

**THE DEPARTMENT OF TRANSPORTATION AND LOGISTICS
UNDERGRADUATE PROGRAM 2018/2019**

FIRST YEAR

1.SEMESTER

0410010001 INTRODUCTION TO ECONOMICS I (3+0) AKTS 5

Basic concepts of microeconomics; demand, supply, competition balance, flexibility, price controls, consumption behavior, production, cost, technological change. Determination of market structures, production factors, wages and capital return.

0410010002 GENERAL MATHEMATICS (3+0) AKTS 5

Function sequences, series and convergence tests; infinite series and convergence tests; force series and Taylor theorem, functions; limit and continuity; derivative; derivative applications: extreme values, mean value theorem and its applications, drawing of function graphs; logarithmic, exponential, hyperbolic functions; extremum and relative extremity applications.

0410010003 PRINCIPLES OF ATATÜRK AND HISTORY OF REVOLUTION I (2+0)

AKTS 2

Revolution and similar concepts, the nature of Turkish Revolution and the difference from other revolutions, Atatürk's understanding of revolution. Internal and external causes that prepare the Turkish Revolution. The disintegration of the Ottoman Empire, the reasons leading to World War I, the Treaty of Sevres and the unjust occupation of Anatolia. Mustafa Kemal Pasha's departure from Samsun to Anatolia, the opening of T.B.M.M. The establishment of regular armies, the abolition of the Sultanate and the election of the new state.

0410010004 BASIC LAW (3+0) AKTS 3

To introduce the basic concepts of law and to determine the place and importance of the law in

social life and to examine the interpretation systems in the legal system or the law in terms of the application of law, the gaps of law or law, the powers granted to the judges, the application of the rule of honesty and its functions and functions, the most basic information is given in the field of law.

0410010005 TURKISH LANGUAGE I (2+0) AKTS 2

The topics related to language, language and culture in general, the history of Turkish language in short, the membership of Turkish, the information about Turkish culture, the features of Turkish voice, attachments and roots, compositional information, good speaking and writing, protection.

0410010006 FOREIGN LANGUAGE I (3+0) AKTS 3

It comprises the rules of main grammar in English; comprehensions of components and structures, making simple sentences. Elementary Reading Studies, Listening Comprehension Studies.

0410010007 INTRODUCTION TO BUSINESS MANAGEMENT (3 +0) AKTS 4

Basic concepts of business and historical process; relation of business science to other science branches; external environment in businesses; objectives of the operator; classification according to various criteria; classification by various measures; legal forms; business combinations; functional approaches in business: marketing function, product function, financial management function, production function; general information about cost concepts: variable and fixed costs, unit costs and total costs, order cost system, process cost system, sample solutions.

0410010008 GENERAL ACCOUNTING I (3 + 0) AKTS 5

The concepts of accounting, financial tables, account concept, accounting process and numerical example, basic concepts of accounting and general accepted accounting principles, scope of stocks, VAT applications in goods purchase and sale, cash values, securities, receivables, fixed assets, financial debts, , incomes and expenses, period end transactions.

0410010072 INTRODUCTION TO UNIVERSITY LIFE (1+0) AKTS 1

The course will focus on the students' life in the university, the city where the university is located, and to provide promotional and motivational information in harmony with the situation. In the agenda of the course; introduction of university and university, methods of accessing information sources, effective communication skills, Higher Education Student Legislation, city and university introduction, human rights and society, daily multicultural life in history, history of science philosophy and use of methods in science. The content of this course is designed to get basic information about human, environment, city, university and science.

2. SEMESTER

0410010010 INTRODUCTION TO ECONOMICS II (3+0) AKTS 6

Basic concepts of macroeconomics; the structure and calculation of national income, production, productivity and employment. Consumption, saving, investment and government sector. Money supply, prices and inflation. Fiscal and monetary policies in closed economies. Determination of wages and unemployment. Periodic cycle analysis.

0410010011 FINANCE MATHEMATICS (3+0) AKTS 6

To teach the mathematical basis of the financial structures in the money markets and to gain a mathematical perspective of finance by comprehending mathematical operations especially in the fields of banking and insurance. Plasma calculations, interest problems, time value of money.

