

**THE DEPARTMENT OF TRANSPORTATION AND LOGISTICS  
UNDERGRADUATE PROGRAM 2019/2020**

**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 (4+0)**

**AKTS 4**

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**

'be' verb tense time (positive sentences), English phrases that can be used in the classroom; introducing the family, ownership structure (s), asking and giving e-mail and website addresses, giving personal information, filling out forms, telling and asking about daily life using verb, nationality and country names, prepositions / from, in, near, In general, positive, negative and

question sentences (do, don't), telling the date and time, asking, Explaining the leisure activities, asking, Object pronouns and character adjectives, Countable and uncountable nouns, explaining the interior (there is / there are), facilities offered by hotels, goods names, Countable and uncountable names, description of the interior (there is / there are), facilities offered by hotels, goods names, adjectives indicating quantity (some, alot of, much, many), making a hotel reservation , Ordering, Talking about food, catering and requests patterns, Paragraph writing about favorite foods, writing an e-mail to a hotel

**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**

Introduction to accounting, definition of accounting, functions, types, basic accounting concepts and balance sheet / income statement principles, basic financial statements, basic accounting equality, accounting concept in accounting and opening and closing of accounts, journal and general principles of accounting records. It also includes the detailed accounting of current assets accounts and their secondary accounts and the process of recording them.

**2. SEMESTER**

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

Basic concepts of macroeconomics; the structure and calculation of national income, production, productivit 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**

Definition of interest rates, Compound and simple interest rate calculation, Time value of Money, Loan calculation, T-bills and Bonds and finding their values, and finally a look at foreign exchange market.

**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 (4 + 0 )****AKTS 4**

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**

The process of accounting for fixed assets, short-term liabilities, long-term liabilities, equity accounts and their secondary accounts in accordance with the uniform chart of accounts and recording them. Registration process of income statement accounts. Establishment of balance sheet and income statement.

**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 IBEM Hotel Software programs.

**SECOND YEAR****3. SEMESTER****0410010019 INTRODUCTION TO LOGISTICS (3 + 0)****AKTS 5**

Basic concepts and definitions, Customer service, the importance and place of logistics in businesses, Supply, production and shipping logistics, Freight information, Transportation, Warehouse and stock management, Packaging, packaging, handling, Logistics centers and terminals, Outsourcing in logistics, Logistics costs and total cost, Logistics models / Technical trip, Logistics information systems, Reverse and Green logistics

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

Grammar, English for Careers, banking vocabulary.

**0410010026 TRANSPORTATION MANAGEMENT I (3 + 0)****AKTS 5**

Importance and scope of transportation; Introduction to transport management, basic duties of transport manager; transport economy; its place and framework in logistics systems; basic information about road transport. General review of transport modes; Principles of transportation,

International and domestic transportation routes; Road transport vehicles, Partial and complete vehicle cost calculations, Transportation operations, Distribution concept, Multimodal transportation, Freight concept and transport containers, International and domestic distribution processes, Transport and handling vehicles, Vehicle routing

**0410010079 INTERNATIONAL TRADE I(3 + 0)**

**AKTS 4**

The content of this course is comprised of Comparative Corporate Governance and Financial Goals, The International Monetary System, The Balance of Payments, The Foreign Exchange Market, Discussion: Financial Crises, Foreign Exchange Rate Determination and Forecasting, International Parity Conditions, Foreign Currency Futures, Foreign Currency Options.

**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**

General concepts and definitions, Disaster Management, Disaster types and classification, past disaster evaluations, Disaster logistics, Disaster logistics pre-disaster preparedness, Disaster logistics disaster response process, Disaster logistics after intervention, Disaster logistics plans, Disaster logistics international and national institutions, humanitarian assistance logistics, humanitarian organizations, basic disaster education.

**0410010081 PURCHASE AND SUPPLY MANAGEMENT (3 + 0)**

**AKTS 4**

Importance and place of procurement in supply chain, elements of central procurement and procurement planning, relationship between procurement and material management and warehouse management, details of work flow processes and contract management.

