

FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS

1st Semester

Business: Basic Concepts: Management, Organization, Manager, Entrepreneur; Production Factors, Relation of Business Science to Other Sciences, Objectives of Business, Economic Systems of Businesses, Business Environment; Types of Businesses, Size and Capacity In Business, Business Ethics and Social Responsibility, Economical Aspects of Businesses, Globalization and Enterprises, , Business Functions: Management, Production, Marketing, Human Resources, Accounting & Finance, Public Relations, R & D, Logistics.

Critical Thinking: Everyday Life Displays A Rich Dynamics Within Which We Try to Think Things Through to Logical Conclusions; Distinguish Between Solid Arguments on the One Hand and Stupid Ones on the Other; Determine the Value of Claims, Often For Competing Goods, That Others Are Presenting and Make Efforts to Figure Out What to Believe Or Not to Believe Based on the Evidence That Is Given; Gauge the Probability of Whether Something Might Or Might Not Occur; and Thoughtfully Construct Arguments to Present to Others In A Variety of Conversational Situations. the Purpose of This Course Is to Make You More Skilled In These Kinds of Everyday Reasoning.

2nd Semester

Economics: Thinking Like An Economist, Supply and Demand, Market Equilibrium, Quotas and Price Ceilings, Shifting and Tilting Supply and Demand Curves, Market Power, Regulating Monopoly and Strategic Interactions, Externalities and Property Rights, Information Economics and Adverse Selection, Benefit-Cost Analysis, Income Distribution and Labour Markets, Public Goods and Political Economy, Measuring the Macroeconomy, Economic Growth In Long Run, Introduction to Finance.

Maths For Social Science

Functions; Systems of Linear Equations; Matrix and Determinant; Limit and Continuity; Derivative and Applications; Curve Drawing; Applications to Business Problems.

3rd Semester

Accounting

Accounting Information System, Historical Development of Accounting, Basic Concepts of Accounting and Basic Accounting Principles, Uniform Account Plan, Basic Financial Tables, the Concept of Account, Books and Accounting Documents, Accounting Work Flow, Opening Records, Recognition of Liquid Assets, Marketable Securities and Trade Receivables.

Management and Organization

Basic Management Concepts, Organizational Culture, Management Functions: Planning, Organization, Execution, Coordination, Control; Management Theory: Classical, Neoclassical and Modern Approaches, Post-Modern Approaches and Applications: Learning Organizations, Personnel Empowerment, Benchmarking, Downsizing and Growth Strategies, Competitive Strategies, Total Quality Management, 6 Sigma.

4th Semester

International Trade and Basics of Business

International Economics Micro Approach: Introduction to International Economic Theories and Policies. Classical, Neo-Classical and Contemporary Theories, Comparative Advantage and Benefits of Free Trade; Trade Policies, Customs Tariffs, Income Distribution and International Factor Movements; Regional Trade Issues, Problems, Effects on Developed and Developing Countries As Well As Turkey.

5th Semester

Turkish Trade Policy

Economic Development Process and Alternative Development Strategies; Inward-Oriented and Outward-Oriented Development Policies, Exports, Employment and Effects on Growth; Critical Analysis of Trade Liberalization in Some Developing Countries; Turkey's Trade Liberalization Process and Growth Performance From An International Perspective; Import-Substitute Policies in the 70's, Liberalization in Foreign Trade and Foreign Exchange Policies, Reform in the Agricultural Sector and Public Economic Sector; the Role of the Growth Potential and Foreign Trade Policies of the Turkish Economy in the Framework of the European Union.

Marketing Principles and Management

Marketing Process, Marketing Plan, Marketing Strategies, Marketing Information System, Market Research and Its Types, Market Segmentation, Target Market Selection, Product Life Cycles, New Product Development, Pricing, Distribution Channels and Distribution Policies, Direct Marketing, Consumer Behavior, Competitive Strategies, Integrated Marketing Communication and Positioning.

International and European Commercial Law

International Law; International Commercial Contracts; Documents Used in International Commercial Contracts; Payment Methods; Transnational Reunification; the Legal System of the European Community; Supremacy of European Community Law; the Authority of the Community Organs to Create Law.

