

**DEPARTMENT OF WHOLESALE AND RETAIL SALES
REAL ESTATE MANAGEMENT PROGRAMME
COURSE CONTENTS**

I. SEMESTER

**Turkish Language I (2-0)
Course Content**

ECTS: 2

Language and languages, theories about the origin of language, the relationship between language, culture and nation, world languages and the place of Turkish among world languages, the historical development and periods of Turkish, phonetics (Turkish), morphology (word structure): a) nouns b) verbs c) prepositions, semantics, syntax (word groups, sentence elements, sentence types, sentence analysis), formal features, sentence features, spelling rules, punctuation marks.

**Atatürk's Principles and the History of the Revolution-I (2-0)
Course Content**

ECTS: 2

Reasons for the decline of the Ottoman Empire, reform movements, the disintegration and collapse of the Ottoman Empire, factors leading to the War of Independence, the beginning of the national struggle, Atatürk's organisation of the national struggle, internal and external political developments after World War I, and information about the establishment of the Republic of Turkey.

**English-I (2-0)
Course Content**

ECTS: 2

Conversation, greetings, asking after someone's well-being, introducing oneself, giving instructions, making requests and suggestions, asking questions to obtain information, answering questions, making and responding to suggestions, asking about and answering questions regarding time and place, asking about and stating quantities and numbers, telephone conversation techniques, expressions indicating necessity and advice, discussing past events.

**General Business (3-0)
Course Content**

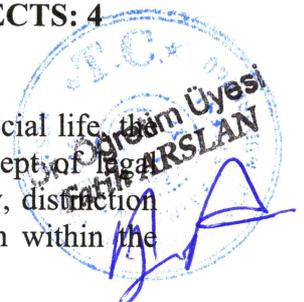
ECTS: 4

Business, business management, entrepreneurship and management, classification of businesses, business expenses, business revenues, business size, business capacity, business establishment activities, choice of location, investment projects, management function, production function, marketing function, finance function, personnel function, accounting function, public relations function, research–development function.

**General Legal Knowledge (3-0)
Course Content**

ECTS: 4

Social order and law, the subject of law, other rules and legal rules governing social life, definition of law, sources of law, the origin and application of law, the concept of legal relations and parties; rights and their types; the concept of debt, branches of law, distinction between public and private law, general principles of the Turkish legal system within the



framework of the 1982 Constitution.

Introduction to Property Management (3-0)
Course Content

ECTS: 4

To provide students new to the department with basic knowledge about real estate. To explain the concept of real estate brokerage, title deeds, contracts, price determination, land information, taxation, and the rights and obligations arising from buying and selling.

Marketing (2-0)
Course Content

ECTS: 2

Understanding marketing concepts, learning about market types and environmental factors, understanding the 4Ps Strategy elements of the Marketing Mix, understanding consumer behaviour in changing market environments, and understanding the impact of innovations on marketing activities.

Occupational Health and Safety (2-0)
Course Content

ECTS: 2

Development of Occupational Health and Safety Concepts and Rules, Labour Law, Physical Risk Factors, Chemical Risk Factors, Biological Risk Factors, OHS in Construction and Mining Workplaces, Occupational Diseases, Ergonomics, Emergency Plans, Workplace Accidents, Workplace Environment Monitoring, Occupational Health and Safety in Electrical Work, Personal Protective Equipment, Risk Assessment

Introduction to Economics (3-0)
Course Content

ECTS: 4

The subject and definition of economics, economic systems, key concepts, methods used in economics, and the flow of economic activities, markets, demand, supply and price mechanisms, utility analysis, consumer theory, producer theory, cost analysis, market types, short- and long-term market analyses, the definition and calculation methods of national income, goods markets, money markets, macroeconomic equilibrium, international economics, and economic growth.