0410010012 PRINCIPLES OF ATATÜRK AND HISTORY OF REVOLUTION II (2+0) AKTS

2

The proclamation of the Republic of Turkey, Turkey's geopolitical position, the resulting threats, XXI. Expectations for Turkey's modernization in the Century.

0410010014 TURKISH LANGUAGE (2 +0) AKTS 2

To be able to comprehend properly the structure and functioning characteristics of each mother tongue who attends higher education. To gain the ability to use Turkic language correctly and beautifully as a means of writing and oral expression in terms of language-thinking connection. It is to train young people who have a mother tongue consciousness to make a unifying and integral language in teaching.

0410010015 FOREIGN LANGUAGE II (3 + 0) AKTS 3

Grammatical and semantic links beyond sentence level sentence analysis. Employment of reading skills appropriate to the level. Listening and Writing Studies.

0410010017 GENERAL ACCOUNTING II (3+0) AKTS 5

Inventory concept, inventory products, inventory and valuation, inventory closing and re-opening at the end of the period, inventory of cash account, inventory of foreign currencies, inventory of check accounts, inventory of bank account, inventory of stocks and treasuries, inventory of receivables, inventory of receivables, stock valuation methods, stock movements applications.

0410010078 BASIC COMPUTER (2+1) AKTS 5

The course aims to provide students with the information they have about technology knowledge through computers. The main topics of the course are methods of using information techniques, computer software, data transfer through computer, internet usage. This course is designed to get basic information about Microsoft Office, Word, Excel, Power Point, Outlook, CRS, and İBEM Hotel Software programs.

0410010073 SOCIAL RESPONSIBILITY AND HEALTHY LIFE (1 + 0) AKTS 1

Ethical Values, Family and Pregnancy, Gender Equality, Family Communication, Overview of Health, Protection of Healthy Life, Healthy Life, Human Resources and Responsibility, Social Responsibility and University, Social Responsibility and CSO " threats (addiction), basic first aid - behavior in emergency situations.

SECOND YEAR

3. SEMESTER

0410010019INTRODUCTION TO LOGISTICS (3 + 0) AKTS 5

What is logistics, explanation of its importance, historical progressing of logistics sector basic concepts of logistics, principles of logistics, logistics activities will be given in this lesson.

0410010025 PROFESSIONAL FOREIGN LANGUAGE I (3 + 0) AKTS 4

Grammar, English for Careers, banking vocabulary.

0410010026TRANSPORTATION MANAGEMENT I(3 + 0) AKTS 5

Importance of transportation / Principles of transportation / Transportation operations / Distribution concept / Transportation modes / Multi-modal transportation / Transportation loads and containers / Transportation and handling equipments / Transportation documents / Transportation networks / Vehicle routing

0410010079INTERNATIONAL TRADE I(3 + 0) AKTS 4

The content of this course is comprised of classical and neo-classical trade theories, the world system theory, trade policy alternatives of the states, technology and trade.

0410010021 STATISTICS (3 + 0) AKTS 4

Introduction to statistics, Basic contents, Central Tendency Measures, Variability Measures, Classified Data and Measures, Probability, Discrete Random Variables and Probability Distributions, Continuous Random Variables and Probability Distributions,

ELECTIVE COURSES I

0410010080 DISASTER AND HUMANITY ASSISTANCE LOGISTICS (3 + 0) AKTS 4

Disaster and emergency planning, hazard analysis, disaster scenarios, humanitarian aid chain, where the country's disaster

0410010081 PURCHASE AND SUPPLY MANAGEMENT (3 + 0) AKTS 4

Integration of company strategy, store purchase and supply strategy, performance measurement, financial control.

0410010036 SPECIAL AND TRANSPORTATION OF DANGEROUS GOODS (3 + 0) AKTS 4

Making definition and classification of hazardous substances, explosive substances, gases, burnable liquids, flammable solid substances, oxidizing substances, toxic and disgusting substances, radioactive substances and etchant substances, emphasizing hazardousness characteristics of the substances, measures are indicated for the carryings and storing of these substances, methods of challenge in the event of encountering the occurrences of hazardous substances and urgent first aid, selection of appropriate carriage modes in the carrying of hazardous substances, usages of the tables and signs for the hazardous substances, packaging instructions, packaging characteristics, their markings, labeling, responsibilities of the sender and carrier for the hazardous substances are caused to be apprehended.

