

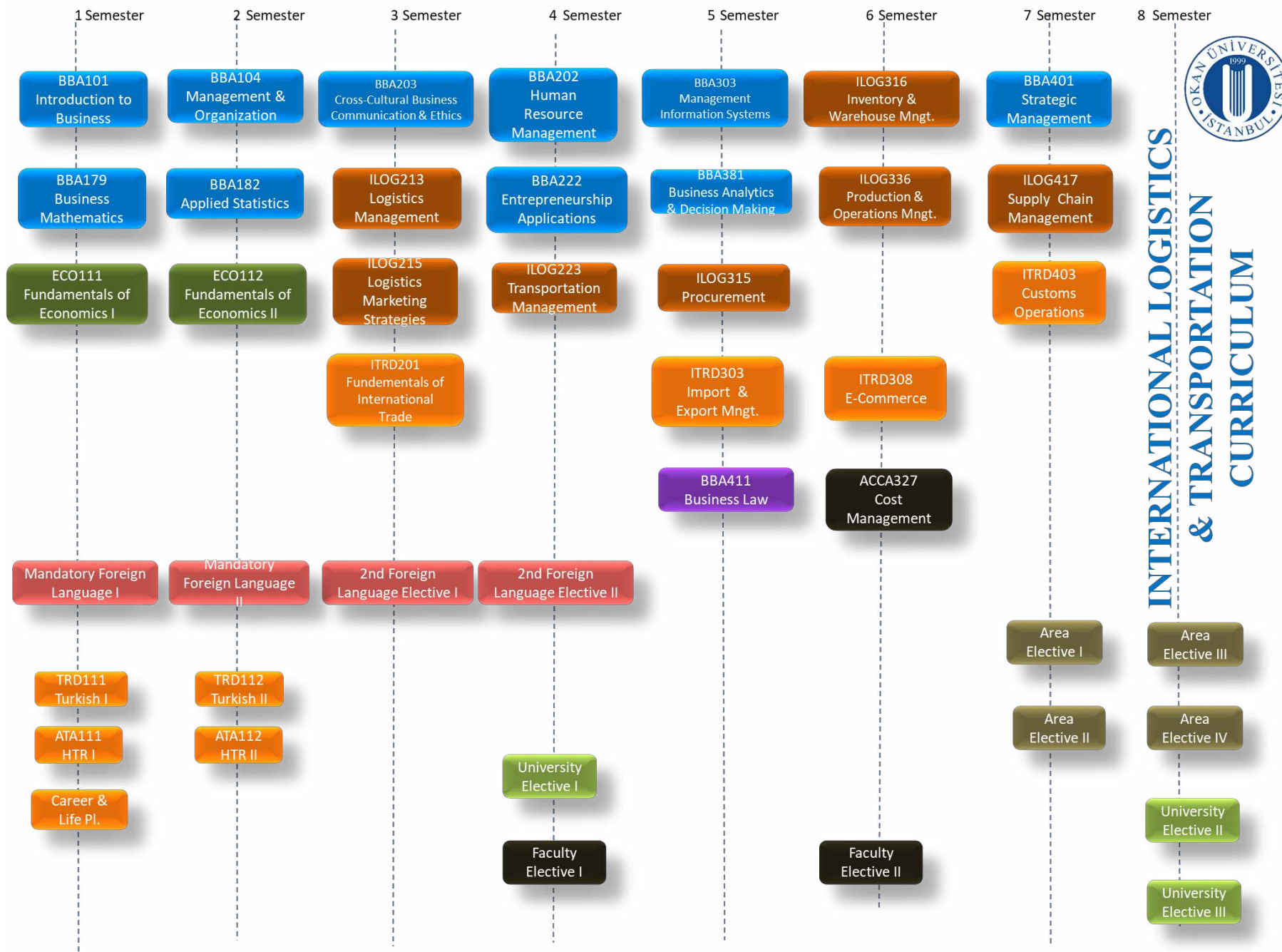


**OKAN UNIVERSITY**  
— İSTANBUL —

FACULTY OF  
BUSINESS AND ADMINISTRATIVE SCIENCES

INTERNATIONAL LOGISTICS AND  
TRANSPORTATION  
UNDERGRADUATE PROGRAM

CATALOG



INTERNATIONAL LOGISTICS & TRANSPORTATION CURRICULUM



# INTERNATIONAL LOGISTICS AND TRANSPORTATION UNDERGRADUATE PROGRAM CURRICULUM

Code	Course		T	A	L	C	E
<b>1<sup>st</sup> Semester</b>							
		Mandatory Foreign Language I	2	2	0	3	4
BBA	101	Introduction to Business	3	0	0	3	7
ECO	111	Fundamentals of Economics I	3	0	0	3	7
BBA	179	Business Mathematics	4	0	0	4	8
TRD	111	Turkish I	2	0	0	2	2
ATA	111	Atatürk Principles and the History of Turkish Revolution I	2	0	0	2	2
CLP	001	Career and Life Planning	0	3	0	1	3
<b>2<sup>nd</sup> Semester</b>							
		Mandatory Foreign Language II	2	2	0	3	4
BBA	104	Management and Organization	3	0	0	3	8
ECO	112	Fundamentals of Economics II	3	0	0	3	7
BBA	182	Applied Statistics	3	0	0	3	8
TRD	112	Turkish II	2	0	0	2	2
ATA	112	Atatürk Principles and the History of Turkish Revolution II	2	0	0	2	2
<b>3<sup>rd</sup> Semester</b>							
ILOG	213	Logistics Management	3	0	0	3	6
ILOG	215	Logistics Marketing Strategies	3	0	0	3	6
BBA	203	Cross-Cultural Business Communication and Ethics	3	0	0	3	6
ITRD	201	Fundamentals of International Trade	3	0	0	3	6
		Second Foreign Language Elective I	2	2	0	3	4
<b>4<sup>th</sup> Semester</b>							
ILOG	223	Transportation Management	3	0	0	3	6
BBA	202	Human Resource Management	3	0	0	3	6
BBA	222	Entrepreneurship Applications	2	0	0	2	3
		Second Foreign Language Elective II	2	2	0	3	4
		University Elective I	3	0	0	3	4
		Faculty Elective I	3	0	0	3	6
<b>5<sup>th</sup> Semester</b>							
ILOG	315	Procurement	3	0	0	3	6
BBA	303	Management Information Systems	3	0	0	3	6
BBA	381	Business Analytics and Decision Making	3	0	0	3	6
BBA	411	Business Law	3	0	0	3	6
ITRD	303	Import and Export Management	3	0	0	3	6
<b>6<sup>th</sup> Semester</b>							
ILOG	316	Inventory and Warehouse Management	3	0	0	3	6
ILOG	336	Production and Operations Management	3	0	0	3	6
ITRD	308	E-Commerce	3	0	0	3	7
ACCA	327	Cost Management	3	0	0	3	6
		Faculty Elective II	3	0	0	3	6
<b>7<sup>th</sup> Semester</b>							
ILOG	417	Supply Chain Management	3	0	0	3	6
BBA	401	Strategic Management	3	0	0	3	7
ITRD	403	Customs Operations	3	0	0	3	6
		Area Elective I	3	0	0	3	6
		Area Elective II	3	0	0	3	6
<b>8<sup>th</sup> Semester</b>							
INT	004	Internship	0	0	0	0	8
		Area Elective III*	3	0	0	3	6
		Area Elective IV*	3	0	0	3	6
		University Elective II*	3	0	0	3	4
		University Elective III*	3	0	0	3	4