Commercial Mathematics (3-0)
Course Content

ECTS: 4

Percentage calculations, purchase, cost, sales, and profit calculations; proportional division and company-related calculations, mixture, composition, and alloy problems

Real Estate Economics (3-0)
Course Content

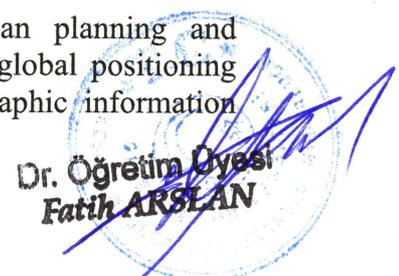
ECTS: 4

It examines the effects of macroeconomic factors on the sector. This course addresses land and site selection, the effects of the changing economic environment, demographic characteristics, transportation, and local government policies.

Surveying and Land Measurement (3-0)
Course Content

ECTS:4

Understanding the professional relationships and applications of urban planning and development issues, understanding the technical aspects and purpose of global positioning methods, understanding the technical and application methods of geographic information systems.


Dr. Öğretim Üyesi
Fatih ARSLAN

OSD-SEC-1 - COMMON ELECTIVE – I

Ethics and Values Education (2-0)

ECTS: 2

Ethics and ethics education, Values and values education, Ethics and values education at work, school and home, Use of teaching methods in values education.

Career Planning (2-0)

ECTS: 2

Knowledge of basic concepts related to professions. Recognising one's professional identity, awareness of career choices, ability to evaluate career options, ability to plan a career. Knowledge of career planning in the tourism sector and understanding the sector.

II. SEMESTER

English-II (2-0) ECTS: 2

Course Content

Asking for directions, giving directions, making choices, asking about preferences, asking how a process or task is done, explaining, comparing, talking about the future, making predictions, describing a situation using the passive voice, situations that occurred in the past but whose effects continue, and situations that began in the past and are still ongoing, explaining the purpose of a task or process, expressing similarities and differences, asking about cause and effect.

Atatürk's Principles and the History of the Revolution-II (2-0)

ECTS: 2

Course Content

The establishment of the Republic of Turkey and its political history up to the present day, along with an examination of the structure, functioning and objectives of the institutions of the Republic.

Turkish Language-II (2-0)

ECTS: 2

Course Content

Punctuation marks, spelling rules, definition of composition and writing techniques, ways to succeed in composition, narrative features, narrative flaws, types of oral and written expression.



General Accounting (3-0)
Course Content

ECTS: 4

Defining the place of accounting in business functions; explaining the accounting flow process, excluding end-of-period transactions. Recording intra-period transactions according to the Uniform Accounting System and preparing basic financial statements.

Basic Information Technology Applications (4-0)
Course Content

ECTS: 4

Basic computer knowledge, Windows XP, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Internet usage. Ability to use a computer at a basic level (document preparation, table preparation, presentation preparation, Internet usage).

Real Estate Marketing (3-0)
Course Content

ECTS: 4

Marketing in real estate, general marketing methods, increasing and maintaining market share in the region, personal promotion, marketing sales career training, advertising, success strategies, closing transactions, receiving sales training.

Principles and Techniques of Real Estate Valuation (3-0)
Course Content

ECTS: 4

The concept of value and valuation. The concept of real estate valuation. Types of real estate. The objectives of valuation. Factors affecting valuation. Real estate valuation practices worldwide. Real estate valuation practices in Turkey. Real estate valuation professional organisations. Valuation approaches and valuation methods. The valuation process Comparative market analysis. Cost approach. Income capitalisation approach. Land valuation analysis.

Real Estate Brokerage Techniques(3-0)
Course Content

ECTS: 3

Real estate brokerage from a legal perspective, definition and duties of a real estate agent, required characteristics, filling out real estate declarations, purchase, sale and rental transactions, real estate brokerage within the scope of consumer law.

Land Registry and Cadastre Knowledge (3-0)
Course Content

ECTS: 3

Map knowledge, scale on maps, interpretation, land registry, cadastral procedures

Local Government (3-0)
Course Content

ECTS: 3

Definition, importance, and values underlying local governments; decentralised administration and local governments, local governments and local democracy in constitutions, local government institutions; Municipalities, Metropolitan Municipalities, Provincial Special Administrations and Villages; their duties, organs and management, local government associations, service methods in local governments, central government-local government relations, the development of local governments, local governments and citizen relations.

