

**T.C.**  
**NECMETTİN ERBAKAN UNIVERSITY**  
**ACADEMY OF APPLIED SCIENCES**

**INTERNATIONAL TRADE DEPARTMENT (NORMAL EDUCATION) COURSE**  
**CONTENTS**

**1. SEMESTER**

**0410040001INTRODUCTION 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

**0410040002GENERAL 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.

**0410040003PRINCIPLES 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.

**0410040004INTRODUCTION 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.

**0410040005TURKISH 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.

**0410040006FOREIGN 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.

**0410040007INTRODUCTION 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.

**0410040008GENERAL 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.

**0410040009INFORMATION 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 IBEM Hotel Software programs.

**0410040010INTRODUCTION TO UNIVERSITY LIFE (T 1 + U 0 + K 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.

**2. SEMESTER****0410040011INTRODUCTION 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.

**0410040012FINANCE 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.

**0410040013PRINCIPLES 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.

**0410040014LAW 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.

**0410040015TURKISH 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.

**0410040016FOREIGN 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.

**0410040017GENERAL 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.

**0410040018MANAGEMENT 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.

**0410040019SOCIAL RESPONSIBILITY AND HEALTHY LIFE (T 1 + U0 + K 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.

### **3. SEMESTER**

#### **0410040020FOREIGN 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.

#### **0410040021FOREIGN 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.

#### **0410040022STATISTICS 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.

**0410040028NEGOTIABLE 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.

**0410040029STATISTICS 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

**0410040030MACRO 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.

**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.

**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.