Strategic procurement, material and stock management relationship, central procurement and general procurement planning, competence of purchasing department and support function, procurement decisions and business strategies, procurement process, variables and information flow, procurement strategies, procurement techniques, modern procurement techniques : just in time, without stock, e-procurement, etc., supplier selection, negotiation techniques and pricing policies, contract management and legal disputes

**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

**0410010072 INTRODUCTION TO UNIVERSITY LIFE (3+0)**

**AKTS 4**

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.

**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 of fleet department; determination of duties, powers and responsibilities, Operational decisions and business processes, Disposition process, decisions and performance criteria, Vehicle tracking function, impact on other processes, Planning and applications of repair-maintenance activities, Duties, authorities and responsibilities of a fleet manager, leadership and communication skills, application examples, relations of fleet unit with other units, effects on company organization, fleet operations, vehicle planning, shipment preparation activities, distribution of responsibilities, rules to be followed in the use of subcontractor or subcontractor company, process of benefiting from freight forwarder companies, driver management, recruitment and employment rules to be followed in landing, vehicle and driver information and documents, cost and performance measurement, vehicle renewal decisions in fleets, policies and strategies, fleet control

**0410010085 POST AND COURIER SERVICES (3 + 0)**

**AKTS 4**

General Provisions, What is Cargo, What is Logistics, Importance of Cargo, Definition of Postal

Cargoes, Arrangement of Cargo Shipment Paper, Charging of Cargoes, Acceptance and Registration Procedures, Cargo Charges, Acceptance and Registration Procedures, Cargo Accounts Control, End of Day and End of Month Operations, Cargo Mailings and shipment operations, delivery of cargo mail, control of cargo accounts, end of day and end of month operations, arrangement of cargo mail and shipment operations, delivery of cargo mail, control of cargo accounts, end of day and end of month operations, regulation of cargo mail and shipment operations , delivery of cargo mail, delivery of cargo, waiting periods of cargo, warehousing fee, Cargo Prohibition Application Procedures and Principles

**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**

Advantages and disadvantages of railway transportation, meaning og wagon numbers, wagon types, meaning of wagon signs, terms used, responsibility for railway loads, organization chart of tcdd, wagon supply for loading, what to consider in wagon loading, sample loading,

**4. SEMESTER**

**0410010094 TRANSPORTATION LEGISLATION (3 + 0)**

**AKTS 4**

Responsibilities; national and international road, maritime, airline, railway and combined transport legislation; national and international institutions; common transit regime  
Shipper / Buyer and Carrier / Shipper Liability, Transport Risks and Transport, Commodity and Liability insurances, Summary Declaration and customs practices, National Transport Authorization Certificates and applicable transport legislation, National Transport Authorization Certificates and applicable transport legislation, Warsaw / Hague Rules, Montreal Convention , TIR Convention / CMR / AETR, Rotterdam Convention, COTIF Convention, Combined Transport Legislation (Geneva), Common transit regime, National and International Institutions

**0410010033 PROFESSIONAL FOREIGN LANGUAGE II(3 + 0)**

**AKTS 4**

Grammar, English for Careers, banking vocabulary.

**0410010027TRANSPORTATION MANAGEMENT II(3 + 0)**

**AKTS 5**

Basic information on maritime / railway / airline / combined transport  
Basic concepts and means of transport in maritime transport, International and domestic (cabotage) distribution processes, Cost calculations and documentation, Ports and Terminals, Basic concepts and means of transport in rail transport, International and domestic distribution processes, Cost calculations and documentation, Basic in air transport concepts and means of transport, International and domestic distribution processes and cost calculations and documentation, Combined Transport (Multimodal - Intermodal - Comodal - Synchronodal), Appropriate transport

mode selection approaches, Transport mode and vehicle selection according to total cost - Numerical examples, Transport business organization and bearing relationships

**0410010095INTERNATIONAL 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.

**0410010058RESEARCH 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; ports, terminals and operations, types of ships and cargoes, handling of cargoes, and equipment for bulk, container, flowing and general cargo loads. Major maritime companies, ship agencies, stevedors and other institutions and their duties and responsibilities are also explained; marketing, pricing, competition and legal regulations and port and terminal connections.

**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**

Advantages and disadvantages of seaway transportation, liner transport, container types, pricing request, port charges, pre carriage / on carriage, bill of lading / draft, terms used, shipping delivery terms.