*T: Theory , A: Application , L: Laboratory, C: Credit,  
E: ECTS (European Credit Transfer and Accumulation System)  
\*For O'CO-OP students BBA490 Practice in Business Environment*

**INTERNATIONAL LOGISTICS AND TRANSPORTATION UNDERGRADUATE  
PROGRAM  
ELECTIVE COURSES**

Code		Course	T	A	L	C	E
<b>Elective Courses</b>							
ACCA	405	Budgetin	3	0	0	3	6
BBA	201	Organizational Behavior	3	0	0	3	6
BBA	210	Corporate Sustainability Management	3	0	0	3	6
BBA	280	Data Analysis	3	0	0	3	6
BBA	281	Research Methods	3	0	3	3	6
BBA	290	Advanced Excel Applications	3	0	0	3	6
BBA	292	Fundamentals of Commercial Law	3	0	0	3	6
BBA	302	Global Business	3	0	0	3	6
BBA	304	Leadership and Change Management	3	0	0	3	6
BBA	320	Idea Generation	3	0	0	3	6
BBA	342	Brand Management	3	0	0	3	6
BBA	389	Fundamentals of Tax Law	3	0	0	3	6
BBA	402	Strategy Applications	3	0	0	3	6
BBA	421	Advanced Entrepreneurship	3	0	0	3	6
BBA	422	Family Business Management	3	0	0	3	6
BBA	423	Small and Medium Enterprises Management	3	0	0	3	6
BBA	424	Social Entrepreneurship	3	0	0	3	6
BBA	427	Innovation Management	3	0	0	3	6
BBA	441	Consumer Behavior	3	0	0	3	6
BBA	442	Consumer Relationship Management	3	0	0	3	6
BBA	443	Digital Marketing	3	0	0	3	6
BBA	444	New Product Development	3	0	0	3	6
BBA	446	Sales Management	3	0	0	3	6
BBA	448	International Marketing	3	0	0	3	6
BBA	451	Strategic Marketing	3	0	0	3	6
FNCE	211	Managerial Economics	3	0	0	3	7
FNCE	301	Business Finance	3	0	0	3	6
FNCE	303	Financial Markets and Institutions	3	0	0	3	6
FNCE	304	Investment and Portfolio Management	3	0	0	3	6
FNCE	305	International Finance	3	0	0	3	6
FNCE	306	Current Issues in Global Economy	3	0	0	3	6
FNCE	401	Global Banking Operations	3	0	0	3	6
FNCE	421	Turkish Economy	3	0	0	3	6
FNCE	422	Energy Economics	3	0	0	3	6
ILOG	214	Intermodal Transportation	3	0	0	0	6
ILOG	326	City Logistics	3	0	0	3	7
ILOG	418	Courier Transportation	3	0	0	3	6
ILOG	427	Sustainable Logistics	3	0	0	3	6
ILOG	428	Air Cargo Transportation	3	0	0	3	6
ILOG	438	Hazardous Goods and Project Transportation	3	0	0	3	6
ILOG	448	Humanitarian Logistics	3	0	0	3	6
ILOG	458	Liquid and Hazardous Materials Transportation	3	0	0	3	6
ILOG	468	Cold Chain Logistics	3	0	0	3	6
ITRD	202	International Trade	3	0	0	3	6
ITRD	205	Trade Negotiation	3	0	0	3	6
ITRD	301	International Trade Models	3	0	0	3	6
ITRD	304	International Trade and Quality Standards	3	0	0	3	6
ITRD	305	International Trade Indicators	3	0	0	3	6
ITRD	306	International Trade Strategies and Organizations	3	0	0	3	6
ITRD	310	Sustainable Resource Management	3	0	0	3	6
ITRD	312	Sectoral Field Operations	3	0	0	3	6
ITRD	314	Information Systems for Trade	3	0	0	3	6
ITRD	402	International Trade and Insurance	3	0	0	3	6
ITRD	404	Target Market Economies	3	0	0	3	6
ITRD	405	Foreign Trade and Corporations	3	0	0	3	6
ITRD	407	Foreign Trade and The World Economy	3	0	0	3	6
ITRD	408	Current Issues in International Trade	3	0	0	3	6
ITRD	409	Trade Competition Strategies	3	0	0	3	6

<b>ITRD</b>	<b>410</b>	Cinema and global Trade	3	0	0	3	6
<b>ITRD</b>	<b>411</b>	International Trade Law	3	0	0	3	6
<b>ITRD</b>	<b>413</b>	Business Design in International Trade	3	0	0	3	6



## INTERNATIONAL LOGISTICS AND TRANSPORTATION UNDERGRADUATE PROGRAM COURSE DESCRIPTIONS

### **CORE301 Intermediate Academic Written English (2-2-0-3-4)**

Introduction to the course; tenses - advanced level; gerund, infinitive and participle constructions; adjectives and adverbs; relative and other clauses; modal verbs and concepts; passive constructions; reported speech; conditional constructions; variations of conditional constructions; developing a paragraph; making an outline; writing a descriptive paragraph; using synonyms; transitions to compare and contrast; phrasal verbs.