 **Dr. Öğretim Üyesi**
Fatih ARSLAN

Land and Building Cooperative (3-0)
Course Content

ECTS: 3

The Development of Cooperatives in the World and in Turkey; Principles and Values; Urbanisation and the Housing Problem; Building Cooperatives; Management of Building Cooperatives; Relations with Financial Policies.

Commercial Law (3-0)
Course Content

ECTS: 3

The Concept of Commercial Enterprise, Definition and Elements of Commercial Enterprise; Merchant and Consequences of Merchant Status, Trade Name, Business Name, Brand; Trade Registry; Concept of Partnership, Definition and Elements of Partnership, Establishment, Operation, and Termination of General Partnership; Collective, Limited, and Joint Stock Partnerships; Securities, Rights and Obligations of Shareholders, Termination of the Company; Negotiable Instruments, Definition, Elements: Bill of Exchange, Promissory Note, Cheque

Public Relations and Organisational Communication (2-0)
Course Content

ECTS: 2

The course covers definitions of public relations, its purpose, function, differences from similar concepts such as propaganda and advertising, the historical development of public relations in the world and in Turkey, relationship models, the qualities of public relations personnel, ways of using the internet in public relations, crisis management, reputation management, public relations ethics, etc. Communication in terms of process and meaning, communication schemes, communication forms, systems, interpersonal communication within society, communication from oral to written culture, mass communication, mass media, diversity, popular culture and mass culture, communication sciences, messages and meanings, coding and decoding, media literacy

Consumer Behaviour (2-0)
Course Content

ECTS: 2

The Concept of Consumer Behaviour and Interdisciplinary Approach; The Place and Importance of Consumer Behaviour in Marketing; Consumers as Decision Makers: Shopping, Purchasing and Evaluation; Factors Affecting Consumer Behaviour (Individual influences; cultural influences, socio-economic influences); The Impacts of the Digital Age

Twin Transformation (2-0)
Course Content

ECTS: 2

Definition of Twin Transformation and Related Concepts, Historical Development of Digital Transformation and Green Transformation, Components of Digital Transformation, Sustainability and Digitalisation, Characteristics of Twin Transformation, Sustainable Green Transformation Applications, Interactions of Twin Transformation with the Real Estate Sector



III.SEMESTER

Urbanisation and Housing Policy (3-0) **Course Content**

ECTS: 4

The historical development of urbanisation, characteristics of contemporary urbanisation, reasons for urbanisation, urbanisation and development, urbanisation policies, urbanisation in Turkey, urbanisation and urban planning in different economic systems, urban theories, urban planning, process, stages, principles, plan approval, binding nature, implementation tools.

Architecture and Building Science (3-0) **Course Content**

ECTS: 4

Architectural Concepts, Architectural Components, Factors Shaping Architecture, Human Dimensions, User Requirements, Human-Environment Relations, Architectural Planning Process, Concept of Housing

Labour and Social Security Law (3-0) **Course Content**

ECTS: 4

The labour law course is taught under two different headings: individual labour law and collective labour law. The content of the individual labour law course generally covers the subject of labour law, the historical development of labour law, and basic concepts such as labour law, worker-employer-employer representative-workplace-business, the scope of the Labour Law No. 4857 and other labour laws, the definition, elements, characteristics, and types of employment contracts, the termination of employment contracts, and the concepts of notice and seniority compensation will be examined within the framework of case studies and relevant court decisions.

Building Inspection (3-0) **Course Content**

ECTS: 3

The legal framework for building inspection practices, the necessary legal regulations, application processes, building material standards, occupational health and safety rules.

Zoning and Municipal Legislation (3-0) **Course Content**

ECTS: 3

This course covers the distinction between centralised and decentralised administration in Turkey's administrative structure, the powers and responsibilities of local authorities, and information on building control in the context of relevant legislation, including urban planning applications and expropriation processes.

