



Course Content Report

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
LE 509	SCIENTIFIC RESEARCH TECHNIQUES AND PUBLICATION ETHICS	2	0	0	0.00	0.00	Compulsory

Course Content

Scientific Research Principles, Research Process, Data Types, Data Collection Methods (survey, in-depth interview, focus group interview, etc.), Scale Types, Population and Sample, Validity and Reliability, Data Entry to SPSS, Frequency Table Generation

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 500	M.Sc. THESIS STUDY	0	0	0	0.00	30.00	Compulsory

Course Content

The content of this course includes studies under the supervision of the advisor for the purpose of reviewing the literature, collecting and evaluating data, making analysis and presenting the results in writing during the student thesis study.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 501	M.Sc. SEMINAR	0	0	0	0.00	7.50	Compulsory

Course Content

The content of this course consists of activities that include literature study, data collection, data collection and reporting the results by presenting the results for the subject that the student wants to work under the supervision of the lecturer.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 801	SPECIALIZED FIELD COURSES	4	0	0	4.00	0.00	Compulsory

Course Content

A research project is created on the subject of interest with the lecturer in the context of the content of the course and the student's interests. The student reports to the lecturer who teaches the lessons at the determined hours every week. In addition, the student continues to work on the subject they have determined under the supervision of the lecturer. The course ends with the presentation of the work done at the end of the semester for the evaluation of the instructor.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 802	SPECIALIZED FIELD COURSES	4	0	0	4.00	0.00	Compulsory

Course Content

A research project is created on the subject of interest with the lecturer in the context of the content of the course and the student's interests. The student reports to the lecturer who teaches the lessons at the determined hours every week. In addition, the student continues to work on the subject they have determined under the supervision of the lecturer. The course ends with the presentation of the work done at the end of the semester for the evaluation of the instructor.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 502	INTERNATIONAL MARKETING STRATEGIES	3	0	0	3.00	7.50	

Course Content

International Market and International Trade, International Marketing Mix, International Market Environment, International Market Entry Strategies, International Communication Strategies, Competition in International Markets.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 503	NEW APPROACHES IN INTERNATIONAL TRADE	3	0	0	3.00	7.50	

Course Content

Structure of International Trade, Basic Subjects and Concepts; National and International Institutions and Organizations related to International Trade; New Trends in Customer Finding and Market Research; E-commerce and Micro Export; Industry 4.0 and Digital Transformation; Industry 4.0 and Digital Transformation; International Service Trade; New Trends in Sustainability; Regional Trade Blocks; European Union; Shanghai Cooperation Organization; Trade with National Currencies

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 505	FOREIGN TRADE TRANSACTIONS AND LEGISLATION	3	0	0	3.00	7.50	

Course Content

Customs and Foreign Exchange Transactions Related to Import and Export, Post-Export Transactions and Customs-Related Legislation Provisions, Calculation of Customs Duties, Documents Related to Foreign Trade Commercial, Official Documents and Insurance Payment Methods

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 506	FOREIGN MARKET RESEARCH AND COMMERCIAL INTELLIGENCE	3	0	0	3.00	7.50	

Course Content

Reaching potential companies from company guides and registering them, yellow Finding companies from the pages, membership to B2B marketplace sites, determination of fairs and visitor lists reaching, using websites, finding potential market, finding customer, entering market conditions

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 508	OPERATIONS MANAGEMENT	3	0	0	3.00	7.50	

Course Content

In this course, operation strategy, production processes and process design will be explained also production topics such as logistics, forecasting methods, inventory management, planning and quality management covered by the course.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 509	INTEGRATED TRANSPORTATION MANAGEMENT	3	0	0	3.00	7.50	

Course Content

Course content: Retail Logistics, Food Logistics, Textile and Clothing Logistics, Electronic Product Logistics, Automotive Logistics, Fair and Event Logistics, Project and Construction Logistics, Midterm and Course Repetition, Hazardous Material Logistics, Oil and Derivative Logistics, Paint and Derivative Substances Logistics, Pharmaceuticals and Hospital Logistics, Waste, Recycling and Reverse Logistics, Live Animal Transportation.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 510	INTERNATIONAL TRADE THEORY AND POLICY	3	0	0	3.00	7.50	

Course Content

This lesson; comparative advantage theory, supply and demand from international trade theory analysis models, factor equipment, foreign trade and economic growth issues and foreign trade policy, Includes customs tariffs and non-tariff instruments

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 511	LOGISTICS MANAGEMENT	3	0	0	3.00	7.50	

Course Content

Course content, the role and importance of logistics function in business organization, competition effects on power, elements of logistics system, total cost analysis and exchange balance, define, classify and analyze logistics problems.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 512	ADVANCED INTERNATIONAL TRADE THEORY AND POLICY	3	0	0	3.00	7.50	

