

| Course Description                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 |                         |                           |   |
|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------------|-------------------------|---------------------------|---|
| Name                                                                                                          | Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Semester                                        | T+A Hour        | Credit                  | ECTS                      |   |
| ECONOMIC EVALUATION TECHNIQUES                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | SAYY1267350                                     | Spring Semester | 3+0                     | 3                         | 8 |
| <b>Prerequisites Courses</b>                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 |                         |                           |   |
| <b>Recommended Elective Courses</b>                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 |                         |                           |   |
| <b>Language of Instruction</b>                                                                                | Turkish                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                 |                 |                         |                           |   |
| <b>Course Level</b>                                                                                           | Second Cycle (Master's Degree)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                 |                 |                         |                           |   |
| <b>Course Type</b>                                                                                            | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                 |                 |                         |                           |   |
| <b>Course Coordinator</b>                                                                                     | Prof.Dr. Hasan DİNÇER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                 |                 |                         |                           |   |
| <b>Name of Lecturer(s)</b>                                                                                    | Prof.Dr. Hasan DİNÇER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                 |                 |                         |                           |   |
| <b>Assistant(s)</b>                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 |                         |                           |   |
| <b>Aim</b>                                                                                                    | The aim of the course is to enable students to master the basic concepts of firm valuation.                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |                 |                         |                           |   |
| <b>Course Content</b>                                                                                         | This course contains; Introduction to Valuation,Introduction to Valuation 2,Value Concept and Company Valuation,Main Factors Affecting Company Value,Valuation (Revenue) Approach with Reduced Cash Flows,Relative Valuation (Market) Approach,Accounting Based Valuation (Cost) Approach,Conditional Valuation (Option) Valuation Approach,Alternative Company Valuation Methods,Comprehensive Company Valuation Practices,Readings on Strategic Finance,Readings on Strategic Finance 2,Readings on Company Valuation,Readings on Company Valuation 2. |                                                 |                 |                         |                           |   |
| <b>Course Learning Outcomes</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | <b>Teaching Methods</b> | <b>Assessment Methods</b> |   |
| 1. Explains valuation concept.                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 1.1. Explains the basic headings of the concept of valuation.                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 1.2. Understands the points of view of value.                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 2. Explains valuation methods                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 2.1. Explains basic types of financial valuation.                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 2.2. Explain the difference between types of financial valuation.                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 3. Makes economic evaluation and technological evaluation in the financial sector.                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 3.1. Conducts economic evaluation in financial sector services.                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 3.2. Conducts technological evaluation in the financial sector.                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 4. Explains economic evaluation cost effectiveness, cost benefit, cost minimization and cost utility methods. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 4.1. Economic evaluation learns cost effectiveness, cost benefit and cost minimization.                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 4.2. Explains cost minimization and cost utilization methods in economic evaluation.                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 5. Explains the functioning of the economic evaluation process.                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 5.1. Explains risk analysis in economic evaluation.                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| 5.2. Explains to make decisions from economic evaluation.                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 | 10, 16, 9               | A                         |   |
| <b>Teaching Methods</b>                                                                                       | 10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                 |                 |                         |                           |   |
| <b>Assessment Methods</b>                                                                                     | A: Traditional Written Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |                 |                         |                           |   |
| <b>Lecture Schedule</b>                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                 |                 |                         |                           |   |
| <b>Sequence</b>                                                                                               | <b>Topics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Preliminary Preparation</b>                  |                 |                         |                           |   |
| 1                                                                                                             | Introduction to Valuation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Examination of academic studies on the subject. |                 |                         |                           |   |
| 2                                                                                                             | Introduction to Valuation 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Examination of academic studies on the subject. |                 |                         |                           |   |
| 3                                                                                                             | Value Concept and Company Valuation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Examination of academic studies on the subject. |                 |                         |                           |   |
| 4                                                                                                             | Main Factors Affecting Company Value                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Examination of academic studies on the subject. |                 |                         |                           |   |
| 5                                                                                                             | Valuation (Revenue) Approach with Reduced Cash Flows                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Examination of academic studies on the subject. |                 |                         |                           |   |
| 6                                                                                                             | Relative Valuation (Market) Approach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Examination of academic studies on the subject. |                 |                         |                           |   |
| 7                                                                                                             | Accounting Based Valuation (Cost) Approach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Examination of academic studies on the subject. |                 |                         |                           |   |
| 8                                                                                                             | Conditional Valuation (Option) Valuation Approach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Examination of academic studies on the subject. |                 |                         |                           |   |
| 9                                                                                                             | Alternative Company Valuation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Examination of academic studies on the subject. |                 |                         |                           |   |
| 10                                                                                                            | Comprehensive Company Valuation Practices                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Examination of academic studies on the subject. |                 |                         |                           |   |
| 11                                                                                                            | Readings on Strategic Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Examination of academic studies on the subject. |                 |                         |                           |   |
| 12                                                                                                            | Readings on Strategic Finance 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Examination of academic studies on the subject. |                 |                         |                           |   |
| 13                                                                                                            | Readings on Company Valuation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Examination of academic studies on the subject. |                 |                         |                           |   |
| 14                                                                                                            | Readings on Company Valuation 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Examination of academic studies on the subject. |                 |                         |                           |   |
| <b>Evaluation Methods</b>                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Weight(%)</b>                                |                 |                         |                           |   |
| Midterm Exam                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 50                                              |                 |                         |                           |   |
| General Exam                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 50                                              |                 |                         |                           |   |

| Resources                                                                                                    |
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| Course notes, Şirket Değerleme Yaklaşımları, Barış Sipahi, Serhat Yanık, Yusuf Aytürk, Seçkin Yayınevi, 2016 |