Human Resource Management (3-0) **Course Content**

ECTS: 4

The definition, scope, place and importance of Human Resource Management within the organisational structure, personnel management, functions that form the basis of human resource management; job analysis and job design, human resource planning, human resource procurement process, performance appraisal system, the concept of remuneration; remuneration systems, job evaluation, occupational safety and employee health, characteristics of managers; working principles, organisational culture, and new developments in human resources are covered.

Dr. Öğretim Üyesi
Fatih ARSLAN


Real Estate Law (3-0)
Course Content

ECTS: 4

This course covers topics such as possession, ownership, real estate ownership, real estate mortgages, condominium ownership, land registry, easement rights, and real estate law.

Entrepreneurship (2-0)
Course Content

ECTS: 2

Basic concepts of entrepreneurship, entrepreneurial approaches, entrepreneurial culture, types of entrepreneurship, functions of entrepreneurship, areas of entrepreneurship, entrepreneurial process.

Job Search Techniques (2-0)
Course Content

ECTS:2

Individual and working life, Individual career management, Job search preparation activities, Researching job opportunities, Curriculum Vitae (CV), Basic and supporting sections of the CV, Job application and job proposal, Job interviews, Interview stages, Types of questions in interviews

Preparing for Working Life (2-0)
Course Content

ECTS:2

Being a university student, Individual career management, Employability, Individual vision, Career choice and career goals, Competencies and their identification, Foreign language and computer skills, Gaining experience, Career centres and activities, Social activities, Professional and personal development

Expropriation Technique (2-0)
Course Content

ECTS: 2

Planning history, unplanned period, central planning period, local planning period, current zoning legislation, zoning authority areas, zoning plans and zoning statuses: urban planning, types of planning and the parcelling process, the expropriation process

Building and Site Management (2-0)
Course Content

ECTS: 2

It contains information on the establishment of condominium ownership and condominium easement within the framework of the Condominium Ownership Law, as well as the management of buildings and collective structures.

Management and Organisation (2-0)
Course Content

ECTS: 2

Basic information about the definition of management and management, differences between management and leadership, historical background of management, management theories

Dr. Öğretim Üyesi
Fatih ARSLAN



E-Transactions in Real Estate (2-0)
Course Content

ECTS: 2

Development tools and techniques of digital marketing; Digital marketing in the real estate sector (Tools and Techniques); Digital advertising and its role in the real estate sector; Digital Competition; Customer Relationship Management

Professional English (2-0)
Course Content

ECTS: 2

To be able to read, understand and interpret basic concepts and texts related to the real estate sector that are valid internationally. What does the concept of real estate mean and what does it encompass? Who are the stakeholders in the real estate sector? How are relationships with stakeholders conducted? What is real estate valuation? What factors influence it and how is it done? Which legislation regulates the real estate sector?

Physical Education (2-0)
Course Content

ECTS: 2

Learning the basic concepts of Physical Education and Sports. The development of sports in the world and in Turkey. Scientific examination of lifelong sports, sports ethics, and sports and media.

IV. SEMESTER

Workplace Application (0-33)
Course Content

ECTS: 14

To apply production and service processes in public or private organisations in the workplace.

Workplace Training (5-0)
Course Content

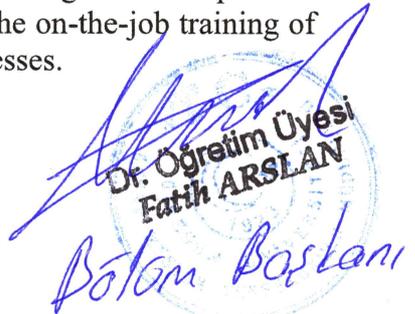
ECTS: 11

Regulations, Legislation and Practices Related to Workplace Training, Labour Law, Occupational Health and Safety, Work Ethics and Morality

Internship (0-2)
Course Content

ECTS: 5

Students will undertake placements at one of the types of business specified as suitable in the "Internship Guidelines" as part of this course. The relevant teaching staff will provide advisory services, including written and routine checks related to the on-the-job training of the students they advise, and will maintain relations with the businesses.


Dr. Öğretim Üyesi
Fatih ARSLAN
Bölüm Başkanı

29 January 2026