### **CORE302 Intermediate Academic Spoken English (2-2-0-3-4)**

Advanced practices to develop reading; listening, writing and oral presentation skills; matching definitions and defining new terms; learning an using noun collocations to expand vocabulary; using noun collocations; sentence fragments; writing an opinion essay with a counterargument; using prefixes to guess meaning of new vocabulary; writing a cause & effect essay; complex sentences with "because, since, when"; writing a problem, solution essay and writing thesis statements; passive voice.

### **TRD111 Turkish I (2-0-0-2-2)**

Orthographic rules; phonetics; semantics; wording; language; general information about Turkish; history of Turkish language; instructor to verify completion; Turkish alphabet; vowels in Turkish alphabet; Turkish pronunciation; vowel harmony; plural suffix in Turkish; personal pronoun in Turkish; question suffixes in Turkish; questions sentences in Turkish; ordinal numbers in Turkish; Turkish adjectives and it's opposites; basic verbs in Turkish; present continuous tense in Turkish; present continuous tense suffix in Turkish; emotions in Turkish; reactions in Turkish.

### **TRD112 Turkish II (2-0-0-2-2)**

Language families; accents and dialects; verbal and written expressions; instructor to verify completion; general information about Turkish; history of Turkish language; possessive pronouns in Turkish; Turkish vowel harmony; possessive suffixes in Turkish; consonant voicing in Turkish; present continuous tense in Turkish; imperative mood in Turkish; temporal adverbs in Turkish; talking about life history; compare the conjunctions.

**ATA111 Atatürk Principles and the History of Turkish Revolution I (2-0-0-2-2)**

The aim of the revolution and related topics; the decline and fall of Ottoman Empire; the First World War; Mondros and Sevres Agreements; Mustafa Kemal and the organization of the national struggle; the last Ottoman Parliament and the proclamation of Misak-ı Milli; the establishment of Turkish grand national assembly.

**ATA112 Atatürk Principles and the History of Turkish Revolution II (2-0-0-2-2)**

The National War of Independence; eastern and western fronts; Mudanya Agreement and the end of sultanate; Lausanne Peace Conference and the establishment of the republic; the new republic; the opposition and Progressive Republican Party; the renovations in education and culture; the Mousul question; the experiment of multiparty system-Liberal Republican Party

**ECO111 Fundamentals of Economics I (3-0-0-3-7)**

Role of consumers, firms, and workers as economic actors; nature of economic interaction and dealings; economic choice and constraints; consumer theory and demand; theory of the firm: production, costs and supply; general equilibrium; market structures; market failures; imperfect information; welfare; examples from the World and Turkey.

**ECO112 Fundamentals of Economics II (3-0-0-3-7)**

Concepts of accounting and determination of national income; classical and Keynesian theories of output and employment; determination of national savings, investment and consumption; theories of economic growth and development; balance of payments, exchange rate systems, trade and financial flows; monetary and fiscal policy; inflation and anti- inflationary policies; examples from the Global and Turkish economy and macroeconomic indicators.

**CLP001 Career and Life Planning (0-3-0-1-3)**

Professional and personal development; seminars; social, sportive, and cultural activities; the dynamics of university life; actions to be taken for getting ready to business world before graduation; setting goals; skills and competencies to be improved for getting ready to business world; creating personal vision; taking initiative to accomplish an objective; personal image as a university student; communication; stress management.

**BBA101 Introduction to Business (3-0-0-3-7)**

Definition of business; business administration functions; formation of a business unit; business in global markets; general management in business; human resource management in business; accounting and financial activities in business; operations management in business; marketing management in business; business and economics; social responsibility, ethics and law in business; new developments in business.

**BBA104 Management and Organization (3-0-0-3-8)**

Basic concepts; models; and theories of management and organization; evolution of management thought; four functions of management: planning, organizing; leading; and controlling; organizational structure; design; organization's internal systems; organization and its environment; organizational fit; organizational culture; organizational performance; social responsibility and ethics; managerial decision making; early and contemporary leadership theories and applications.

**BBA179 Business Mathematics (4-0-0-4-8)**

First and second order equations and inequalities; graphs in rectangular coordinates; concept of function; applications of functions; exponential and logarithmic functions and their applications; limits and continuity; differentiation; derivatives of logarithmic and exponential functions; Lagrange multiplier; partial derivatives; integration; definite integral.

**BBA182 Applied Statistics (3-0-0-3-8)**

Measures of central tendency (mean, median, mode, range); measures of dispersion (variance, standard deviation); histogram; diagrams, charts and plots, distinguishing between sample and the population; probability; permutation; combination; probability rules; bivariate probability, joint probability; conditional probability; Bayes' theorem, discrete and continuous variables and probability distributions (binomial, Poisson, exponential distributions); expected value; sampling and sampling distribution (sampling distribution of the sample mean and sample proportion); point estimation; confidence interval; hypothesis testing (z, student's t, F and Chi-square distributions); linear correlation; population and sample correlation coefficient.

**ILOG213 Logistics Management (3-0-0-3-6)**

Fundamentals of logistics, functions, processes and objectives of the logistics operation, logistics terminology, design of channels for distribution, information flows, facility locations, outsourcing, risks and possible disruptions in logistics, KPIs in logistics, laws and regulations related with logistics, systems approach to the management of logistics activities.

**ILOG214 Intermodal Transportation (3-0-0-3-6)**

Introduction to intermodal transportation system, global transportation corridors, global logistics and transportation infrastructure, container-related transportation activities, multi-modal freight operations, international road-maritime-air and rail transportation related with intermodal transportation, decision support tools for real-time intermodal transportation systems.

**ILOG215 Logistics Marketing Strategies (3-0-0-3-6)**

Services provided for customers in logistics processes have a crucial place among other marketing tools as a multidimensional logistics effect. This course covers theoretical and case studies for logistics businesses within the framework of logistics marketing strategy with tools such as product policy, price and promotion.

**ILOG223 Transportation Management (3-0-0-3-6)**

Introduction to transportation and distribution management, understanding of transport, inventory and distribution systems supported with real business case studies, discussing how products and services are delivered to the customers effectively. Information technology concepts related to routing to gain a competitive advantage of the company, comparison of five transport modes, basic systems of five transportation modes.

**ILOG315 Procurement (3-0-0-3-6)**

Strategic issues in procurement and supply management, purchasing process, procurement cycle, price and availability check, supplier relations management, negotiation and conflict resolution, product planning, cost, price, and value analysis, solicitation management; sourcing, supplier selection and evaluation, e-sourcing, quality standards, purchasing price, total cost of ownership, contract preparation and management; delivery and inspection; contract termination; discrepancy resolution; payment models.