**0410010089 E-COMMERCE (3 + 0)**

**AKTS 4**

The aim of the course is to solve the lack of information about internet applications and to explain the concepts related to marketing applications carried out over the internet. The course consists of the following topics: Definition of Electronic Commerce / Types / Historical Development /

Definition of the Internet / Introduction to Internet Marketing / Marketing Research on the Internet / Internet Banking / Internet Payment Systems / Surveillance and Control of Salesmen.

**0410010073 SOCIAL RESPONSIBILITY (3 + 0)**

**AKTS 4**

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.

**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 production process of foods, from the raw material stage to the consumer's table, and the processes related to the protection of safety. The course includes the following topics: Classification of food products / The concept of cold chain in food logistics / Heat management in food logistics / Transportation of food products / Transportation vehicles and equipment by road vehicles / Preparation of milk and milk products logistics and supply chain / Storage of food products Risks that may occur in transport and storage processes / Pre-cooling for food products /



Facility design / International regulations and quality certificates related to transportation and storage of food / Foreign trade, customs clearance processes of food products and case analysis in import / export legislation and case analysis / Informatics used in food logistics technologies.

**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**

Global Warming and brought issues, sustainable development approach, negative effects on the environment of the logistics industry, the ISO 14001 Environmental Management System, green logistics concepts, Green Logistics, Reverse Logistics and Green Supply chain relationships, Green Logistics Processes, green logistics applications in the world and Turkey , contrary to the basic concepts of logistics and supply chain, logistics and practices contrary causes, waste management and waste logistics, recycling and disposal systems, reverse logistics applications in the world and Turkey

**0410010113 ACADEMIC TURKISH LANGUAGE (3 + 0)**

**AKTS 4**

History of Teaching Turkish as a Foreign Language, Culture Dimension of Teaching Turkish as a Foreign Language, Applying the approaches, methods and techniques used in teaching foreign language to Turkish as a foreign language, Textbooks used in teaching Turkish as a foreign language, Using Technology in Language Teaching and Using Turkish as a Foreign Language Computer-aided Turkish teaching, Internet based Turkish teaching.

**THIRD YEAR**

**5. SEMESTER**

**0410010096 OPERATIONAL RESEARCH(3+0)**

**AKTS 5**

Basic concepts and techniques of operations research, mathematical modeling of decision problems, linear programming, solution of linear programming problems by graphical method, solution of linear programming models with simplex method, solution of linear programming models with package programs, sensitivity analysis, transportation models.

**0410010032 MARKETING MANAGEMENT(3+0)**

**AKTS 5**

This course aims to teach the basic approaches, concepts and techniques in marketing management. Theoretical principles of marketing management as well as their applications will be covered in the course. The course aims to provide the student with the ability to recognize the marketing problems that may be encountered in real business life, to develop appropriate solutions and apply them. The course includes the following topics: Aim of marketing management course and basic sources about the course / Introduction to marketing, define of marketing concept, development of marketing comprehension (approaches) / Marketing management concept / Marketing management and environment relationship / Macro and micro environment factors about marketing decisions / Consumer and industrial buyer / user

behaviors / Market segmentation and positioning / Marketing information system and marketing research / Product decisions in marketing / Price decisions in marketing / Place decisions in marketing / Promotion and marketing communications / Marketing planning, implementation and control / International marketing and Sustainable marketing.

**0410010097 WAREHOUSE MANAGEMENT (3+0)**

**AKTS 5**

The aim of this course is to explain the basic approaches and methods in warehousing which is an important function of material management and to present the technical and operational details to be used in the stages from construction of a warehouse to operation. The content of the course consists of the following topics: Storage and inventory concepts / Importance of storage in logistics / Storage outsourcing / Classification of warehouses / Warehouse processes / Storage and handling equipment / Warehouse planning and design / Warehouse and distribution centers selection / Costing and pricing in storage / hygiene and security.

**0410010098 COST ANALYSIS (3+0)**

**AKTS 5**

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**

**0410010046 INTERNATIONAL FINANCE (3+0)3**

**AKTS 5**

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

**0410010099 INNOVATION MANAGEMENT (3+0)3**

**AKTS 5**

The place, importance and importance of innovation and innovation management, how to manage innovations successfully in product and process innovations, basic concepts and theories, environment, strategy, types, process of innovation, human factor, innovation management in enterprises, management of intellectual capital, management of organizational knowledge, management of research and development, new product development and service innovation, open innovation and technology transfer, marketing and innovation.

