Tarsus University
Institute of Graduate Studies
International Trade and Logistics

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Course Content Report

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
LE 601	DEVELOPMENT AND LEARNING	3	0	0	0.00	0.00	Compulsory

Course Content

Developmental and learning psychology, psychosexual development, psychosocial development, moral development, cognitive development, learning, classical conditioning, operant conditioning, social learning theory, humanistic learning, cognitive learning, motivation.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
LE 602	PLANNING AND EVALUATION IN TEACHING	3	2	0	0.00	0.00	Compulsory

Course Content

Basic concepts related to the curriculum, hierarchical classification of learning outcomes, selection and organization of course content, the learning-teaching process, planning in teaching, presentation techniques, contemporary approaches to learning, basic concepts in measurement and evaluation, alternative measurement and evaluation.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 600	PH.D. THESIS STUDY	0	0	0	0.00	30.00	Compulsory

Course Content

Under the supervision of the advisor throughout the thesis work: literature review, data collection and evaluation, analysis, and written presentation of the results.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 601	PHD 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 602	PH.D. QUALIFYING	0	0	0	0.00	15.00	Compulsory

Course Content

The examination consists of written and oral parts. Students who fail the written part cannot take the oral part. The course is an independent study course that students take to prepare themselves for the qualifying examination.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 603	PH.D. THESIS PROPOSAL	0	0	0	0.00	30.00	Compulsory

Course Content

Literature review, research and meetings with the advisor to determine the doctoral thesis topic; preparation of the thesis proposal.

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 Markets and International Trade, Entry Strategies for International Markets, Global Environment and Market Dynamics, Market Segmentation and Target Market Selection, International Marketing Research, The International Marketing Mix, Ethics and Sustainability in International Marketing

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 Procedures Related to Imports and Exports, Post-Export Procedures and Provisions of Customs Legislation, Calculation of Customs Duties, Commercial and Official Documents in Foreign Trade, Documents Related to Insurance and 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 and Registering Potential Companies through Company Directories, Finding Companies in Yellow Pages, Membership in B2B Marketplace Websites, Identifying Trade Fairs and Accessing Visitor Lists, Finding Potential Markets and Customers Using Websites, Identifying Market Entry 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

Operations Strategy, Production Processes and Process Design, Production Logistics, Forecasting Methods, Inventory Management, Planning and Quality Management

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

Transport Systems and Integration, The Role of Maritime Transport in Integrated Systems, Combined/Multimodal/Intermodal Transport Structures, Actors and Coordination in Integrated Transport, Infrastructure and Superstructure Planning in Integrated Transport, Information Systems and Digital Integration, Sustainable Integrated Transport Systems

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

The Role and Importance of the Logistics Function in Business Organization, Its Effects on Competitiveness, Elements of the Logistics System, Total Cost Analysis and Trade-off Balance, Defining, Classifying and Solving 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

International Trade Theories and New Trade Theory, Heterogeneous Firm Theories, Behavioral Economics and Foreign Trade, Institutions and Foreign Trade, Political Risk, International Trade and Economic Development, Regional Integration, Exchange Rates, Capital Movements and Financial Crises, Pandemic 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

Preparing cost estimates or models, developing logistics strategies or conceptual designs for production facilities, designing comprehensive supply chains that minimize environmental impacts or costs, performing logistics facility or capacity planning analyses for distribution or transport functions, developing specifications for equipment, vehicles, facility layouts or material handling systems, applying logistics 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

International Road, Rail, Maritime and Air Transport, Related Contracts, Parties, Loading of Goods, Customs Procedures, Delivery Terms, Payment Methods, International Organizations, Transport Units and Problems Encountered in International Transport

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, Goal Programming, 0-1 Integer Programming, Set Covering Models, Assignment Models, Network Models, Transportation Models, Shortest Path, Maximum Flow and Minimum Spanning Tree Models, Traveling Salesman Problem

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 Analyses, Elimination of Negative Impacts, 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

Basic concepts and components of logistics information systems, automatic identification systems (barcode and others), RFID systems, project management and applications, real-time location systems and applications, logistics software technologies and decision support systems, and basic concepts of advanced planning systems.