**ILOG316 Inventory and Warehouse Management (3-0-0-3-6)**

Introduction to inventory analysis, demand management, cost concepts, inventory valuation, inventory profit relationship, activity-based decisions, demand forecasting, safety stock calculation, material requirements planning, master production scheduling, distribution management, distribution resource planning, purchasing management, and inventory management organization, high-tech automated warehousing and order delivery, describing the usage of the inventory models, the factors that affect the calculation of order quantity and levels, optimum stock levels and inventory classification methods; Industry 4.0.

**ILOG326 City Logistics (3-0-0-3-7)**

Planning and management of city logistics; components of city logistics and in-city passenger and freight transportation systems; efficiency; environmental impact; congestion and sustainability issues of city logistics.

#### **ILOG336 Production and Operations Management (3-0-0-3-6)**

Product design and analysis; capacity planning and investment decisions; production forecasting models; facility location; plant layout and materials handling; material management and inventory control; aggregate planning and master production scheduling; material requirements planning; production planning and control; single machine scheduling; flow shop scheduling and job shop scheduling; and quality control; Six Sigma and Lean Manufacturing; supply chain management; maintenance management; Industry 4.0

#### **ILOG417 Supply Chain Management (3-0-0-3-6)**

SCM's role in the overall business strategy, identifying the SCM-related business processes including sourcing, procurement, sales and operations planning, distribution and demand management, problems encountered in practice and the new challenges facing SCM practitioners, managing supply chain relationships, managing risk in the supply chain, matching supply and demand, creating a sustainable supply chain, risks and facing possible disruptions in supply chains, KPIs in SCM, laws and regulations related to sustainability in the supply chain; coordination and cooperation; Industry 4.0.

#### **ILOG418 Courier Transportation (3-0-0-3-6)**

Technical, operational and regulatory issues of cargoes; cargo handling, distribution planning of cargo, cargo operations, tariffs and pricing cargo, fleet management, regulations of cargo operator, cargo acceptance and documentation, facility and handling equipment.

#### **ILOG427 Sustainable Logistics (3-0-0-3-6)**

Strategic and operational perspective of green logistics and green supply chain management, green logistics areas; especially green transportation and green packaging, indicators of environmental sustainability, best practices of green logistics in various business fields, environmental management systems (ISO 14001), environmental reporting and LCA, carbon footprint, supply chain audit, emissions trading and its business implications, laws and regulations related to sustainability in the supply chain risk management in supply chain, social factors of sustainability.

#### **ILOG428 Air Cargo Transportation (3-0-0-3-6)**

Cargo trends and forecasts, Industry challenges, cargo e-business and quality management, cargo operations in airways, cargo marketing and revenue management, strategies for cargo carriers; plan, design, develop and manage air cargo terminals and air related logistics systems.

#### **ILOG438 Hazardous Goods and Project Transportation (3-0-0-3-6)**

Dangerous transport flows, dangerous materials control process, design of dangerous and special goods logistics, insurance in dangerous goods, logistics plan for transportation of dangerous materials, indicators about hazardous transport, risk prevention and risk management in logistics networks, and intermodal transportation of dangerous goods, laws and regulations related with hazardous goods and project transportation.

#### **ILOG448 Humanitarian Logistics (3-0-0-3-6)**

Disaster relief operations, Impact on aid effectiveness, Public-private (and civil-military) partnerships in the supply chain, Economic importance of the aid industry, Integration in the relief supply chain, Public-private partnerships in humanitarian logistics, Food security from disaster relief to development and recovery, Health care humanitarian supply chains, Security in humanitarian logistics, Challenges in humanitarian logistics.

#### **ILOG458 Liquid and Hazardous Materials Transportation (3-0-0-3-6)**

The role of liquid and hazardous materials transportation in logistics, the potential of liquid and hazardous materials to affect human health and environment, using and handling of liquid and hazardous materials, storing and transporting of liquid and hazardous materials regulations for liquid and hazardous



materials transportation, preventing accidents and reducing the risk of liquid and hazardous materials transportation, requirements for companies to transport liquid and hazardous materials, exposure to the liquid and hazardous materials during transportation, minimize liability and protect employees, community, and the environment during transportation.

#### **ILOG468 Cold Chain Logistics (3-0-0-3-6)**

Understand and describe the basics of cold chain, cold chain logistics products, use of technology in cold chain logistics, cold chain logistics packaging systems, storage and transportation systems in cold chain logistics, identify key cold chain equipment, describe best practices for handling, storage and distribution in cold chain, identify the key aspects of quality and monitoring systems in cold chain, cold chain logistics problems.

#### **ACCA327 Cost Management (3-0-0-3-6)**

Cost and its components; the cost of installation methods; full costing, normal costing and variable costing methods; standard costs and variance analysis; current cost analysis in management decisions; cost-volume-profit analysis; operating budgets, inventory planning and control.

#### **ACCA405 Budgeting (3-0-0-3-6)**

Definition of budgeting and basic principles; the basic principles and deviation from the basic principles of the budget; budgeting systems; budgeting process and preparation of the budget; budget deviation analysis; budget implementation in manufacturing enterprises; budget implementation in service companies; budget implementation in trading companies

#### **BBA201 Organizational Behavior (3-0-0-3-6)**

Definition of organizational behavior; diversity and cultural values; ethics; personality and attitudes; attitudes and job satisfaction; emotions and moods; perception and individual decision-making; motivation concepts; motivation; from concepts to applications; foundations of group behavior; understanding work teams; communication; leadership; power and politics; conflict and negotiation; foundations of organization structure; organizational culture; human resource policies and practices; organizational change and stress management.

#### **BBA202 Human Resource Management (3-0-0-3-6)**

Definition of human resource management; its basic concepts; strategic role of human resource function in an organization; key functions of human resource management such as workforce planning; recruitment, selection, development, performance appraisal, succession planning, career management and retention, job evaluation, compensation; ethical issues; principles and problems of labor relations; employee-employer relations; organizational culture; diversity management; international human resource management.

#### **BBA203 Cross-Cultural Business Communication and Ethics (3-0-0-3-6)**

Cross-cultural communications management; assessing the business and marketing environment; understanding the role of culture; the meanings and dimensions of culture; cross-cultural models; communicating across cultures; verbal and non-verbal communication; issues in cross-cultural communications management; application of cross-cultural communications management to business situations: cross-cultural negotiation and decision-making, formulating strategy in cross-cultural environment; definition of ethic; trust and truth; unfair competition; ethical issues in business practices; social responsibility and the role of ethical issues in management.