Course Content

Theories of the Heterogeneous Firm, Behavioral Economics and Foreign Trade, Institutions and Foreign Trade, Political Risk, Epidemic Economics

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 513	LOGISTICS ENGINEERING	3	0	0	3.00	7.50	

Course Content

Performing cost estimations or models, preparing logistic strategies or conceptual designs for production facilities, designing comprehensive supply chains that minimize environmental impacts or costs, conducting logistic facility or capacity planning analyses for distribution or transportation functions, developing specifications for equipment, vehicles, facility layout, or material handling systems, and applying logistic modeling techniques for operational process improvement or facility design.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 514	INTERNATIONAL TRANSPORTATION MANAGEMENT	3	0	0	3.00	7.50	

Course Content

This course is international road, rail, seaway and airline transportation, related contracts made, parties, loading of goods, customs procedures, forms of delivery, payment forms of international organizations, transportation units and international transportation includes problems.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 515	LINEAR PROGRAMMING AND OPTIMIZATION	3	0	0	3.00	7.50	

Course Content

Linear programming models, 0-1 integer programming, network models, transportation models, assignment models

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 516	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	3	0	0	3.00	7.50	
Course Content							
Supply Chain Stages, Reverse Logistics, Environmental Impact Analysis, Elimination of Negative Effects, Compliance with Environmental Management Systems							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 520	INFORMATION TECHNOLOGIES IN LOGISTICS	3	0	0	3.00	7.50	
Course Content							
The content of this course, basic concepts and components of logistics information systems, automatic identification systems (barcode and other), RFID systems, project management and applications, real-time positioning systems and applications, logistics software technologies and decision support systems, basic concepts of advanced planning systems topics such as.							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 521	STRATEGIC MANAGEMENT IN LOGISTICS	3	0	0	3.00	7.50	
Course Content							
SWOT Analysis Technique, Portfolio Analysis Techniques for Making Appropriate Strategic Choices, and Other Strategies They Can Utilize							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 525	E - COMMERCE LOGISTICS MANAGEMENT	3	0	0	3.00	7.50	
Course Content							
The content of this course, E-business, E-commerce concepts and elements, foreign trade, logistics and E-commerce relationship, E-commerce types and E-markets, E-commerce applications, Development and definition of E-logistics, E-logistics applications e-logistics software, constitutes an e-commerce and e-logistics applications in the world and Turkey.							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 527	LOGISTICS SERVICES MARKETING	3	0	0	3.00	7.50	
Course Content							
The content of this course consists of service concept and logistics sector, basic features of service, logistics service marketing mix, sustainable competitive advantage and superiority, logistic performance index.							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 529	ACCOUNTING APPLICATIONS IN FOREIGN TRADE	3	0	0	3.00	7.50	
Course Content							
Definition and types of foreign trade, documents used in foreign trade transactions, payment methods, delivery methods, uniform chart of accounts used in foreign trade transactions, import and export transactions and accounting application.							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 530	LOGISTICS COST ANALYSIS	3	0	0	3.00	7.50	
Course Content							
The content of this course are; classification of costs, traditional cost determination methods, logistics cost concept, logistics activities, methods used in the analysis of logistics costs, logistics costs planning and budgeting.							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 532	URBAN LOGISTICS	3	0	0	3.00	7.50	
Course Content							
The factors required for the fast and effective urban logistics in the content of this course It will be examined.							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 533	NEW APPROACHES IN LOGISTICS	3	0	0	3.00	7.50	
Course Content							
This course includes developments in the transportation system, developments in the storage system, developments in customs regulations related to customs affairs, trends and developments in international trade, current economic, political and infrastructure problems encountered in the field of international transportation and logistics, and solutions for them.							
Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 534	FAMILY BUSINESSES IN LOGISTICS	3	0	0	3.00	7.50	

Course Content

The Concept and Historical Development of Family Businesses, Corporate Governance, Sustainability and Institutionalization Strategies in Family Businesses, Independent Boards of Directors and Family Constitution, Family Constitution, Family Businesses in Turkey and the World, The Future of Family Businesses: Change, Innovation and Branding

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 537	COST ACCOUNTING IN LOGISTICS COMPANIES	3	0	0	3.00	7.50	

Course Content

Costs that the business may encounter, Traditional Cost Approaches, Types of Costs in Logistics Enterprises

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 539	ENTREPRENEURSHIP AND INNOVATION	3	0	0	3.00	7.50	

Course Content

Entrepreneurship concept, entrepreneurship and economic development, entrepreneurship process, entrepreneurship theories, entrepreneurship ecosystem, individual dynamics of entrepreneurship, organizational dynamics of entrepreneurship, National dynamics of entrepreneurship, global dynamics of entrepreneurship form the content of the course.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 541	ACCOUNTING FOR TRANSPORTATION COMPANIES	3	0	0	3.00	7.50	