6th Semester

International Transportation and Logistic Management

Technological Developments in the Forms of Transportation, Logistics Sector and Air / Land / Maritime / Iron Transport, System and Management Forms, Transportation Systems and Land Use Relation, Social Cost of Transportation, Transportation and Environment, Transportation Policies, Total Transportation Logistics, Logistics, Global Logistics, Land-Sea-Air-Railway Transport, the Birth and Development of Logistics Sector in Turkey and in the World, Case Studies

Human Resource Management and Organizational Behavior

Definition and Scope of Human Resources Management, Human Resources Planning, Occupational Selection and Placement, Hr Training and Improvement, Performance Appraisal, Job Appraisal, Wage Management, Personality, Learning Theories, Perception, Attitudes, Groups and Teams,

Communication, Motivation, Power, Politics and Leadership, Conflict Management, Stress Management, Time Management

Risk and Insurance Management

Hedging and Speculation With Financial Futures, Types of Forward Contracts, General Information on Option Markets, Swaps, Derivative Market Strategies, Derivative Markets in Turkey.

7th Semester

Strategic Management

Strategy and Performance Concepts, Swot Analysis, Resource Based Approach; Business Strategies: Vertical Integration, Cost Leadership, Product Differentiation, Flexibility, Confidential Agreements; Corporate Strategies; Strategic Cooperation, Diversification, Mergers and Acquisitions, International Strategies.

International Finance

Definition of Financial Terms, International Financial Markets, International Monetary System, Structure of Balance of Payments, Currency Markets, Futures Markets, Exchange Rates, Forward Markets, International Capital Markets, International Banking, International Monetary Fund (IMF).

Export and Import Management

Introduction of International Marketing and Import-Export, Incoterms, Global Supply Chain, Legal Framework in Import and Export, Regulatory Framework in Import and Export, Free Zones, Import-Export Zones and Trade Zones Role, Compliance With Export Legislation and Processes, Export Logistics, Export Financing, Compliance With Import Legislation and Processes, Import Logistics, Import Financing.

8th Semester

Entrepreneurship

Entrepreneurship Culture, Types of Entrepreneurship, Entrepreneurship Process, Business Idea and Business Idea Development, Organizations Supporting Entrepreneurship and Support Conditions in Turkey, Business Plan and Its Parts, Business Plan Writing.

Customs Regimes and Applications

The Situation of Companies Engaged in International Trade Against Tax Laws, Corporate Tax, Income Tax, Vat and Customs Taxes; Tax Returns; Customs Regime in Free Zone; Taxation in Trade Transactions Made With the Customs Union; Temporary Import Regime; Taxation in Cross-Border Leasing; Double Taxation.

International Marketing

Introduction to International Markets, International Economic Environment, International Trade Environment, Global Information Systems and Marketing Research, Global Segmentation, Target Marketing and Positioning, Strategies For International Markets, Product and Brand Decisions on International Markets, International Marketing Decisions, Distribution Channels in International Markets and Physical Distribution, Marketing Communication Decisions in International Markets, International Marketing in the Digital Era, Leadership in International Markets, Ethics and Corporate Social Responsibility.

Area Electives

E-Commerce

Technology Infrastructure of Electronic Commerce, Examples of Web-Based Enterprises; Internet Economy and Business Models. Internet Security, Electronic Commerce; Social, Legal, Business Ethics and Public Policy Dimension of E Commerce; Creating A Business Plan For A Web-Based Business. Developing, Developing and Implementing Web Based Business Project in Virtual Business Environment.

Business Ethics

Developing Ethical Sensitivity and Awareness in the Decision Making Process, Moral Problems in the Global Business Environment, International Ethical Initiatives and Moral Codes, the Rights and Responsibilities of the Stakeholders, Institutionalization of the Ethical Approach, Information Technology and Ethics, Investigation of Controversial Cases in Terms of Business Ethics' Stakeholders' Point of View and Different Ethical Theories.

Business Finance

Financial Ratios (Liquidity, Debt, Activity, Profitability Ratios), Leverage, Income Statement, Balance Sheet, Revolving Assets, Fixed Assets, Short Term Debts, Long Term Debts, Equity, Operating Capital and Net Operating Capital, Investment, Capital Structure and Dividend Decisions (Operating, Financing, Compound Leverage), Fund Flow Analysis (Fund Resource and Usage Table, Net Operating Capital, Change Table, Cash Flow Table), Operating Capital Management, Financial Planning (Budgeting).