#### **BBA210 Corporate Sustainability Management (3-0-0-3-6)**

The course focuses on the examination of basic concepts related with corporate sustainability and examines how businesses develop and implement strategies to promote sustainability. This course contains; Introduction to the Course, Introduction to Sustainability Concepts, Theories of Sustainability: Shareholder vs Stakeholder Theories, Theories of Sustainability: Porter's Creating Shared Value Approach, Linking strategy with sustainability, Strategy-Sustainability Entegration, Sustainability at Production, Operations, R&D and Logistics Processes, Integrating Human Resources, Marketing and

IT with Sustainability, Risk Management and Sustainability, Sustainability Communication, Mechanisms for Sustainability, Sustainability and Innovation, Social Entrepreneurship.

### **BBA222 Entrepreneurship Applications (2-0-0-2-3)**

Examples from entrepreneurial successes; role models; development of an entrepreneurial culture and awareness; entrepreneurial eco-system; entrepreneurial finance.

### **BBA280 Data Analysis (3-0-0-3-6)**

Data structures, types and organization, determining the suitability of data with parametric and non-parametric methods and models, methods of reaching complete information about the population with the usage. To perform statistical analysis and interpretation of data with the help of various package programs (Excel, SPSS, MATLAB and Python) by teaching the basic concepts and methods of data analysis.

### **BBA281 Research Methods (3-0-0-3-6)**

Introduction to the process of conducting research; steps in the process of research; identifying a hypothesis and research problem; creating research questions; reviewing literature; ethics of research; qualitative research: essence of qualitative data, sampling, collection techniques; interpreting qualitative data: qualitative data analysis procedures, coding, thematic development; quantitative research: essence of quantitative data, collection and analysis techniques, sampling, data collection instruments; applied statistics: identifying the dependent and independent variables, confidence levels; descriptive statistics; inferential statistics: drawing inference from data, modeling assumptions, identifying patterns, data analysis; regression analysis; SPSS application; APA writing styles, taxonomy of research, research project presentation.

### **BBA290 Advanced Excel Applications (3-0-0-3-6)**

Basic Excel use; working with worksheets and books; working with data lists; conditional and unconditional formatting; working with graphics; logical and mathematical functions; statistical functions; financial functions; subtotals, preparing tables and summary table analysis; pivot tables; macros; data analysis.

### **BBA292 Fundamentals of Commercial Law (3-0-0-3-6)**

Concept of law, coerciveness of law, damages and sanctions, comparison of law with similar concepts, importance and function of law, definition of commercial law and its properties, Commercial Code, concept of commercial enterprise, structure, headquarters-branch distinction, concept of business transaction, presumption of business transaction, commercial provisions, commercial jurisdiction, merchants, consequences of being a merchant, dependent commercial assistants, independent commercial assistants, trade registry, registration, effects of registration, commercial name, company name, open account, commercial books, concept of person, real persons, legal persons, acquisition of personality, capacity to have rights in real persons and legal persons, loss of personality, trademark, unfair competition bills of exchange, promissory notes, cheques, commodity bills.

### **BBA302 Global Business (3-0-0-3-6)**

Introduction to global business; globalization of market and the internalization of the firm; cultural environment of global business; ethics and international business; theories of international trade and investment; PESTEL analysis, government intervention in global business; emerging markets and developing economies; advanced economies; import and export intermediaries; supplier and distributor contracts; competitive strategies; alternate methods of market entry; foreign direct investment and collaborative ventures; global sourcing; marketing in the global firm; HRM in the global firm; financial management and accounting in the global firm; global operations management.

### **BBA303 Management Information Systems (3-0-0-3-6)**

Organizational foundations of information systems; hardware; software, wireless communication; internet; management information systems; ERP systems; planning; implementation and the stages of

MIS systems; application areas; decision-making methods and the effects of these systems on the functions of management.

**BBA304 Leadership and Change Management (3-0-0-3-6)**

Definition of leadership; trait and behavioral theories of leadership; situational contingency leadership; implicit leadership; inspirational leadership perspectives; moral leadership; shared leadership; leadership across cultures; strategic leadership; phases of organizational change; planned change strategies; forces for and resistance to organizational change; organization-level resistance to change; evolutionary and revolutionary change in organizations; managing and leading organizational change; leaders as change agents.

**BBA320 Idea Generation (3-0-0-3-6)**

Early stage entrepreneurial activities; creativity; design thinking; innovation management; stand-up phase; value creation; defining the business idea; business idea generation process; presentation of the business idea; customer appreciation and willingness to pay; technical and procedural feasibility.

**BBA342 Brand Management (3-0-0-3-6)**

Basic concepts; brand management; brand equity; brand positioning; designing marketing programs to build brand equity; integrating marketing communications to build brand equity; brand equity measurement and evaluation; branding strategies; brand extensions; sustainability in brand management; global brands; organizational, managerial and ethical issues.

**BBA381 Business Analytics and Decision Making (3-0-0-3-6)**

Probability concepts and applications; decision analysis; forecasting; inventory control models; linear programming; transportation, assignment, and network models; integer programming and goal programming; project management; waiting lines and queuing theory models; Monte Carlo simulation modelling; Markov chain; statistical quality control.

**BBA389 Fundamentals of Tax Law (3-0-0-3-6)**

Concept of law, concept of financial law, meaning of tax law; the place of tax law and its independence within the law system; correlation of tax law with the private law and public law branches, branches of tax law; sources of law; sources of tax law; enforcement of tax rules in terms of place; time and meaning; basic concepts and institutions of tax law; tax immunity; exceptions and deductions; basis; tax table; assessment; notification; accrual; payment and tax collection; Code on Collection Procedure of Assets; prescription; cancellation; types of cancellation; tax amnesty; concept, types, extension; calculation of time in tax law; tax administration and review; tax crimes and punishment; tax jurisdiction.

**BBA401 Strategic Management (3-0-0-3-7)**

Basic concepts of strategic management; the strategic management process; developing strategic vision, mission, and objectives; crafting strategy; industry analysis, competitive analysis, evaluating company resources; evaluating competitive capabilities; corporate and business strategies; the five generic competitive strategies; strategies for international markets; implementing strategy: resources and structure; implementing strategy: budgets, policies, incentives; implementing strategy: culture and leadership; strategic evaluation and control; ethics in strategic management, business strategy simulation game.