0410010082 LABOR ECONOMICS (3 + 0) AKTS 4

Labor market and Labor Supply and job search, Labor demand, Trade unions, Migration, Labor economics in modern schools of economics

0410010064 AIR TRANSPORTATION (3 + 0) AKTS 4

Airline Planning Process, Airline Economics, Airline Operating Costs and Productivity, Airline Scheduling, Airline Fleet Assignment, Airline Revenue Management, Airline Pricing Structures and Strategies

ELECTIVE COURSES II

0410010043 ROAD TRANSPORT (3 + 0) AKTS 4

In the course in question, subjects such as the following are explained: Importance and elements of road transportation; road network and frequency; frequency of use; problems encountered in road freight transport; effects of bilateral relations between countries on road transportation.

0410010084 FLEET MANAGEMENT (3 + 0)

AKTS 4

Basic definitions and concepts in fleet management, organization structure of fleet department and examples from industry, macro dynamics affecting fleet planning in liner and tramp maritime businesses, fleet planning processes, construction of ships, classification of ships, fleet repair and maintenance management, ship records and documents Classification of Classification Organizations and Vessels, Preparation of Cruise Vessels and Effective Vessel Distribution Planning, Vessel Voyage Operations, Pre-Voyage Preparations, Responsibilities During Voyage, Post-Voyage Procedure, Personnel Management and Planning, Cost Types in Fleet Management, performance measurement, fleet control plan, fleet costs and budgeting of fleet costs.

0410010085 POST AND COURIER SERVICES (3 + 0)

AKTS 4

Integration of postal and courier services with other logistics activities and integration with procurement strategy, performance measurement, financial control.

0410010086 COMMUNICATION (3 + 0)

AKTS 4

Definition of the communication among people, communication model, element of communication, affective listening and feedback, factors effecting people communication (source, canal, receiver etc. .) , factors facilitating communication, role of sense in communication and their usage, conflict in communication and its precaution, important matters of student, teacher and parent communication, communication applications.

0410010061 RAIL TRANSPORT (3 + 0)

AKTS 4

Freight wagons in railroad transportation, their types and characteristics, numbering and marking, distribution of freight wagons, their loadings, labeling and sealing, classification of the trains, preparing for the excursion, traffic arrangement, national and international legal arrangements, wagon's maintenance and repair, drawbacks occurring in domestic railroad transportation.

4. SEMESTER

0410010094 TRANSPORTATION LEGISLATION (3 + 0)

AKTS 4

Legal concepts, terminology of basic law, basic sources of laws, contracts and liability, rules of carriage

of goods, transport sector and intermodal transport

0410010033 PROFESSIONAL FOREIGN LANGUAGE II(3 + 0) AKTS 4

Grammar, English for Careers, banking vocabulary.

0410010027 TRANSPORTATION MANAGEMENT II(3 + 0) AKTS 5

Importance of transportation / Principles of transportation / Transportation operations / Distribution concept / Transportation modes / Multi-modal transportation / Transportation loads and containers / Transportation and handling equipments / Transportation documents / Transportation networks / Vehicle routing

0410010095 INTERNATIONAL TRADE II(3 + 0) AKTS 4

The content of this course is comprised of classical and neo-classical trade theories, the world system theory, trade policy alternatives of the states, technology and trade.

0410010058 RESEARCH METHODS (3 + 0) AKTS 5

Definition and purpose of science, Characteristics of scientific knowledge, Scientific knowledge and value systems, Rise of modern science and its progress, Methods in social sciences, Main research methods, Data generating methods, Measurement and test techniques.

ELECTIVE COURSES III

0410010024 MANAGEMENT ORGANIZATION (3 + 0) AKTS 4

This course is comprise; conceptual and historical framework of management, manager-leader-entrepreneur separation, management functions (planning, organization, execution, coordination and control), management theories (classical, neoclassical and modern) and modern management models.