Course Content

The content of this course; the accounting organization in road, airline, railway and seaway enterprises is the explanation of the issues related to the accounting of the service delivery in these enterprises through case studies.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 542	RESEARCH TECHNIQUES AND STATISTICAL ANALYSIS	3	0	0	3.00	7.50	

Course Content

Research Design: Classification of Research Patterns and Methods, Research Population and Sampling, Data Collection Techniques, Preparation for Data Processing, Basic Statistical Measures and Types of Analysis, Normal Distribution, Validity and Reliability, Non-Parametric Tests, Tests of Difference, Exploratory Factor Analysis, Correlation and Regression , Structural Equation Model, Qualitative Research Designs and Qualitative Data Analysis

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 543	LOGISTICS COST MANAGEMENT	3	0	0	3.00	7.50	

Course Content

The content of this course are; classification of costs, traditional cost determination methods, logistics cost concept, logistics activities, methods used in the analysis of logistics costs, logistics costs planning and budgeting.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 544	GLOBAL VALUE CHAIN THEORY	3	0	0	3.00	7.50	

Course Content

The content of this course consists of foreign trade theories and global value chain theory.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 545	INCENTIVE POLICIES IN INTERNATIONAL TRADE	3	0	0	3.00	7.50	

Course Content

This lesson includes international trade policy instruments, and support given to Turkey for export around the world, supporting institutions, needs to be done to benefit from the support, investment incentives and grants.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 546	INSTITUTIONALIZATION AND BRAND MANAGEMENT IN LOGISTICS COMPANIES	3	0	0	3.00	7.50	

Course Content

The content of this course consists of theoretical infrastructure in the field of brand management, basic concepts related to the brand, brand configuration models, communication strategy for the brand, advertisement and public relations opportunities.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 547	MACROECONOMICS IN OPEN ECONOMIES	3	0	0	3.00	7.50	

Course Content

The content of this course is: introduction to open economy macroeconomics, open economy simple keynesian model, open economy heat curve and balance of payments (bp) curve, equilibrium in goods, money and foreign exchange markets: is-lm-bp (fe) model (mundell-fleming model) policy analysis, open economy aggregate supply-total demand model constitutes in cases of imperfect and full capital mobility.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 550	INTERCULTURAL MANAGEMENT	3	0	0	3.00	7.50	

Course Content

The content of this course is the globalization of industries, the continuous role of country factors in competition, the organization of multinational organizations, the establishment of global networks and the change of administrative duties under conditions of globalization.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 551	FINANCIAL REPORTING AND ANALYSIS IN LOGISTICS COMPANIES	3	0	0	3.00	7.50	

Course Content

The content of this course consists of financial management of financial firms, financial analysis, planning and control, capital management, capital investment decisions, capital structuring decisions and financial resources.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 555	DISASTER AND HUMANITARIAN AID LOGISTICS MANAGEMENT	3	0	0	3.00	7.50	

Course Content

This course covers disaster relief and logistics management, logistics and procurement within the scope of humanitarian aid the importance of chain management, national and international organizations in this regard, problems experienced and Includes solution suggestions.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 517	INTERNATIONAL TRADE AND LOGISTICS LAW	3	0	0	3.00	7.50	

Course Content

The content of the course is logistics services international logistics organizations (fraght forwarder, agencies 3PL, 4PL.) And internal and external material between military units, international companies and companies and controlling product flow, material management, temporary storage, physical distribution and supply chain all legal aspects of design and management systems.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 523	FEATURED GOODS LOGISTICS	3	0	0	3.00	7.50	

Course Content

In this course, the importance and types of specialty substance transportation will be emphasized. Special substance classification, packaging, necessary documentation, marking, labeling, realization of transportation, risks and problems encountered will be explained through case studies.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 504	PURCHASING AND INVENTORY MANAGEMENT	3	0	0	3.00	7.50	

Course Content

Course content purchasing strategies, forecasting techniques, supplier selection and evaluation, and international rules, storage, distribution, inventory management, traffic management, distribution channels covers.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 518	DIGITAL TRANSFORMATION AND INTERNATIONAL TRADE	3	0	0	3.00	7.50	

Course Content

Industrial Revolutions (Industry 1.0, Industry 2.0, Industry 3.0); Digital Transformation and Industry 4.0; Money, Ledger and Bitcoin; Blokchain Technology; Smart Contracts; Internet of Things (IoT); 5G Technology; Cloud Computing; Big Data; Artificial Intelligence and Machine Learning; Virtual Reality, Augmented Reality, Metaverse