**0410010100 GENERAL AGENCY SERVICES (3+0)3**

**AKTS 5**

The aim of this course is to give information about Freight forwarding services and their relations with customers. The content of the course consists of the following topics: Freight forwarding services / Freight forwarding service customer relations / Freight forwarding organization processes and legal status / Freight forwarding agents functions, working methods and documents / Forwarding agents Organizational structure.

**0410010101 NATURE OF SCIENCE (3+0) 3**

**AKTS 5**

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

**0410010102 BRAND MANAGEMENT (3+0)3**

**AKTS 5**

It aims to understand the meaning of the brand, which is an important concept in public relations and marketing, and why it is so important today. At the same time, it is aimed that the students know the components of the brand and understand and interpret how a brand is managed in this direction. The course consists of the following topics: Brand management / Customer based brand capital / Brand positioning / Price and value creation / Brand capital resources measurement / Brand strategy design and implementation.

**ELECTIVE COURSES VI**

**0410010103 TURKISH ECONOMY (3+0)3**

**AKTS 5**

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

**0410010104 PRODUCTION OF LOGISTICS (3+0)3**

**AKTS 5**

Logistics Key Performance Indicators for Manufacturers, Objectives of Production Logistics, Production Strategies, Production Processes (Yield time), Production Processes (Delays), Traditional Production Logistics Models (Queuing Theory), Basic Principles of Modeling Logistics Activity Curves, Logistics Activity Curves (An Explanatory Model for Production Logistics), Basic Laws of Production Logistics, Development and Analysis of Estimated Logistics Activity Curves, Calculation of Logistics Activity Curves with Missing or Incorrect Operating Data, Bottleneck Focused Logistics Analysis, Constraint Theory Approach - Production Logistics

**0410010060 HUMAN RESOURCE MANAGEMENT (3+0)3**

**AKTS 5**

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

**0410010076 INTERNATIONAL ECONOMICS AND GLOBALIZATION (3+0)3 AKTS 5**

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

**MALZEME VE PAKETLEME BİLGİSİ**

**0410010105 MATERIAL AND PACKAGING INFORMATION(3+0)3**

**AKTS 5**

The aim of the course is to give information about the auxiliary materials and accessories used in the logistics sector, to determine the appropriate materials and accessories, to place orders and to choose the correct application techniques. The content of the course consists of the

following topics: Package concept / Types of packages / Packaging techniques and methods / Types of materials used in packaging / Packaging strategies and logistics.

## **6. SEMESTER**

### **0410010047 FINANCIAL MANAGEMENT (3+0)3**

**AKTS 5**

The aim of this course to give students the approach to the basic financial decision-making processes with an aspect of financial manager through fundamentals and beginning topics of finance. With the help of this course, students should be able to understand finance in modern world, the responsibilities of financial managers, time value of money, interest, financial and ratio analysis, financial planning, profit planning, working capital management, and cost of capital.

### **0410010045 PRODUCTION AND INVENTORY MANAGEMENT (3+0)3 AKTS 5**

Concepts and techniques related to design, planning and control of production and service operations, process definition, capacity planning and management, inventory management, order postponement, risk management, productivity, production scheduling.

### **0410010106 LOGISTICS INFORMATION SYSTEMS (3+0)3**

**AKTS 5**

Examine information system theories and applications. To analyze the basic features of organizational rules, business processes and corporate information systems and technologies. Information systems, information technologies and use of information technologies in logistics operations.

### **0410010048 CUSTOMS LEGISLATION AND ITS APPLICATIONS (3+0)3 AKTS 5**

Basic Concepts of Customs, General Framework of Customs Legislation and its Relation with Foreign Trade Legislation, Theoretical Basis and Characteristics of Customs Duties, Tariff in Customs Duties (GTIP etc.), Value, Origin, Duties, Exemptions and Exemptions in Customs Duties, Tax and Financial in Customs Applications Calculation of Cargoes, Customs Approved Operations and Use (Free Zone, Re-Export, Abandonment, Destruction, Customs Regime), Customs Regime - 1 (Introduction to Free Movement, Export, Transit), Customs Regime, Customs Procedures, (Summary Declaration, Declaration, Inspection) etc.), Customs Disputes, Customs Fines, Customs Brokerage, Authorized Obligations