0410010087 PORT AND TERMINAL MANAGEMENT (3 + 0) AKTS 4

This course will provide students with detailed information on port and terminal operations. Lesson; harbors, terminals and construction operations, ship and cargo types, cargo handling and what is used for bulk, container, fluid and general cargo cargo. Major maritime companies, ship brokers, stevedors and other

institutions and their functions and responsibilities are also described; marketing, pricing, competition and legal arrangements, port and terminal connections are examined.

0410010088 OCCUPATIONAL SAFETY AND ETHICS (3 + 0)

AKTS 4

Introduction to Concepts of Occupational Health and Safety, and Occupational Health and Safety Overview Safety Culture, Health and Safety in Turkey and the world; Basic Law, Labor Law, National and International Organizations and Agreements, Labor Health and Security in Laws; Occupational Health and Safety Services, Occupational Health and Safety Committees, Occupational Health and Safety Management Systems. Teaching of concepts of professional ethics, comparison of concepts of national and international professional ethics and their approaches. Investigation of the concept of ethics in businesses. presentation of examples.

0410010055 SEA TRANSPORTATION (3 + 0)

AKTS 4

International Maritime Conventions, Impact on IMO and Maritime Transport, Freight Processing, Transportation Risks, Container Transport Issues will be covered in this course.

0410010089 E-COMMERCE (3 + 0)

AKTS 4

Definition of Electronic Commerce/Types/ Historical Development/ Definition of Internet/ Introduction to Internet marketing/ Marketing Resezrch on The Internet/ Payment Systems On Internet/ Examples of Applications

ELECTIVE COURSES IV

0410010090 RISK MANAGEMENT AND INSURANCE (3 + 0)

AKTS 4

Concepts of Uncertainty and Risk / Categorization of Risks / Concept of Risk Management and Its Importance for Banks / Process of Risk Management / Risks Related to Banking System / Liquidity Risk Management: Risk-Return-Liquidity Triangle / Assets and Liabilities Management / Credit Risk Management / Management and Measurement of Market Risk / Value At Risk Method / Economic Capital and Capital Adequacy / Management and Measurement of Interest Risk: Gap Analysis and Duration Analysis / Management and Measurement of Operational Risk / Basel Committee on Banking Supervision / Basel I-II-III Regulatory Frameworks / Examples of Bank's Failures. In the content of insurance course, students are to equip students with basic knowledge in risk management and insurance and to get acquainted with the concepts. In this context,

risk identification, classification of risks, risk management, definition of insurance and elements, insurable risks, general principles of insurance, insurance with and replace functions in the economy will focus on the history of the world and Turkey. In addition, basic insurance concepts, insurance contracts and parties, insurance types and reinsurance and types will be explained. Thus, it is aimed that the students have the theoretical background that they can understand the advanced topics about insurance in the future and the details about the insurance branches

0410010091 INTEGRATED LOGISTICS (3 + 0)

AKTS 4

Retail Logistics, Food Logistics, Textile and Apparel Logistics, Electronic Product Logistics, Automotive Logistics, Fair and Event Logistics, Project and Construction Logistics, Midterm and Course Repetition, Dangerous Goods Logistics, Petroleum and Derivatives Logistics, Paint and Derivatives Logistics, Drug and Hospital Logistics, Waste, Recycling and Reverse Logistics, Livestock Transport

0410010092 FOOD AND COLD CHAIN LOGISTICS (3 + 0)

AKTS 4

The course will cover the processes of food production process, raw material stepping up to the consumer's taste and protection of safety.

0410010093 LOGISTICS ECONOMY (3 + 0)

AKTS 4

Within the course, the structure of the logistics industry, its organization, the development of its sub-branches, its economic activities and its rules will be examined.

0410010083 GREEN AND REVERSE LOGISTICS (3 + 0)

AKTS 4

Quantitative models that explore the key issues associated with the design and management of supply chains, these include (but not limited to) mathematical programming, stochastic, fuzzy, and decision making models that focuses on network design, inventory management, reverse logistics, supply chain contracts, and supply chain uncertainties. Special attention will be given to discussion of contemporary studies on the related topics. This course is also designed to analyze green logistics in detail. This course aims to provide students with an understanding of green and reverse process management in the supply chain. Through this course, students will be able to understand the impact of supply chains on the environment and how it can be positively influenced.