Exchange Rate Management

Foreign Trade Finance, Exchange Regime, Foreign Exchange Transactions, Foreign Exchange Applications, Foreign Exchange Transactions, Foreign Exchange Theories, Foreign Exchange Markets, Exchange Rate Systems, Payment Forms in Foreign Trade, Exchange Regimes, Obligations of Parties in Exchange Procedures, Obligations of Banks and Intermediary Institutions, Foreign Exchange Legislation.

Cost Accounting and Managerial Accounting

Conceptual Framework of Cost Accounting, Classification of Costs, First Material and Material Expenses-Inventory Tracking, Labor Costs, Order Cost System, Cost System, Cost Volume Profit Analysis, Profit Planning, Operating Budget, Responsible Accounting and Transfer Pricing, Standard Costing, Current Approaches .

Sales and Negotiations Technics

Introduction of Negotiation, Negotiation Tactics, Stages of Negotiation Process, Maneuvers and Games in Negotiations, Alternative Forms of Negotiation, Administrative and Commercial Negotiations, Negotiation Skills, Legal Factors in the Negotiation Process, Ethics in Negotiations, Case Analysis.

Customer Behavior

Introduction to Consumer Behavior, Consumer Behavior and Marketing Relationship, Consumer Behavior Models, Individual Differences, Consumer Lifestyles and Market Segmentation, Psychological Processes and Contingency Effects on Consumer Behavior, Socio-Cultural Factors Shaping Consumer Behavior, Consumer Decision Making and Buying Behavior, Post-Purchasing Behaviors, Cognitive Structures of Consumers, Consumer Behavior Researches, New Consumer Tendencies, Consumption Society and Consumption Culture.

Current Issues in Turkish Economics

Analysis of Contemporary Developments in Turkish Economy; Analysis of Basic Concepts and Data; Using Basic Identities in Economic Policy Analysis; Growth and Inflation Performance in Turkey; Measuring the Financial Situation, Financial Compliance and Debt Sustainability; Balance Sheet Analysis of the Central Bank; Application of Monetary Policy; Balance of Payments Development; Fragility and Country Risk Analysis.

Current Issues in International Trade

The Economies of the EU and Selected EU Countries; Free Zones and Coastal Banking, and Experiences of Hong Kong, Bahrain and Turkey; Exchange Rates and Japan's Experiences With the U.S.A.; Islamic Countries and Economic Relations of These Countries With Turkey.

Commercial Communication

Development of Correspondence Skills Related to Commercial Communication; Writing of Academic and Commercial Reports, Commercial Letters and Proposals; Verbal Communication; Use of Communication Technology; Communication in Global Markets.

Production and Operation Management

Introduction of Service Operation of Management, Control and Management, Management of Employees and Service Resources, Continuous Improvement, Customer Satisfaction Management, Customer Satisfaction Management, Customer Satisfaction Management, Customer Relationship Management and Strategy, Organizational Culture on the Global Level.

Tax Applications

Uniform Accounting System and Monotonous Cost Applications in Turkey, Comparative Analysis of Turkish Accounting Applications With International Accounting Standards, Application of Financial Leasing and Inflation Accounting in Turkey; Analysis of the Turkish Tax System, Tax Procedure Law, Income Tax Law, Institution Tax Law, Systematic Analysis of Value Added Tax Laws; Forms of Social Security Discontinuities and Withholding in Turkey.

Operations Research

Introduction of Mathematical Decision Making Process, Introduction of Mathematical Model, Introduction of Solution Methods of Linear Models, Graphical Solution Method, Introduction of Simplex Solution Method, Interpretation of Dual Solutions, Examination of Changes in Objective Function Are Shown. Analysis and Analysis of Right Side Changes, Establishment of the Link Between Sensitivity Analysis and Shadow Price Analysis, and Analysis of the Changes on the Right Side. Introduction to Transportation Models, Modeling of Transportation Models With Linear Programming and Supply-Demand Inequalities, Degeneration, North-West Method, Supply-Demand Disparities,

Supply-Demand Disparities, Elimination of Inequality of Demand, Elimination of Degeneracy Situations. Vam and Minimum Cost Methods, Optimization in Transportation Methods, Finding Optimal Plans, Structure of Assignment and Assignment Models, Linear Programming Models and Making Assignments With Hungarian Algorithm.