**BBA402 Strategy Applications (3-0-0-3-6)**

Learning strategic management applications through simulation, evaluation of management understanding through case studies, event analysis and technical applications.

**BBA411 Business Law (3-0-0-3-6)**

Legal transactions; classification and formation of contracts; scope of commercial law; commercial transactions; assignment; commercial papers; partnerships; the rights of minors in the business entity; illegal aspects of bankruptcy; mergers; acquisitions and intellectual property; laws of patents; copyrights and trademarks; consumer laws; product warranties; rental relationships.

**BBA421 Advanced Entrepreneurship (3-0-0-3-6)**

Expansion of the entrepreneurial capacity; entrepreneurial canvas; scale-up phase; strategic decisions; sustainable growth model; fund-related organization and alternatives such as KOSGEB and TUBITAK; business plan creation and Osterwalder's business model canvas; advanced critical thinking; presentation of business plan.

**BBA422 Family Business Management (3-0-0-3-6)**

Definition of family business; investing in family business; the succession conspiracy; management succession in the family business; strategies for family firms; the special role of strategic planning for family businesses; equity compensation for key employees; shareholder relationships in family businesses; planning around the problems of transactions involving family members; professionalizing the family firm; the transition to professional management; culture and continuity in family firms; boards of directors in the family firm; management practices that support entrepreneurship and continued growth; adaptation, survival, and growth of the family business.

**BBA423 Small and Medium Enterprises Management (3-0-0-3-6)**

Start-up phase, entrepreneurial intentions, realization, managerial functions; organization and strategy; marketing; HR; finance; and production related aspects; business life cycle; Mintzberg's strategic apex; technical and business staff and infrastructural aspects; small and medium size enterprise creations; problems in the management of SMEs; management problems in family businesses; sustainable growth.

**BBA424 Social Entrepreneurship (3-0-0-3-6)**

Principles and practices in social entrepreneurship; establishment and management of successful social mission-driven ventures, established pedagogy of entrepreneurship; cutting edge nonprofit and public management tools, Not-for Profits, NGOs, Hybrid Organizations; Cooperation; Foundations, Associations, Corporate Social Responsibility, Social Businesses and Social entrepreneurship.

**BBA427 Innovation Management (3-0-0-3-6)**

Definition of innovation; characteristic of innovation; sources of innovation; creativity; creativity processes, factors and conditions that prevent creativity; the differences between creativity and innovation; types of innovation; process of innovation; innovation models; diffusion of innovation; Intellectual property rights; innovation based strategies as a source of competitive advantage; implementation of innovation strategies; management of innovation; innovation clusters and national innovation systems; crowdsourcing of innovation; developing innovative user communities; the challenges and opportunities of co-creation.

**BBA441 Consumer Behavior (3-0-0-3-6)**

Consumer behavior: meeting changes and challenges; the consumer research process; market segmentation and strategic targeting; consumer decision making: buying, using, and disposing; consumer motivation; personality, lifestyles and values and consumer behavior; consumer perception; consumer learning; consumer attitude formation and change; communication and consumer behavior; the family and its social class standing; influence of culture on consumer behavior; subcultures and consumer behavior; cross cultural and global consumer behavior; diffusion of innovations; consumer decision making and beyond; consumers social responsibility and green marketing.

**BBA442 Customer Relationship Management (3-0-0-3-6)**

Maximizing profitability; customer selection metrics; managing customer profitability; maximizing customer profitability; managing loyalty and profitability simultaneously; optimal allocation of resources across marketing and communication strategies; choosing the right product to the right customer at the right time; preventing attrition of customers; managing multichannel shoppers; linking investments in branding to customer profitability; acquiring profitable customers; managing customer referral behavior; organizational and implementation challenges; the future of customer management.

**BBA443 Digital Marketing (3-0-0-3-6)**

Channel planning; e-mail marketing; digital display; social media; organic search (SEO); paid search (SEM); content marketing; digital marketing analytics and return on investment (ROI); digital campaigns; lead generation; web presence; landing pages; mobile marketing; creating strategies in digital platforms.

#### **BBA444 New Product Development (3-0-0-3-6)**

Introduction to new product development; new product strategies; proactive new product development process; market definition and entry strategy; idea generation; perceptual mapping: identification of strategic benefits; customer needs and perceptual mapping: methods and procedures; strategic product positioning and customer preferences; benefit segmentation and product positioning; estimating sales potential; designing for quality; advertising and product testing; pretest market forecasting; test marketing; launching the product; managing through life cycle; organizing for innovation; customizing the new-product development process.

#### **BBA446 Sales Management (3-0-0-3-6)**

Sales perspective; development and role of selling in marketing; sales strategies; sales environment; consumer and organizational buyer behavior; sales settings; international selling; law and issues; sales techniques; sales responsibilities and preparation; personal selling skills; key account management; relationship selling; direct marketing; internet and its applications in selling and sales management; sales management: recruitment and selection; motivation and training; organization and compensation; sales control; sales forecasting and budgeting; salesforce evaluation.

#### **BBA448 International Marketing (3-0-0-3-6)**

Introduction to global marketing; global marketing environment; global information systems and market research; segmentation, targeting, and positioning; importing, exporting, and sourcing; global market entry strategies; licensing, investment, and strategic alliances; brand and product decisions in global marketing; pricing decisions; global marketing channels and physical distribution; global marketing communications decisions.

#### **BBA451 Strategic Marketing (3-0-0-3-6)**

Foundations of strategic marketing management; financial aspects of marketing management; marketing decision making and case analysis; opportunity analysis, market segmentation, and market targeting; product and service strategy and brand management; integrated marketing communication strategy and management; marketing channel and supply chain strategy and management; pricing strategy and management; marketing strategy reformulation: the control process; global marketing strategy and management.

#### **BBA490 Practice in Business Environment (0-24-0-12-24)**

Job orientation; work experience in the business market; opportunity to work in departments, students choose or are chosen to work; professional career before graduation; business terminology; ethics and confidentiality; business etiquette; research project; presentation of the project; handing in all compulsory documents to the academic coordinator; the opportunity for companies to expand their workforce.