THIRD YEAR

5. SEMESTER

OPERATIONAL RESEARCH

Definition and historical progress of Operational Research/ Decision theory and models, Integer linear Programming/ Network Analysis: The maximum flow problem, the shortest path problem, the minimum spanning tree problem/ Project scheduling with PERT-CPM/ Inventory Control Modelling/ Queuing (Waiting Line) Models/ Markov Chain Analysis/ Dynamic Programming/ Geometric Programming.

MARKETING MANAGEMENT

Definition of Marketing; Scope; Development of Modern Marketing Management, Marketing Management and Environmental Relations, Strategic Marketing and Role of Marketing, Marketing Information Systems and Marketing Research; Sunday Concept, Consumer Market and Consumer Behaviour, industrial (organizational) Market and Industrial Buyer Behaviour; Sunday segmentation, Marketing Segmentation: Psychological, Demographic, Geographic, Behavioral Segmentation, Target Market selection and Market Targeting

WAREHOUSE MANAGEMENT

Warehousing and inventory concepts, importance of warehouses in logistics, outsourcing in logistics, classification of warehouses, warehouse processes, warehouse and material handling equipment, warehouse planning and design, location selection for warehouses and distribution centers, warehouse costs and pricing, safety and hygiene in warehouses

COST ANALYSIS

In this course, the following subjects are covered; fundamental concepts of costs, direct and indirect costs, recording of cost, reporting costs, budgeting, break even analysis; activity based costing systems.

ELECTIVE COURSES V

INTERNATIONAL FINANCE

Balance of Payments, International Parity Conditions, Foreign Exchange Markets (Credit and Currency Swaps, Forward and Futures Contracts and Options), Covered and Uncovered Interest Arbitrages, International Financial Crises

INNOVATION MANAGEMENT

Product and process innovations, innovation strategies, sources of innovations and innovation management will be discussed in the course.

TOUR GUIDANCE

Freight forwarding services and customer associations of those who conduct these services. Freight forwarding establishment processes and legal status.

NATURE OF SCIENCE

The contents of the course consist of differences between science and non-science (Demarcation issue), importance of history of science in science education in terms of preparing explicitly designed lesson plans, relationship and differences between epistemology and ontology: how we come to know? Is there a reality?, understanding of nature of science and its features, and science and society

BRAND MANAGEMENT

Brand management, customer-based brand equity, brand positioning, price and value creation, brand positioning, measuring sources of brand equity, designing and implementing branding strategies

ELECTIVE COURSES VI

TURKISH ECONOMY

Turkish economic policies, their results and expectations, Turkish crises, update agenda of Turkish economy

PRODUCTION OF LOGISTICS

Main concepts related with logistics and supply chain management, main similarities and differences between logistics and supply chain management.

HUMAN RESOURCE MANAGEMENT

This course is comprise; Factors affecting the development of human resources management, human resources planning, business analysis and business design, human resources selection, job evaluation, wage management, training and development, career management, performance appraisal, trade union and management relations, job security and worker health.

INTERNATIONAL ECONOMICS AND GLOBALIZATION

International Trade Theory, International Trade Policy, International Trade Agreements, Liberalization of World Trade, Globalization

MATERIAL AND PACKAGING INFORMATION

Package concept, package types, techniques and methods of packaging, types of materials used in packaging, marketing strategies and logistics.

6. SEMESTER

FINANCIAL MANAGEMENT

Finance Function in Corporations, Financial Environment, Time Value of Money, Financial Statement Analysis, Short-Long Term Financial Planning, Working Capital Management, Cash Management, Inventory Management

PRODUCTION AND INVENTORY MANAGEMENT

The importance of Inventory Control, Mathematical Models of Inventory Control Systems with Single and Multiple Products and Deterministic and Stochastic Demands

LOGISTICS INFORMATION SYSTEMS

In this course the Logistics Operations, Coordination of Logistic activities, the information processed by the companies, How this information is handled, the role of information systems in handling the data for logistics will be covered.

