

T.C.
NECMETTİN ERBAKAN UNIVERSITY
ACADEMY OF APPLIED SCIENCES

INTERNATIONAL TRADE DEPARTMENT (NORMAL EDUCATION) COURSE
CONTENTS

1. SEMESTER

0410040001 INTRODUCTION TO ECONOMICS I (T 3 + U 0 + K 3 + ECTS 4)

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

0410040002 GENERAL MATHEMATICS (T 3 + U 0 + K 3 + ECTS 4)

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.

0410040003 PRINCIPLES OF ATATÜRK AND HISTORY OF REVOLUTION I (T 2 + U 0 + K 2 + ECTS 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.

0410040004 INTRODUCTION TO LAW (T 3 + U 0 + K 3 + ECTS 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.

0410040005 TURKISH LANGUAGE I(T 2 + U 0 + K 2 + ECTS 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.

0410040006 FOREIGN LANGUAGE I(T 3 + U 0 + K 3 + ECTS 3)

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

0410040007 INTRODUCTION TO BUSINESS (T 3 + U 0 + K 3 + ECTS 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.

0410040008 GENERAL ACCOUNTING I (T 3 + U 0 + K 3 + ECTS 4)

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.

0410040009 INFORMATION TECHNOLOGIES AND APPLICATIONS (T 2 + U 1 + K 3 + ECTS 3)

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.

2. SEMESTER**0410040011 INTRODUCTION TO ECONOMICS II (T 3 + U 0 + K 3 + ECTS 4)**

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.

0410040012 FINANCE MATHEMATICS (T 3 + U 0 + K 3 + ECTS 5)

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.

0410040013 PRINCIPLES OF ATATÜRK AND HISTORY OF REVOLUTION II (T 2 + U 0 + K 2 + ECTS 2)

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

0410040014 LAW OF OBLIGATIONS(T 3 + U 0 + K 3 + ECTS 4)

This course satisfies the Code of Obligations and the Turkish Code of Obligations in comparison with the Code of Obligations systematic, Law of Obligations, the sources of debt and debt relations, types of rights, the concept of responsibility, debt relations resources, legal proceedings and in particular the contractual obligations, the contract is concluded completion, the issue will be studied and adapted to changing conditions.

0410040015 TURKISH LANGUAGE(T 2 + U 0 + K 2 + ECTS 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.

0410040016 FOREIGN LANGUAGE II (T 3 + U 0 + K 3 + ECTS 3)

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

0410040017 GENERAL ACCOUNTING II (T 3 + U 0 + K 3 + ECTS 4)

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.

0410040018 MANAGEMENT AND ORGANIZATION (T 3 + U 0 + K 3 + ECTS 5)

Thoughts, theory discussions, current criticisms and new approaches related to business

administration that have taken place during the last century within the scope of management discipline constitute the course content. The aim is to ensure that executive candidates acquire knowledge and develop predictions about the intellectual evolution of management discipline. Classical Management, Behavioral Management, Contingency Approach, System Approach, Contemporary Approaches, Management Functions, Organization Constitution.

3. SEMESTER

0410040020 FOREIGN TRADE TRANSACTIONS(T 3 + U 0 + K 3 + ECTS 5)

Export: Export Methods and Principles, Export Regime Decree in Turkey Export Regulation, export regulations, import: import form and principles; Import Regulations in Turkey Customs Union within the Framework of Changes in Foreign Trade Regime, Turkish Foreign Trade Policy; Non-Tariff Measures in Trade, Turkey's International Agreements / WTO and Regional Agreements / Obligations of the Customs Union Framework, which Delivery Used in Foreign Trade, Foreign Trade Payment; Open Account; Prepayment; Consignment Delivery; Commodity payment; Mediating Payment; Letter of Credit, Documents Used in Foreign Trade Transactions; Commercial Documents, Official Documents, Transport Documents; Insurance Documents; Financial Documents, Other Documents Used in Foreign Trade; E-Commerce Applications in Customs Automation, Commercial Bank Credits in Foreign Trade Financing, State Support in Export Promotion and Financing and Turkish Eximbank Loans, Other Financing Methods in Foreign Trade: Factoring, Forfaiting, Leasing, Import and Export Example Application.

