning and Control", Wiley, 2004, ISBN: 0-470-84916-9.

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Decision Making Techniques in Management Information Systems
<b>Lecture code</b>	MIS 726

### **INSTRUCTOR'S**

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction to decision making
<b>2</b>	Decision making under uncertainty and under risk
<b>3</b>	Decision Trees and utility
<b>4</b>	Group decision making
<b>5</b>	Elementary Methods in Multiple Criteria Decision Making
<b>6</b>	Structuring the problem
<b>7</b>	Constructing the Decision Model in MCDM
<b>8</b>	Midterm
<b>9</b>	Analyzing the Problem in MCDM (SAW, WP, TOPSIS)
<b>10</b>	Outranking methods (PROMETHEE)
<b>11</b>	Analytic Hierarchy Process (AHP)
<b>12</b>	Analytic Network Process (ANP)
<b>13</b>	Presentations
<b>14</b>	Final exam

### **RESOURCES:**

1. Tzeng, G.-H., and Huang, J.-J. 2011. Multiple Attribute Decision Making (Methods and applications), CRC Press.
2. Clemen, R. T. 1996. Making Hard Decisions (An introduction to decision analysis), Duxbury Press
3. Taylor B.W. 2012. Introduction to Management Science, Pearson Education Inc., New Jersey.

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Multivariate Data Analysis
<b>Lecture code</b>	MIS 731/7031

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction: Methods and model Building
<b>2</b>	Univariate Data Analysis
<b>3</b>	Understanding and Preparing For Multivariate Analysis (matrix and vectors)
<b>4</b>	Cleaning and Transforming Data
<b>5</b>	Simple and Multiple Regression Analysis (Software usage)
<b>6</b>	Multivariate Linear Regression Models Applications
<b>7</b>	MIDTERM
<b>8</b>	Principal Components (Chapter 8)/ Project Proposals
<b>9</b>	Factor analysis and Inference for Structural Covariance Matrices (Chapter 9)
<b>10</b>	Clustering, Distance Methods (Chapter 12)
<b>11</b>	Data Mining and Multivariate Statistics
<b>12</b>	Problem Solving and Software Applications
<b>13</b>	Project Development and Discussion
<b>14</b>	Project Presentations (Pre-final)

### **RESOURCES:**

J.L.Hair, R.E.Anderson, R.L.Tatham, W.C.Black , “Multivariate Data Analysis”.

R.A.Johnson, D.W.Wichern, “ Applied Multivariate Statistical Analysis”, Pearson Education International

B.G.Tabachnick, L.S.Fidell , “Using Multivariate Statistics”

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Software Development Methods and Improvements
<b>Lecture code</b>	MIS 733/7733

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction
<b>2</b>	Software Processes
<b>3</b>	Requirements Engineering
<b>4</b>	Requirements Engineering
<b>5</b>	System Modeling
<b>6</b>	System Modeling
<b>7</b>	Architectural Design
<b>8</b>	Architectural Design
<b>9</b>	SW Prototyping
<b>10</b>	SW Design and Implementation
<b>11</b>	SW Design and Implementation
<b>12</b>	SW Testing (Verification and Validation Techniques)
<b>13</b>	SW Dependability
<b>14</b>	Management

### **RESOURCES:**

Software Engineering, Ian Sommerville, 9<sup>th</sup> edition, Pearson, 2010.

<b>Program</b>	Management Information Systems, Master Program
<b>Lecture name</b>	Financial Information Analysis
<b>Lecture code</b>	MIS736.1/ MIS7736.1

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	PART I: INTRODUCTION
<b>2</b>	PART II: BUSINESS STRATEGY ANALYSIS
<b>3</b>	PART III: ACCOUNTING ANALYSIS I
<b>4</b>	PART IV: ACCOUNTING ANALYSIS II
<b>5</b>	PART V: FINANCIAL ANALYSIS I
<b>6</b>	PART VI: FINANCIAL ANALYSIS II
<b>7</b>	PART VII: FORECASTING I
<b>8</b>	PART VIII: FORECASTING II
<b>9</b>	PART VIII: VALUATION I
<b>10</b>	PART X: VALUATION II
<b>11</b>	PART XI: SYNTHESIS, REVIEW AND APPLICATION
<b>12</b>	PART XII: COMPREHENSIVE CASE
<b>13</b>	PART XIII: PROJECT WORKSHOP & PRESENTATIONS
<b>14</b>	PART XIV: GUEST SPEAKER

### **RESOURCES:**

Russell Lundholm and Richard Sloan, Equity Valuation and Analysis with eVal, McGraw-Hill Irwin, 3rd Edition, 2013.