#### **FNCE211 Managerial Economics (3-0-0-3-7)**

Budget concept and basic features, basic principles of budget and budget deviations, budgeting system, budgeting process and budget preparation, budget deviation analysis, budget applications in manufacturing sector, budget applications in service sector, budget applications in trade sector, ERP, profit planning, activity as planning techniques based costing.

#### **FNCE301 Business Finance (3-0-0-3-6)**

Specifics of financial statements; statement of cash flows; financial statement analysis; trend analysis; horizontal and vertical analysis; financial ratio analysis; long-term financial planning; sales of

percentage approach; internal and sustainable growth rates; time value of money, present and future values of multiple cash streams; annuities; perpetuities; loan amortization.

### **FNCE303 Financial Markets and Institutions (3-0-0-3-6)**

Overview of the financial system; specifics of financial institutions; stylized facts about the financial environment; asymmetric information in financial markets, adverse selection and moral hazard; impact of asymmetric information on financial institutions; agency theory and dynamics of financial crisis; measuring interest rates; the money markets; the bond markets; the stock markets and the market efficiency; the mortgage markets; the foreign exchange markets; international financial institutions; financial regulation.

### **FNCE304 Investment and Portfolio Management (3-0-0-3-6)**

Investment environment; overview of financial instruments; security trading; initial public offerings; market orders; buying on margin; short sales; investment companies; open-end funds; closed-end funds; risk and return; risk premium; risk aversion; capital allocation line; portfolios of risky and risk-free assets; the capital market line; optimal risky portfolios; diversification; portfolios of two risky assets; minimum variance portfolio; the Markowitz portfolio selection; capital asset pricing model; arbitrage pricing theory; factor models; market efficiency; simulation application.

### **FNCE305 International Finance (3-0-0-3-6)**

Globalization of the World economy; evolution of the international monetary system; European monetary system; fixed versus flexible exchange rate regimes; Balance-of-payments accounting; balance-of-payments accounts; the foreign exchange market; the spot market and forward market; international parity relationships and forecasting foreign exchange rates; interest rate parity, purchasing power parity, the Fisher effects; international bond market; international equity market.

### **FNCE306 Current Issues in Global Economy (3-0-0-3-6)**

Specifics of macroeconomic indicators and macroeconomic analysis; interpreting macroeconomic indicators; industry analysis; goods market; global markets; risk in international investments; interest parity condition and carry trade; the mutual fund industry; pension funds; investment banks and underwriting; dynamics of financial crisis; subprime mortgage crisis; securitization and collateralized debt obligations; financial contagion; dynamics of cross-border capital flows; global financial imbalances.

### **FNCE401 Global Banking Operations (3-0-0-3-6)**

Banking system and commercial banks; regulators and organization structure in banks; basic bank operation terms; bank accounting structure; fields of activity in banking; correspondent banking; deposits; loans; funds transfers; check processing and clearing; funds management; FX transactions; capital market transactions; foreign trade operations; internet & mobile banking.

### **FNCE421 Turkish Economy (3-0-0-3-6)**

The structure of the Turkish economy during the Republican period; Specifically, industrial evolution of the economy with a focus on migration, manufacturing, expanding trade and multilateral relations; employment of the skilled and unskilled labor force and changing demographics; the evolution of the structure and institutions of Turkish economy; growth, production, trade and distribution patterns; evolution of economic policy and current economic issues; examination and evaluation of the developments in Turkish economy using the basic economic concepts and tools; investigation of the post-1980 Turkish economy with emphasis on current policy issues and future prospects.

### **FNCE422 Energy Economics (3-0-0-3-6)**

Introduction to energy markets; the distinction between primary and secondary energy; the distinction and relationship between domestic and international energy markets, coal markets, oil markets, natural gas markets, electricity markets; structures of the energy markets; price dynamics; market regulation; investment in energy markets; competition in energy markets; trade in energy; energy dependency and energy security issues; energy policies and their effects on the market structure and price dynamics global warming, energy-climate controversies.

#### **ITRD201 Fundamentals of International Trade (3-0-0-3-6)**

Export-import definitions; customs area; who can make foreign trade; foreign trade commitments; HS code; customs declaration; cash- currency separation; foreign trade terms of delivery; foreign trade pricing; terms of payment; international trade documents; international trade permits.

#### **ITRD202 International Trade (3-0-0-3-6)**

Megatrends in international trade; organizations responsible from foreign trade in Turkey; important databases used in foreign trade; import and export legislation in Turkey; T-types of export; export workflow; import legislation; import workflow; protection measures; ICC 600; ICC 522.

#### **ITRD205 Trade Negotiations (3-0-0-3-6)**

International trade environment; Turkish economy and business culture; international institutions which support international trade; role of HR in international trade; sales organization; business communication; definition of negotiation; management of sales, negotiation and communication; understanding role of marketing; learning sales strategies; understanding sales environment; understanding consumer and corporate purchase process; targeting sales strategies; understanding responsibilities of sales and preparing.

#### **ITRD301 International Trade Models (3-0-0-3-6)**

International trade theories: absolute advantage; comparative advantage; Hecksher-Ohlin (HO) model; Rybczynski theorem; Factor price equalization theorem; Stolper-Samuelson theorem; Leontief paradox; human skills theory; product life cycle theory; similarity of preferences theory; intra-industry trade; new trade theory; international finance: the balance of payments; the foreign exchange market; international monetary systems.

#### **ITRD303 Import and Export Management (3-0-0-3-6)**

The characteristics of being an exporter an importer in Turkey from the economic point of view; import and export based management strategy development; strategy types; value chain analysis; export marketing planning and strategy development; export marketing planning process; evaluating export readiness of Turkish SMEs; B2B and B2C market segmentation; selecting export destinations by using market selection techniques; pricing issues; deciding on market entry strategy and channels; developing sales and distributor contracts; developing new products and; or adaptation for new export markets; developing marketing communication tools; using delivery and payment terms; using state aids for foreign trade operations.

#### **ITRD304 International Trade Quality Standards (3-0-0-3-6)**

Importance and obligation of quality in foreign trade; international quality institutions; fundamentals; standards; accreditation; market controlling; TSE Certificates; ISO 9000, 14000, 22000 and others; E-CE signs; Codes 29000; Eko-teks green point evaluation; EU quality orders; auditing import; product safety, EU Rules and harmonization 4703 and 339 EU rules; market supply conditions.