0410040032 CUSTOMER RELATIONS MANAGEMENT(T 3 + U 0 + K 3 + ECTS 3)

Basic concepts and methods of customer relationship management (CRM); customer loyalty and loyalty programs; Planning and implementation of CRM projects; the development, management and use of customer databases; data mining; customer portfolio management; customer life cycle management: market segmentation, customer acquisition and retention, customer profitability analysis; creating value for customers; Information technology for CRM; customer relationships and organizational structure.

0410040022 STATISTICS I (T 3 + U 0 + K 3 + ECTS 3)

Definition, subject, historical development, relation with various branches of science, aim and types of statistics, basic concepts of statistics, data sources and data collection techniques (classification of data, classification, grouping, series), graphics, averages measures of variability, measures of skewness and kurtosis, indices.

0410040023 VOCATIONAL FOREIGN LANGUAGE I (T 3 + U 0 + K 3 + ECTS 4)

Reading vocational text related with banking, finance, accountancy, communication. Dialogue exercises based on communication skills.

0410040024 COMMERCIAL LAW (T 3 + U 0 + K 3 + ECTS 4)

The sources of commercial law are explained. Commercial business and merchant concepts are examined. Also the concept of brand, the concept of unfair competition and its results are explained. Finally, traffickers are examined.

0410040025 MICRO ECONOMICS (T 3 + U 0 + K 3 + ECTS 5)

The general view of price mechanism, consumer behavior theory, demand theory, new consumer behavior theory, supply theory, production theory and costs will be examined.

0410040026 HUMAN RESOURCES MANAGEMENT (T 3 + U 0 + K 3 + ECTS 3)

Introduction to HRM, roles of HRM, strategic HRM, recruitment and selection, training and development, performance and career management, compensation management, labor relations, international HRM.

4. SEMESTER

0410040027 IMPORT AND EXPORT MANAGEMENT (T 3 + U 0 + K 3 + ECTS 5)

After a brief description of the international trade theory, it is to examine and interpret the applications of import and export, to give information about how the system works in every phase and how to solve the problems encountered. The aim of the course is to inform the managers and managers of the candidates about import and export issues, foreign trade regulations, foreign trade transactions and foreign trade financing issues. Expert guests are aimed at bringing real solutions to real problems with practical focus on case studies, visits to banks, selected businesses and customs offices.

0410040028 NEGOTIABLE INSTRUMENTS LAW(T 3 + U 0 + K 3 + ECTS 5)

Definition and kinds of negotiable instruments, legal remedies in case of cancellation or loss of negotiable instruments, properties of registered to, payable to and payable to bearer negotiable instruments, pleas with respect to these instruments, concept of exchangeable instruments, legal regulations with respect to bill of exchange, promissory note and cheque, formal requirements, transfer, payments and results stemming from in case of unpayment.

0410040029 STATISTICS II (T 3 + U 0 + K 3 + ECTS 4)

Basic Concepts of sampling, simple random sampling, mean and rate estimates. -Mean and hypothesis testing for proportions. Correlation analysis (linear bivariate correlation analysis). -Regression Analysis (simple linear regression analysis of the two variables). point and interval estimation with Standard error concept and regression. -Regression and correlation on the hypothesis testing

0410040030 MACRO ECONOMICS (T 3 + U 0 + K 3 + ECTS 5)

Basic concepts, Classical and Keynesian analysis, open to the public sector determination of national income in economies, money and banking system, money, interest and national income relation IS-LM analysis. Definitions, types and effects of inflation, policies to be implemented against inflation, rational expectations, Philips curriculum will be analyzed.

0410040031 VOCATIONAL FOREIGN LANGUAGE II (T 3 + U 0 + K 3 + ECTS 4)

Business vocabulary studies concerning banking, finance, accountancy, communication, marketing, internet and e-commerce, products and brands, promotion, innovation and invention.

0410040021 FOREIGN TRADE ACCOUNTING (T 3 + U 0 + K 3 + ECTS 5)

Documents used in foreign trade transactions and uniform order account plan; accounting for foreign exchange transactions; accounting for export transactions; export credits; some financing techniques and accounting used in foreign trade; accounting for import transactions with letters of credit and acceptance credits; accounting for cash inflows, cash inflows and cash inflows; accounting for securities and advances.

0410040033 TURKISH TAX SYSTEM (T 3 + U 0 + K 3 + ECTS 4)

Turkish Tax Law In this course, the Capital Markets Law, Banking Law and the Turkish Commercial Code principles, Turkey's business culture and ethics relationship, the International Federation of Accountants potential problems with the Ethics and topics will be examined.