CUSTOMS LEGISLATION AND ITS APPLICATIONS

Customs legislation in line with the customs operations on the basic concepts, customs-approved treatment and use of the goods presented to customs and declaration, customs represented in the customs tariff nomenclature, the origin of the goods, the customs value of goods, inspection and analysis, customs duty calculation, economic impact and economic ineffective customs regimes

ELECTIVE COURSES VII

INTERNATIONAL MARKETING

From Export to International Marketing/ International Market Research/ Developing Proper Product in Export/ International Marketing Strategies/ Strategic Focalization / From Organization to Strategy Export Insurance Transactions/ Bank Transactions/ New Markets/ Applications in Different Countries

LOGISTICS PLANNING AND MODELING

Logistics Planning Introduction to Planning of the order flow, Planning of warehouse functions, Packaging, Transportation Planning, Supply Chain Concept of Development of Distribution System, Structural Formation in Distribution Channels, Benefiting from external sources (outsourcing) and Coordination, Evaluation of System Performance and the creation of models

CUSTOMER RELATIONS MANAGEMENT

This course examines the scope of CRM including strategy, organization and information technology. The course summarizes the role and importance of CRM in marketing. It also presents basic definitions to terms like “customer relationship management”, “customer value”, “customer loyalty”, analytical and operational CRM”.

PRODUCT AND CATEGORY MANAGEMENT

Concepts of competitiveness, strategy and productivity, product and service design, strategic capacity planning for product and service, process selection and workplace layout, site selection planning and analysis, quality management, quality control, product management in the context of category management,

PACKAGING AND HANDLING PRINCIPLES

Handling and packaging activities at every stage of the procurement process are addressed. Packaging materials and equipment are taught. Handling materials and equipment are taught. Handling environment and requirements are taught.

ELECTIVE COURSES VIII

SERVICE MARKETING

“Service”, “Service Sector”, “Service Marketing” terms, characteristics of services, the importance of service sector and extending reasons of services, classification of services, differences in goods versus services marketing, importance of marketing in service firms, services marketing mix, marketing strategies for service firms, the financial and economic effects of services, new concepts in service marketing: relationship marketing, service quality.

ENTERPRISE RESOURCE PLANNING

The evolution of Enterprise Resources Planning (ERP) systems, Basic concepts of ERP, The importance of ERP systems for businesses, Basic modules of ERP systems: production planning, sales and distribution, materials management, finance, human resources, project management, Domestic and International ERP markets, Current ERP systems in the market, Management of ERP projects, ERP project challenges and critical success factors, The continuing evolution of ERP, Applications in MS Dynamics AX ERP system.

SIMULATION

A simulation is the imitation of the operation of real-world process or system over time. A model constructs a conceptual framework that describes a system and can be used to investigate a wide variety of “what if” questions about real-world system. So simulation can be used as an analysis tool for predicating the effect of changes or as a design tool to predicate the performance of a new system.

INVESTMENT PROJECT ANALYSIS

Fundamental and Technical Analysis, Financial Analysis Techniques, Analysis of Investment Projects in a Risky Environment, Decision Making Trees, Monte Carlo Simulations, Option Pricing Models

INTERNATIONAL BUSINESS

Basic topics in the management of multinational companies: Basic concepts in international management and their definition, internationalization, foreign market entry strategies, environmental forces acting upon multinational companies.

FOURTH YEAR

7. SEMESTER

KNOWLEDGE OF COMMERCIAL (3+0)3 AKTS 5

The concept of commercial law. The principal of commercial law. Commercial enterprise; its legal quality, Transfer and pledge of a commercial enterprise. Commercial occupations; presumption of commerce, Matters that are accepted as commercial for one part. Consequences of specifying as a commercial business. Commercial Cause. Commercial Accident. Gaining the Merchant title. Consequences of the merchant title. Special causes to be carried out in case of both sides being merchants. Commercial title and other commercial titles. Commercial register. Commercial books; its importance, keeping, compulsoriness, way of keeping, sanctions when not kept, saving it, losing it. The commercial books power of proof in courts. Merchant helpers: commercial representative, commercial agent, travelling commercial officer, agent, commissioner, commercial broker. Firm Law; concept of firm; firm in a broad and narrow sense, commercial firms and their properties. Ordinary partnership; its establishment, relations between partners, relations between partners and third parties, its closer and dissolution. Collective firms; its establishment, relations between partners, relations between partners and third parties, its closer and dissolution. Anonymous firms; its establishment, its closer and dissolution, stock, stock certificate, dividend right share certificate, and debenture bonds. General evaluation of the semester and repetition of matters wished to be discussed before the final exam.