John R. Ellis, David Williams, “*Corporate Strategy and Financial Analysis*”, Pearson

Graham Curtis, “*Business Information Systems: Analysis, Design and Practice*”, 6/E

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Manufacturing Information Systems
<b>Lecture code</b>	MIS 737

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	The manufacturing terminology, definitions and manufacturing information system parts
<b>2</b>	Forecasting systems (Techniques and applications)
<b>3</b>	Aggregate production planning system
<b>4</b>	Material requirements planning system
<b>5</b>	Inventory systems
<b>6</b>	Scheduling and sequencing in manufacturing systems
<b>7</b>	Midterm
<b>8</b>	Line balancing systems
<b>9</b>	JIT, lean operations and the TOYOTA production systems
<b>10</b>	Layout design in manufacturing information systems
<b>11</b>	Real applications in different sectors
<b>12</b>	Holiday
<b>13</b>	Term project presentation
<b>14</b>	Term project presentation

### **RESOURCES:**

1. Heizer j., & Render, B., Operations Management, Pearson
2. Sule, D. R. (2008). Manufacturing facilities: location, planning, and design. CRC Press.



<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Topics in Management Information Systems
<b>Lecture code</b>	MIS 740/7740

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Key concepts of Management and Information Systems
<b>2</b>	Paradigms in MIS: Production and Distribution of Knowledge and Information
<b>3</b>	Understanding foundations and roles of MIS in Socio-economic systems
<b>4</b>	More on management systems with respect to Global Trends
<b>5</b>	Three key concepts in understanding Global Trends: Finance system, Mass Production and Planned Obsolescence
<b>6</b>	Holistic (systems engineering) approach to understand MIS in different areas such as agriculture, healthcare, education, systems (software/hardware) development
<b>7</b>	Holistic (systems engineering) approach to MIS (continue)
<b>8</b>	Comparison of different paradigms: Open Source vs Close Systems
<b>9</b>	Developing and Implementing Information Systems
<b>10</b>	Using Information Systems for enhancing internal operations
<b>11</b>	Using Information Systems for improving external operations
<b>12</b>	Using Information Systems for supporting decision making
<b>13</b>	Presentations
<b>14</b>	Presentations

### **RESOURCES:**

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Data Communications and Computer Networks
<b>Lecture code</b>	MIS 743

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Computer Networks and the Internet
<b>2</b>	Computer Networks and the Internet
<b>3</b>	Application Layer
<b>4</b>	Application Layer
<b>5</b>	Transport Layer
<b>6</b>	Transport Layer
<b>7</b>	Network Layer and Routing
<b>8</b>	Network Layer and Routing
<b>9</b>	Network Layer and Routing
<b>10</b>	Link Layer and Local Area Networks
<b>11</b>	Link Layer and Local Area Networks
<b>12</b>	Multimedia Networking
<b>13</b>	Security in Computer Networks
<b>14</b>	Network Management

### **RESOURCES:**

Computer Networking: A Top Down Approach, 6th edition, Jim Kurose, Keith Ross, Addison-Wesley, March 2012

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Data Mining
<b>Lecture code</b>	MIS 744

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Ch.1: Introduction
<b>2</b>	Ch.2: Data: Types of Data, Data Preprocessing, Measures of Similarity
<b>3</b>	Ch.2: Data: Types of Data, Data Preprocessing, Measures of Similarity - Software usage
<b>4</b>	Ch.3: Exploring Data: Summary Statistics, Visualization, OLAP- Software usage
<b>5</b>	Ch.3: Exploring Data: Summary Statistics, Visualization, OLAP -
<b>6</b>	Ch.4: Classification:Basic Concepts, Decision Trees
<b>7</b>	Applications
<b>8</b>	Midterm Exam
<b>9</b>	Ch.4., ANN and Model Estimation - Software usage
<b>10</b>	Software applications
<b>11</b>	Ch.6: Association Analysis:Basic Concepts and Algorithms
<b>12</b>	Ch.6: Association Analysis:Basic Concepts and Algorithms
<b>13</b>	Ch.7 :Cluster Analysis: Basic Concepts and Algorithms
<b>14</b>	Ch.8: Anomaly Detection

### **RESOURCES:**

P.Tan, M.Steinbach, V. Kumar, Introduction To Data Mining. Pearson/Addison Wesley , 2006

M.H. Dunham, Data Mining: Introductory and Advanced Topics. Prentice Hall, 2003

M.J.A. Berry and G. Linoff, Data Mining Techniques: For marketing, Sales, and Customer Relationship Management. Wiley Computer Publishing, 2nd edition, 2004