5. SEMESTER**0410040034 International Economics I (3 0 3) ECTS: 5**

This course provides a critical overview of theoretical, empirical and policy issues relating to international economics. This course will introduce the microeconomic issues relevant to the economic relations among countries. It provides an introduction to the main theories of international trade, including standard neoclassical free trade approaches and recent theories addressing imperfect competition, economies of scale, national competitiveness issues, and managed trade.

0410040035 PRINCIPLES IN LOGISTICS I (3 0 3) ECTS: 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. This course examines the planning and management of logistics functions and supply chain activities.

0410040036 Marketing management (3 0 3) ECTS: 4

The main objective of all businesses in the globalizing world is to deliver the goods and services they produce to the target consumer masses in the world markets. With this aim in mind, in the "International Marketing" courses, environmental factors affecting international marketing activities, ways of accessing market information and sources of information, marketing planning, market segmentation and target market selection, product policies in international marketing, pricing objectives and methods, selection of distribution channel and distribution policies, promotion strategies and promotion methods are emphasized and our students focus on strategic thinking.

0410040037 Vocational Foreign Language 3 (3 0 3) ECTS: 4

Developing English grammar. Using professional grammar. Learning the terms used in the sector in the field of international trade. Translation of various official international trade documents and documents into Turkish and English.

0410040038 FINANCIAL STATEMENT ANALYSIS (3 0 3) ECTS: 4

Organising balance sheet and income chart, organising sales-cost chart, junal chart, cash chart, benefit alistribution chart, souree changing chart, making linear anol vertical analysis anol trends fund analysis. Preparing balonee sheet in inflational circus. Perparing income chart in inflational circus. Organing balance sheet and income chart, organising sales-cost chart, junal chart, cash chart, benefit alistribution chart, souree changing chart, making linear anol vertical analysis anol trends fund analysis. Preparing balonee sheet in inflational circus. Perparing income chart in inflational circus. View and apply of Income, Corporation and Excise Taxes, general evaluation of Turkish tax system

ELECTIVE COURSE I (3 0 3) ECTS 3**0410040039 LABOR AND SOCIAL SECURITY LAW (3 0 3) ECTS: 4**

Labor law, its development and sources. Labor contract, debts, discharge of labour contract. Working and leave limitations. Unions and confederations, establishment and functions of unions. Membership, activities, income and expense. Collective labor contract and its provisions. Social incomes and financing social security. Social security, Its historical development, methods and risks.

0410040040 E Commerce (3 0 3) ECTS: 4

The aim of this course is to examine the new business understanding and applications in the electronic market, to inform the marketing practices on the internet, the types of markets, brand development, the impact of social media, the dynamics of the business, the formation of the marketing mix on the internet and to evaluate the empirical studies conducted in the recent years.

0410040041 Package Programs In Foreign Trade (3 0 3) ECTS: 4

In this course, export integrated programs, order tracking and application issues will be covered. With this course, the student, foreign trade through the package programs used in export, import and customs operations will be able to document applications.

OZS 101 Introduction To University Life (1 0 1) Ects: 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.

ELECTIVE COURSE II (3 0 3) ECTS 3**0410040042 Supply Chain Management (3 0 3) Ects: 4**

This course involves the managerial and economic subjects about supply chain Management. Relations management in industrial markets; coordination, cooperation, conflict and power relations among supply chain member are also some of the subjects that are covered in this course.

0410040043 2.Foreign Language 1 (3 0 3) ECTS: 4

Within the scope of this course, a foreign language education other than English is given.

0410040044 international political economy (3 0 3) ECTS: 4

The course begins with an examination of the UPI paradigms that have prevailed over the last few centuries. In this context, it focuses on mercantilist, liberal and Marxist paradigms. Subsequently, the development of the international monetary system in the post-World War II period is examined. With the collapse of the Bretton Woods system and the beginning of the globalization process, the changing roles of international organizations such as IMF, GATT / WTO are emphasized. Finally, the debt crisis experienced by the underdeveloped countries in the 1980s and the debt crisis currently faced by the member countries of the European Monetary Union are handled from a comparative perspective.