SCIENTIFIC FOUNDATIONS (3+0)3 AKTS 5

Scientific Foundations in Organizational behavior, Individual and personality in organizations Attitudes and Job satisfaction, Abilities and Learning, Organizational Culture, Motivation in organizations, Leadership in organizations, Conflict in organizations, Organizational commitment, Organizational stress, Ethics behaviors and management in organizations, Power and politics in organizations, Team working
Tedarik Zinciri Yönetiminde Bilgi Sistemleri, Başarılı TZY uygulamaları Wall-Mart, 7-Eleven

SUPPLY CHAIN MANAGEMENT (3+0)3 AKTS 5

Supply chain and supply chain management concepts and development, Supply chain management components and processes, Supply chain management principles and factors affecting supply chain performance, Supply chain activities and objectives, supply chain management, customer relationship management, supply chain management, supplier relationship management, Supply chain management, performance evaluation, CRM and B2B

applications, Supply Chain Management and e-commerce, the bullwhip effect in supply chain management / information distortion, Supply Chain Management Information Systems, Successful SCM applications Wal-Mart, 7-Eleven

CULTURE OF ENTREPRENEURSHIP(3+0)3 AKTS 5

Introduction to basic entrepreneurship concepts, The entrepreneur as an individual, The entrepreneurial process, Developing a business plan, Innovation and opportunity, Resources for entrepreneurship, Environmental Scanning, Marketing Research, Financial Preparation, Setting up company objectives, Intrapreneurship, Strategic Management For the New Venture

ELECTIVE COURSES IX

URBAN LOGISTICS(3+0)3 AKTS 5

Introduction to logistics concept, Concept of logistics, development process of logistics and importance of the concept, Transportation geography: Spatial and historical development, Transportation system and Networks, Three basic subject area of logistics Logistics centers, Three basic subject area of logistics 2. Logistics terminals, Three basic subject area of logistics 3. Logistics centers, Logistics, globalisation, international trade and effects to city, Logistics freight village concept and sorts, Logistics village examples: Turkey and foreign countries comparison, Technical excursion Document research from web sites, The potential of Turkey's being a global logistics center

INTERNATIONAL CONTRACT IN TRANSPORTATION SECTOR(3+0)3 AKTS 5

International trade and logistics infrastructure, Foreign market entry strategies, International agreements and contract management, Basic and essential aspects of contract management, Purchase contracts and sales contracts, Preparation stage of the contract, the contract clause of reviews, Critical ingredients in contracts, Successful contract management tools, Risk management in contracts, Contract performance management, Effective management of contracts within the company, Electronic contract management, Contract preparation and interpretation applications

ECONOMIC INTEGRATION AND EU(3+0)3 AKTS 5

Economic Integration and Its achievement conditions, Constitution of European Union, Institutional Structure of European Union, Operational Mechanisms of European Union, Assigned Position of European Union and Its Common Policies, Historical Development of Turkey-European Union Relationships, Institutional Structure of Turkey-European Union Relationships, Legal Infrastructure of Turkey-European Union Relationships, Basic Documents of Association, Periods of Association, Customs Union Treaty, Process of Nomination and Negotiation after Helsinki Summit, Turkey-European Union Monetary Cooperation, Community Programmes and Agencies Joined by Turkey

STRESS AND PROCESS MANAGEMENT(3+0)3 AKTS 5

The Definition of Stress and Related Concepts, The Relationships between Stress and Psychological Characteristics, Stress Types and Developmental Stress, Physical, Psychological and Behavioral Results of Stress and Relationship with Depression Organizational Change, Resistance to Change Job Stress Personality Characteristics, A-B Type Organizational Conflict and Management, Coping with Stress, Physical and Mental Methods, Coping with Stress, Behavioral Approaches and Methods, Time Management, Work Life Quality and