Softwares: Orange, Weka, Rapid Miner, SAS, Clementine

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Learning Organization
<b>Lecture code</b>	MIS 745

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### CONTENT

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction to the rationale of the course
<b>2</b>	Constraints of Linear Thinking versus Systems Thinking.
<b>3</b>	Complex Adaptive Systems
<b>4</b>	Complexity Management
<b>5</b>	A strategic outlook on Systems
<b>6</b>	Simulation 1: Understanding Poverty from a Systems Perspective
<b>7</b>	Shifting towards an integrated strategy
<b>8</b>	Midterm
<b>9</b>	The Discipline of Systems
<b>10</b>	Learning Organizations
<b>11</b>	The Fifth Discipline
<b>12</b>	Building Learning Organizations,
<b>13</b>	Simulation 2
<b>14</b>	Simulation 3

### RESOURCES:

Course Materials

Peter M. Senge (1990), **The Fifth Discipline**, Doubleday/Currency, ISBN 0385260946

Donella H. Meadows (2008) **Thinking in Systems - A primer** (Earthscan) ISBN 978-1-84407-726-7

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	E-marketing
<b>Lecture code</b>	MIS 747

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### **CONTENT**

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction, Next wave of digitization
<b>2</b>	Digital Life, digital divide
<b>3</b>	Permission Marketing
<b>4</b>	E-marketing
<b>5</b>	Opt-in Opt out marketing
<b>6</b>	Online Marketing , Online Advertising
<b>7</b>	Viral Marketing
<b>8</b>	Search Engine Marketing
<b>9</b>	E-tailing
<b>10</b>	Social Media Marketing
<b>11</b>	Mobile Marketing
<b>12</b>	Mobile Advertising
<b>13</b>	Location Based Marketing
<b>14</b>	E- Marketing Turkey

### **RESOURCES:**

Gonca Telli Yamamoto (2009). Mobilized Marketing and the Consumer, IGI Global

Ryan Damian & Calvin Jones (2009). Understanding Digital Marketing, Kogan Page, London

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Statistical Data Analysis
<b>Lecture code</b>	MIS 749/7749

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### CONTENT

<b>Week</b>	<b>Topic</b>
<b>1</b>	Introduction to SPSS software program
<b>2</b>	Introduction: Methods and model Building
<b>3</b>	Univariate Data Analysis & Descriptive Measures
<b>4</b>	Understanding and Preparing Data for Analysis & Graphs
<b>5</b>	Software usage ( SPSS- R- etc.)
<b>6</b>	Case study devolepment and Analysis (Descriptive statistics applications)
<b>7</b>	Midterm
<b>8</b>	Project devoleoment/ Case study/Software Appl.
<b>9</b>	Project Proposals &Discussion
<b>10</b>	Hypothesis testing for single population
<b>11</b>	Hypothesis testing for Two populations
<b>12</b>	Chi-Square tests & Independency tests
<b>13</b>	Simple Linear Regression Analysis (Software usage)
<b>14</b>	Problem Solving and Software Applications, Project Presentations (Pre-final), Introduction to SPSS software program

### RESOURCES:

Levine, Krehbiel and Berenson, Business Statistics A First Course Third Edition, Prentice Hall, 2012.

Ronald E. Walpole, Raymond H. Myers Sharon L. Myers, Keying Ye "Probability and Startistics for Engineers and Scientists" 8th Ed., 2007.

Jay L. Devore, Probability and Statistics for Engineering and the Sciences Fifth Edition, Duxbury, 2011.

<b>Program</b>	Management Information Systems Master Program
<b>Lecture name</b>	Economics and Cost Analysis
<b>Lecture code</b>	MIS 751

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### CONTENT

<b>Week</b>	<b>Topic</b>
1	Introduction and Goals of the Firm
2	Fundamental Economic Concepts
3	Demand Analysis
4	Production Economics
5	Cost Analysis
6	Applications of Cost Theory
7	Prices, Output, and Strategy: Pure and Monopolistic Competition
8	Price and Output Determination: Monopoly and Dominant Firms
9	Introduction to Game Theory
10	Static Games with Full Information
11	Static Games with Incomplete Information
12	Extensive Form Games
13	Contracting, Governance, and Organizational Form
14	Auction Design and Information Economics

### RESOURCES:

McGuigan, J. R., Moyer, R. C., & Harris, F. H. B. (2007). **Managerial Economics: Applications, Strategies, and Tactics**. Thomson/South-Western.

Kreps, D. (2004), **Microeconomics For Managers**, Addison-Wesley, New York

Baye, M. (2010). **Managerial Economics and Business Strategy**. McGraw-Hill Higher Education.