6. SEMESTER**0410040045 International Economics II (3 0 3) ECTS: 5**

This course is designed to enable the students to understand the basic concepts of external balance, foreign exchange markets, and macroeconomic problems of an open economy under different exchange rate regimes. With respect to the external balance, initially the Balance of Payments accounts are studied in depth (with specific reference to the Turkish Balance of

Payments). Foreign Exchange Market specifically spot, forward and futures markets are discussed in connection with external balance accounts. The course also introduces the basic theories about external balance and open economy macroeconomics to the students. In this respect, monetary model and portfolio balance model are studied, and open economy macro model in Mundell-Fleming setup is discussed.

0410040046 Customs Legislation (3 0 3) ECTS: 4

The Concept and Content of Customs Legislation, Export Regime and Applications, Free Movement Entry Regime and Applications, Inward and Outward Processing Regime, Customs Warehouse and Temporary Import Regimes and Applications, Transit Regime and Applications, Free Zones and Applications. Other Customs Regimes

0410040047 Turkish Economy (3 0 3) ECTS: 4

Turkish economy in the Ottomans period and establishment years, World Crisis in 1929 and governmental period, Turkish economy in 1941-1960 period, Plans period after 1960's, Turkish economy after 1980's, Economic crises and Turkish economy in 2000's, Globalization, regionalism and international economic organizations and Turkey, General situation of Turkish Economy and its future.

0410040048 Vocational Foreign Language 4 (3 0 3) ECTS: 4

Developing English grammar. Using professional grammar. Learning the terms used in the sector in the field of international trade. Translation of various official international trade documents and documents into Turkish and English.

0410040049 Research Methods (3 0 3) ECTS: 4

Scientific Survey Concepts / Goals and Features of Scientific Survey / Survey Planning / Survey Methods / Data Features and Data Collection Methods / Assessment of Collected Data / Rules of Refer Source and Annotation / SPSS

ELECTIVE COURSE III (3 0 3) ECTS 3

0410040050 Econometrics (3 0 3) ECTS: 4

Review of Some Basic Statistical Concepts, Two Variable Regression Analysis: Some Basic Ideas, OLS and its Properties, Normality Assumption, Two-Variable Regression: Interval Estimation and Hypothesis Testing, Functional Forms of Regression Models, Multiple Regression Analysis: The Problem of Estimation and The Problem of Inference, Dummy Variable Regression Models, Multicollinearity, Heteroscedasticity, Autocorrelation and Econometric Modelling.

0410040051 Transportation Economics (3 0 3) ECTS: 4

What are the fundamentals of microeconomics, what is demand and supply, quantitative demand analyses, game theory, the theory of individual behaviour, the production process and

costs, the organization of the firm, the nature of industry, competitive markets, game theory, pricing strategies, and topics in business strategy.

0410040052 International Relations (3 0 3) ECTS: 4

international actors, the main structure of international system, the main foreign policy outcomes of the states, the main forms of relations between states, diplomacy, use of force, international security, humanitarian assistance and international political economy.

0410040056 Academic Turkish (3 0 3) ECTS: 4

History of teaching Turkish language as a foreign language, Cultural dimension of teaching Turkish language as a foreign language, Approaches, methods and techniques applied in teaching a foreign language, Using contemporary approaches, application of methods and techniques to Turkish language as a foreign language, Lesson books being used in teaching Turkish language as a foreign language, Using technology in language teaching and using technology on teaching Turkish language as a foreign language, Computer based Turkish language teaching, internet based Turkish teaching.

Ozs 102 Social Responsibility (1 0 1) Ects: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.

ELECTIVE COURSE IV (3 0 3) ECTS 3

0410040053 2.Foreign Language 2 (3 0 3) ECTS: 4

Within the scope of this course, a foreign language education other than English is given.

0410040054 Tourism Economics (3 0 3) ECTS: 4

Economics and Tourism: Basic economic theories, tourism product, international tourism; tourism supply: tourism supply and features; tourism demand: tourism demand and features; the balance in tourism marketing: particular balance, the factors effecting the balance; development of tourism and national economies: national economy and tourism, economic results of tourism, financial economic effects of tourism: tourism and currency incomes, the effect to foreign payment balance, the effect to public income and outgoings, the effect to the prices of goods and service; the real economic effects of tourism; evaluating the economic effects of tourism: multiplier effect of tourism incomes, input-output analysis.

0410040055 Public Finance (3 0 3) ECTS: 4

Public Sector's revenues, expenditures, Government Budget, Local Government, fiscal policy, government debts, PEEs, tructures and functions of public expenditures, taxes, government budget, public debts, local government and PEEs.