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

Concepts and process of strategic management, external and internal environmental analysis, SWOT analysis technique, strategic direction, corporate, competitive and functional strategies, portfolio analysis techniques for appropriate strategic choices, international strategies, strategy implementation, strategic evaluation and control.

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

Concepts and elements of e-business and e-commerce, the relationship between foreign trade, logistics and e-commerce, types of e-commerce and e-marketplaces, e-commerce applications, development and definition of e-logistics, e-logistics applications, e-logistics software, e-commerce and e-logistics practices in Turkey and the world.

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 concept of service and the logistics sector, basic characteristics of services, the logistics service marketing mix, sustainable competitive advantage and superiority, the Logistics 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 terms, the uniform chart of accounts used in foreign trade transactions, import and export transactions and accounting applications.

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

Classification of costs, traditional costing methods, the concept of logistics cost, logistics activities, methods used in the analysis of logistics costs, planning and budgeting of logistics costs, case applications.

Course Unit Code	Course Name	T	U	L	Credit	ECTS	Type
UL 532	URBAN LOGISTICS	3	0	0	3.00	7.50	

Course Content

Modelling urban logistics, city logistics with intelligent transportation systems (ITS), supply and demand models, impact models, vehicle routing and scheduling, location planning of logistics terminals, future approaches.

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

The course covers digitalization in logistics, artificial intelligence, automation, smart warehouses, autonomous vehicles, sustainable logistics, green transportation, supply chain resilience and new-generation logistics practices.

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, succession planning, independent boards of directors and 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 a company may encounter, traditional cost approaches and methods (process, job order, hybrid, full, normal, variable, direct, actual, standard and estimated costing methods), cost types in logistics companies.

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

This course covers the concept of entrepreneurship, entrepreneurship and economic development, the entrepreneurial process, entrepreneurship theories, the entrepreneurial ecosystem, and the individual, organizational, national and global dynamics of entrepreneurship.

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

Accounting organization in road, air, rail and maritime transport companies, accounting for service provision and 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 designs 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, difference tests, exploratory factor analysis, correlation and regression, structural equation modelling, 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

Strategic cost management, logistics cost drivers, total cost of ownership, activity-based management, target costing and kaizen costing, life-cycle costing, management of transportation, warehousing and inventory costs, the cost-service level trade-off, budgeting and variance analysis, logistics performance measurement and the balanced scorecard, cost reduction strategies and case applications.

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

Foreign trade theories, classical foreign trade theories, new foreign trade theories, taxation of foreign trade, the global economy and world trade systems, the global value chain and its sectoral applications.

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

Policy instruments in international trade, export supports provided in Turkey and the world, supporting institutions, requirements for benefiting from supports, 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

Theoretical background of brand management, basic concepts related to brands, brand building models, brand communication strategy, advertising 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

Globalization of industries, the persistent role of country factors in competition, organization of multinational companies, building global networks and the changing managerial tasks 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

Financial management of commercial enterprises, financial analysis, planning and control, capital management, capital investment decisions, capital structure 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

Disaster relief and logistics management, the importance of logistics and supply chain management in humanitarian aid, national and international organizations, problems encountered and solution proposals.

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

Logistics Services, International Logistics Organizations (Freight Forwarders, Agents, 3PL, 4PL) and Military Units, Internal and External Flows of Materials and Products between International Companies and Firms, Materials Management, Temporary Storage, Physical Distribution and All Legal Dimensions of Design and Management Systems Controlling the Supply Chain

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

Importance and types of special cargo transportation, classification, packaging, required documentation, marking and labelling of special cargo, execution of transportation, risks and problems encountered.

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 and digital transformation; Industry 4.0 and the conceptual framework of digital trade; effects of digital technologies on trade costs and trade patterns; money, ledgers and crypto-assets; blockchain technology and trade finance; smart contracts and foreign trade transactions; the Internet of Things and supply chain traceability; cloud computing and trade in digital services; big data and trade analytics; applications of artificial intelligence and machine learning in trade and logistics; virtual and augmented reality, the metaverse; 5G and smart logistics; paperless trade and the digitalisation of customs; digital trade rules (WTO e-commerce negotiations, cross-border data flows, digital trade agreements); digital transformation and foreign trade in Türkiye.