Relationship with Stress,Industrial Accident and Relationship with Stress,Measurement of Stress Level and Stress Management Applications

ECONOMICS OF THE WORLD(3+0)3 AKTS 5

Periods: Gold Standard (1870-1914),Periods: Interwar Period (1914-1946),Periods: Bretton Woods (1946-1973),Periods: Flexible Accumulation (1973-2008) ,Periods: 2008 Global Crisis and Post-Crisis Period ,Themes: FDI ,International Trade,Infrastructure, International Movement of People,Working RegimesRegions: East Asia,Latin America,Middle-East

ELECTIVE COURSES X

STRATEGIC MANAGEMENT(3+0)3 AKTS 5

Introduction to Strategic Management, Strategy and its Relationships with Similar Concepts, Stages of Strategic Management Process, Environmental Analysis (SWOT), Firm Analysis, Organizational Direction (Objectives, Mission), Economic and Non-economic Objectives, Strategic Benefit and Techniques of Portfolio Analysis, Forming Strategies – “Growth Strategies”, Regression Strategies, Functional Strategies, Executing the Strategy, Strategy and Organization Structure, Strategy and Organization Culture, Strategy and Leadership

INTERNATIONAL LOGISTICS(3+0)3 AKTS 5

Introduction to international logistics,Global Supply Chain Management,Transportation planning, Maritime transport, Ports and establishments ,Customs and legal regulations,Trade financing ,Stock brokers and business partnerships,Inventory management,Software systems ,Public logistics

INDUSTRIAL MARKET(3+0)3 AKTS 5

Marketing as a business function,relation with design process,historical evolution of marketing, Marketing environment:Environmental factors effecting marketing system, Consumer markets and consumer behavior,producer?s Markets and producers buying behavior, Basic concepts related with product policy,new product development and strategies, Productlife-cyclestrategies, Branding,packaging and service strategies, Pricing considerations andapproaches, Pricing strategies,The importance of promotion Personal selling ,advertising,sales promotion and public relations Marketing channels,marketing logistics and supply chain management International marketing:Market entry strategies

DESCRIPTION OF INDIVIDUAL COURSE UNITS (3+0)3 AKTS 5

Basic information about the financial system, money and capital market in Turkey and development process of these markets.General characteristics of joint stock companies that are subject to capital market legislation.Registered and based capital system, capital increases.Capital market tools and features.General characteristics of bonds and bond investments.General characteristics of the stocks and stock investments.Capital market institutions. Capital market activities (repo - reverse repo, brokerage activities, etc.).IPO(Initial Public Offering) process.Istanbul Stock Exchange Stock Market Transactions. Futures and Options Exchange and other markets

REGIONAL DEVELOPMENT(3+0)3 AKTS 5

Giving information about the course outline and references.Region concept and its change in the course of time.Relationships between regional development and natural geographical locations.Development and regional development.Regional development theories.Regional disparity/imbalance and planning hierarchy.New developments in regional planning.Regional planning as a means of regional development.Regional development in Tenth Five-Year Development Plan of Turkey, and Regional Development Agencies.Approaches to regional development in the World and Turkey.Regional planning experiences in the World and Turkey.Relationship between regional development and agricultural reform-land use planning.Relationships between regional development and national development.

8. SEMESTER

TOPICS IN LOGISTICS(3+0)3 AKTS 5

Logistics systems management and Design,Supply chain management and design, Demand management and demand forecasts,Purchasing and Procurement Decisions,Transport Decisions and Models,Storage Decisions,Distribution and Types of Networks,Logistics information systems,Inventory Policies and Models -1,Inventory Policies and Models -2, International and Global Logistics,Logistics performance measurement and methods,Case applications

GRADUATION THESIS(2+2)3 AKTS 5

Determining the subjects of Disertation and supervisors, Works of theoretical and concepts,Determining the content,concept and method, Complete the field research and collect documents,Discussions about analysis and synthesis, Presentation of desertations content,method and concept and discussions, Complete analysis and synthesis studies, Relationship between the planning discussion and the theoretical frame,Conclusions and suggestions,General evaluation.

COMPULSORY OCCUPATIONAL PROGRAM(0+20)0 AKTS 20

Professional environment such as office , Submission and approval of training report