## **ELECTIVE COURSES VII**

### **0410010051 INTERNATIONAL MARKETING (3+0)3**

**AKTS 5**

In addition to marketing I and II course is intended for students to have a full competency in marketing and international marketing of the given course. The content of the course consists of the following topics: The concept of international marketing / Management of the reasons for turning to international markets / International economic and trade environment, socio-cultural, political, regulatory and technological environments / Entry strategies / Market internationalization process / Global marketing and organization / The segmentation in the

international market / Target market selection and positioning / Pricing strategy, product strategy, promotion strategy, distribution strategy, and physical distribution, international marketing strategies / Supporting agencies of international marketing / Foreign trade undersecretary, Turkish Eximbank, exporters associations, importers association GATT / Logistics activities in international marketing / Customs brokerage / Import and export marketing / Insurance in international logistics

**0410010107 SIMULATION (3+0)3**

**AKTS 5**

In this course, introduction to management science, problem solving and model process, linear programming problems and applications, assignment, transportation, network models, simulation definition, classification and solution stages, random number generation appropriate to distributions and sample problem solutions are covered.

**0410010108 PRODUCT AND CATEGORY MANAGEMENT (3+0)3**

**AKTS 5**

The course consists of the following topics: Competitiveness / Strategy and productivity concepts / Product and service design / Strategic capacity planning for product and service / Process selection and workplace layout for production / Site selection planning and analysis / Quality management / Quality control / Category management product management / product type management and shelf management.

**0410010109 PACKAGING AND HANDLING PRINCIPLES (3+0)3**

**AKTS 5**

Handling and packaging activities in each stage of the procurement processes are handled. Packaging materials and equipments are taught. Handling materials and equipment are taught. The handling environment and its requirements are taught. The content of the course consists of the following topics: Unitization / The Place of Packaging in the Economy / Benefits of Unitization / Types of Packaging / Master Package / Primary (Primary) Packaging / Unit Packaging and Master Carton / Container / Functions of Packaging / Classification of Packaging by Material Type / Smart Packaging / Active Packaging / Handling / Basic Considerations on Material Transfer / Material Transfer Systems / Product - Basic Principles of Material Transfer.

**ELECTIVE COURSES VIII**

**0410010053 SERVICE MARKETING (3+0)3**

**AKTS 5**

Analyzing service marketing concept and applications of service marketing is the aim of this course. The content of the course consists of the following topics: Introduction to Services Marketing / Consumer Behavior in Service Industry / Positioning in the competitive market / New Service Development Distribution Channels / Pricing / Promotion / Managing Service Processes / Human Resources in Marketing / Customer Loyalty / Complaint Management / Quality and Productivity Improvement.

**0410010110 ENTERPRISE RESOURCE PLANNING (3+0)3**

**AKTS 5**

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, humanresources, 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.

**0410010054CUSTOMER RELATIONS MANAGEMENT (3+0)3**

**AKTS 5**

To understand the role CRM plays in the effective planning, implementation and control of relationship marketing strategies. To understand how customer lifetime value is calculated and used in CRM. To understand how CRM can aid in the attraction, growth and retention of customers. To understand the key factors in the successful implementation of CRM. To understand how CRM is adapting to and leveraging evolving technologies available to customers. The content of the course consists of the following topics: Introduction to CRM / Understanding relationships / Planning and implementing CRM projects / Developing, managing and using customer data / Customer portfolio management / CRM and customer experience / Creating value for customers / Mid-term examination / Customer Acquisition / Customer retention and development / Managing networks for CRM performance / Managing supplier and partner relationships / Managing investor and employee relationships / Information technology for CRM / Sales force, marketing and service automation.

