



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Management and Strategy in Financial Institutions								
Course Code	EFN524		Course Level		Second Cycle (Master's Degree)				
ECTS Credit	5	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	One of the success criteria for financial institutions is to develop and implement a corporate governance strategy.								
Course Content	In this course, main elements of strategic finance and corporate planning with respect to the financial institutions will be covered: theory of strategy development, business strategies, strategic management and corporate governance approaches, project planning, strategic analysis and data resources, and decision making processes.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Individual Study								
Name of Lecturer(s)	Prof. Hüseyin YILMAZ								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	İşletmelerde Yatırım Kararları ve Hedef Pazar Stratejileri, Sefer Gümüş
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definiton, role and history of financial markets and institutions
2	Theoretical	Development of EURO money and capital markets and its importance for Turkish financial system
3	Theoretical	Turkish financial system: Foundation, history and principles of "Organized and OTC" "Money and Capital markets
4	Theoretical	Turkish Banking Sector: History, institutions with respect to the licence types, working principles, sectoral performance analysis according to the most recent financial statements, macroeconomic indicators, expectations for 2012
5	Theoretical	Turkish Banking Sector: Strengths – projections, possible threats, analysis and discussion
6	Theoretical	Source of financing for institutions in Turkish financial system: Deposits, Commercial Papers, Issuance of bonds, Securitization (Asset backed securities), Syndication loans
7	Intermediate Exam	Midterm Exam
8	Theoretical	Fund procurement activities continued: Syndication Loans: Correspondent Banking: International Banking Organizational characteristics; Bank to Bank credit studies; Elements of Change in Finance Sector; Competition; Risks and Risk Management.
9	Theoretical	Methods of placement in financial institutions: Foreign trade finance
10	Theoretical	Non-bank Financial Institutions: Leasing, Factoring, Forfaiting, Insurance and Security Firms: Non-bank financial institutions in Turkey and expectations through the regulatory intervention; New products
11	Theoretical	International Multipurpose Financial Institutions: IBRD, IFC, IDB, EIB, EBRD; Functions and products – Their importance and relationship with Turkey
12	Theoretical	ECA Institutions and Loans (EXIM BANK systems)
13	Theoretical	General review; Discussion of current issues
14	Theoretical	General review; Discussion of current issues



15	Theoretical	General review; Discussion of current issues
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	10	1	11
Final Examination	1	14	2	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Define main elements of strategic finance and corporate planning with respect to the financial institutions.
2	Analyze theory of strategy development, business strategies, strategic management and corporate governance approaches.
3	Analyze theory of project planning, strategic analysis and data resources, and decision making processes.
4	Analyze theory of project planning, strategic analysis and data resources, and decision making processes.
5	Analyze theory of strategy development, business strategies, strategic management and corporate governance approaches.

Programme Outcomes (Economics and Finance Interdisciplinary Master)

1	To be able to use the basic concepts in the field of economics and finance correctly
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics and finance
3	To be able to analyze economical and financial events theoretically and empirically
4	To be able to evaluate any economical and financial problem in accordance with scientific principles
5	To be able to prepare solutions for an economical or financial problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications
7	To be able to prioritize scientific methods and ethical principles in economics and finance while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics and finance
9	To be able to create value for economics and finance profession as a professional identity

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	4	3	4	4	4
P2	5	4	3	3	3
P3	4	5	4	5	4
P4	5	4	3	4	5
P5	4	3	5	3	4
P6	5	5	4	4	3
P7	4	4	3	3	4
P8	5	3	4	4	4
P9	4	4	3	4	3