#### **ITRD305 International Trade Indicators (3-0-0-3-6)**

The International Trade Indicators course enables the analysis of macroeconomic concepts such as terms of trade, exchange rate, depression of the national currency, appreciation of the national currency,

purchasing power parity, the ratio of exports to imports, foreign trade deficit, balance of payments. These indicators improve participants; ability to comment on the current economy.

### **ITRD306 International Trade Strategies and Organizations (3-0-0-3-6)**

Perspectives on international trade organizations; review of basic international economic relations, trade policy, instruments of trade policy, tariffs, nontariff barriers; world and international trade organizations after the World War II; Bretton-Woods System; IMF; GATT; European Economic Community; the crisis in 1970s; globalization and international trade organizations; collapse of Bretton-Woods System; globalization; growth of multinational corporations; World Trade Organization (WTO); principles of the WTO; degrees of economic integration; European Union (EU); institutions of the EU, EU product rules, regional integrations.

### **ITRD308 E- Commerce (3-0-0-3-6)**

Marketing management; definition of communication with market and e-commerce; segmenting and positioning and understanding buyers characteristics; understanding different media types; corporate identity; sales literature; brand; web site; sales staff; international fairs; product and packaging; parts of digital marketing; online market and customer research; B2B markets; digital marketing; use of social media; developing and managing B2C sales web site; success stories of some B2B and B2C sites; payment methods and rules; producing a business modal book and making a web site.

### **ITRD310 Sustainable Resource Management (3-0-0-3-6)**

The aim of this course is to analyse how countries could optimize their resources in order to reach/maintain their sustainable economic growth. For this purpose; in accordance with the changing trends in the countries' natural resources, energy, agriculture, and so on; and the impact of the resources on climate change; effects of the resources that need to be changed due to climate change on the import and export balances of the countries and how a foreign trade policy should be followed in this process; and the situation of Turkey will examine in this process.

### **ITRD312 Sectoral Field Operations (3-0-0-3-6)**

This course is designed to monitor the dynamic process of the sector, to gain knowledge and to experience the application process of the acquired theoretical knowledge as a result of field visits to national and international logistics and trade companies.

### **ITRD314 Information Systems for Trade (3-0-0-6)**

The Information Systems for Trade course emphasizes that the size and definition of trade has changed with the development of technological transformation and automation, and states that the interaction between the parties of the trade has accelerated. Participants examine the transformation of exports of goods and services in international trade in recent years. Participants learn the role of adapting to the increasing international competitive power in recent years in terms of information systems.

### **ITRD403 Customs Operations (3-0-0-3-6)**

Customs taxes; general rules; commercial preventions; tariffs; HS codes; origin of goods; value of goods; certificate of movement; summary declaration; customs declaration; custom regimes; free movement of goods; warehouse regime; the hinterland; temporary import regime; inward processing regime.

### **ITRD404 Target Market Economies (3-0-0-3-6)**

Market characteristics; population; national income; economic growth; income distribution; consumption patterns; inflation; debt; infrastructure; classification of countries; geographic classification; economic classification (UN, World Bank); developed; developing; transition countries; G-7; G-8; G-20; OECD; OPEC; Developing Countries: main developing country groupings (NICs, Emerging Countries, BRIC, African countries); EU; NAFTA and other integrations; emerging markets; Market Potential Index (MPI); BRIC countries; economic environment in emerging markets and developing countries.



**ITRD405 Foreign Trade and Corporations (3-0-0-3-6)**

Economic view; Today and future of world economy; expectations from industry and trade life; developed and emerging country trades; foreign trade indicators of turkey; managing institutions in foreign trade and functions; markets in foreign trade and effects of agreements to the companies management; power of international competition to the management of companies in international trade; structural relations of companies; HR in foreign trade companies; behaviors of employee and managers in foreign trade companies; developing understanding levels of employees according to international norms; application of starting a business to international trade.

**ITRD407 Foreign Trade and the World Economy (3-0-0-3-6)**

Classification of economy; classification of manufactured goods; horizontal specialization; vertical classification; technological classification of exports economic development; meaning and indicators of economic development; characteristics of the developing world; the origins of foreign trade; feudal society; geographical explorations; Mercantilism; Industrial Revolution; Colonialism; international trade and development strategy; current key issues in international trade; the terms of trade and the Prebisch-Singer Hypothesis; import substitution industrialization (ISI); export promotion; globalization and international trade; drivers of globalization; globalization of developing countries in trade; outsourcing and offshoring; the fragmentation of production and emergence of production networks; global value chains; governance of value chains; globalization and development strategy; Turkey and value chains; industrial upgrading; sectoral examples.

**ITRD408 Current Issues in International Trade (3-0-0-3-6)**

Magnifier effects; competitiveness effects; market distortion effects; agriculture in foreign trade; trade rules; liberalization in trade; agreements; reducing tariffs; developing countries; investment policies; environmental goods and services; labelling.

**ITRD409 Trade Competition Strategies (3-0-0-3-6)**

Strategic management process and elements; external environment analysis; business analysis and application; business and organization elements; competition strategies; environment elements; high level management strategies; strategy applications; applications according to business structure.

**ITRD410 Cinema and Global Trade (3-0-0-3-6)**

Exchange of global trade by periods; Liberal politics; Keynesian politics; The impact of the film industry on trade; The impact of the film industry on consumer habits; Hollywood's power and US dominance in global trade

**ITRD411 International Trade Law (3-0-0-3-6)**

Contracts, mergers (joint ventures, consortia), conflict, dispute resolution, arbitration and mediation, international organizations (WTO, UNCITRAL) and international agreements.

**ITRD413 Business Design in International Trade (3-0-0-3-6)**

Entrepreneurship in international trade; current and historical issues development in international trade; trends in international trade; business design partnership (domestic and foreign-joinventur to-consortium); workplace selection-location (in Turkey and abroad); risks -opportunities; creation of a new business and its processes and / or create a new model in international trade. Designing the value creation process; developing a business model for commercializing the designed value package; initiation of foreign trade initiative and preparation of fully developed formal business plan; issues to be considered in capital, financing, organization, (production-supply) processes; development of budget, marketing, sales strategy, governance strategy.

**Second Foreign Language Elective I/II**

English / Russian / Chinese / Arabic

Elementary level Russian; Chinese; Arabic; application of basic language and grammar; Students studying in the Turkish program may take English course as a second foreign language elective course.

**INT004 Internship (0-0-0-8)**

Internship within business organizations for gaining hands-on experience.