**0410010111 INVESTMENT PROJECT ANALYSIS (3+0)3**

**AKTS 5**

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

**0410010112 INTERNATIONAL BUSINESS (3+0)3**

**AKTS 5**

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

### **CULTURE OF ENTREPRENEURSHIP(3+0)3**

**AKTS 5**

The content of the course consists of the following topics: Entrepreneurship Concept and Emergence / Success Factors in Entrepreneurship Reasons for Failed / Business Establishment Process / Types of Businesses and Classification / Purposes and Basic Functions of the Operator / Common Characteristics of SMEs and SMEs / Contribution, Advantages and Disadvantages of SMEs to the Economic and Social System / Organizations Supporting Small Enterprises / Organizations Supporting Small Enterprises / KOSGEB Supports / Small Business Problems and Solutions / EU Grant Projects / EU Grant Project Preparation Guide / Successful Entrepreneurial Stories

### **ELECTIVE COURSES IX**

#### **URBAN LOGISTICS(3+0)3**

**AKTS 5**

The increasing rate of city population requires effective and rapid city logistics applications. During the course, the factors that are essential for effective and rapid city logistics will be explored and analyzed. Students will get knowledge about in city passenger and freight transportation. Apart from this, some city logistics applications from the world cities are in the consideration of this course. The content of the course consists of the following topics: Modelling City Logistics / Modelling City Logistics / City Logistics with ITS / Demand and

Supply Models / Impact Models / Vehicle Routing and Scheduling / Location of Logistics Terminals.

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

Procurement of all conventions used in the international arena for road, airline, maritime, railway and mixed transportation and the documents attached to them by procuring from relevant institutions and sources.

**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 Regimes, Regions: East Asia, Latin America, Middle-East

**LOGISTICS PLANNING AND MODELING**

Importance of modeling in logistics and basic modeling concepts, optimization approach in logistics problems, multi-criteria decision making approach in logistics problems, facility location selection, transportation mode selection, warehouse design and management, logistics network design, supply chain applications, fleet types and fleet size determination, freight assembly and dispatching problems, vehicle and container loading problems, vehicle routing problems

**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**

The content of the course consists of the following topics: Introduction to International Logistics / Global Resource Usage and Trade / Global Supply Chain Management / Strategic Planning / Transportation Planning / Combined Transportation and Road Transport / Maritime Transport / Airline Transport / Import-Export Management / Customs and Legislative Regulation / Commercial Documentation / Trade Financing / Security / Logistics Management / Intermediary Companies and Joint Ventures / Inventory Management / Information Systems / Public Logistics

**INDUSTRIAL MARKET(3+0)3**

**AKTS 5**

Introduction to industrial marketing / Industrial Marketing Research and Management Information Systems / New, Product Development, Innovation and Industrial Product Policies / Business to Business Branding / Pricing Strategies in Industrial Products / Supply Chain Management in Industrial Markets / Industrial Marketing Promotion Strategies / Industrial Marketing Sales Management / International Marketing and Industrial Markets / Industrial Marketing and Retail Management / New Trends in Industrial Marketing / Service Industry and Marketing Management

**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.

### **TOPICS IN LOGISTICS(3+0)3**

**AKTS 5**

Logistics Management Simulation-Based Approaches Supply Chain Management Knowledge Management A Strategic Approach in the Information Age: Knowledge Management in Supply Chain Management Transportation Management Problems Project Logistics Applications in Energy Sekör Project Procurement The Future of Retail RFID Technology Methods to Increase Disaster Awareness in the Community Related Legal and Administrative Responsibility with Earthquake and Other Natural Disasters Organ Transplantation and Logistics Logistics in Electronic Commerce: E-logistics Multiplexing Transport System from the Viewpoint of Evaluation of Current Developments in the Transport Area in Turkey Transportation Modes and Cost Management in International Railway Transportation

### **8. SEMESTER**

#### **GRADUATION THESIS(0+4)**

**AKTS 4**

In the graduation project studies conducted under the supervision of a faculty member, it is aimed to gain experience on this subject by developing a single or group research and to improve the presentation ability. Determining the subject of the study, researching the secondary sources and using them in the study, field research, preparing the draft study in the light of the information obtained, completing the report in accordance with the rules of report writing and finally presenting and discussing the report constitutes the scope of this course.

#### **COMPULSORY OCCUPATIONAL PROGRAM(0+40)**

**AKTS 26**

In this course, students are expected to gain experience in the following subjects, if deemed appropriate by the institution authorities. 1. Observation: To monitor the various activities of the institution and the rules of operation of the institution. 2. Active Participation and Implementation: Participate as actively as possible in the activities of the organization and use their knowledge and skills in the field of Transportation and Logistics Management.