

**INTERNATIONAL TRADE AND LOGISTICS**  
**DEPARTMENT LICENSE PROGRAM**  
**Course Structure**

**1. CLASS**  
**I.SEMESTER**

**UNV13101 TURKISH LANGUAGE-I**

**Course Content**

Characteristics of language, relationship between language-thought, language-society and language-literature, language-culture relationship, the birth and classification of languages, languages all over the world, and the classification of Turkish among other languages, analysis of language: native language, standard language, dialects, accent, jargon etc, development of Turkish written language and historical phases, condition of Turkish language today and places it is used, Atatürk's linguistic policy and "Sun-Language Theory", the phonetical characteristics of Turkish, the morphological characteristics of Turkish, the syntax and semantical characteristics of Turkish, discussion on recent problems of Turkish. (foreign words in Turkish and mistakes in language usage).

**Recommended Or Required Reading**

- Tuncer Gülensoy, Türk Dili ve Kompozisyon, Ekin Basım Yayın Dağıtım, 2007.
- Yusuf Çötüksöken, Üniversite Öğrencileri İçin Uygulamalı Türk Dili, I, II, Papatya Yayıncılık, İstanbul, 2001.
- Muhammet Yelten, Türk Dili ve Anlatım Bilgileri, Doğu Kütüphanesi, 2010.

**UNIV13103 PRINCIPLES OF ATATURK AND HISTORY OF REVOLUTION-I**

**Course Content**

The objectives of Principles of Atatürk and History of the Revolution course; the course related concepts, the developments leading to the Turkish Revolution, the collapse of the Ottoman Empire, the efforts for the revival of the Ottoman Empire, stream of thoughts in the Ottoman Empire, the Ottoman Empire at the beginning of the 20th century, the World War I, the Ottoman Empire entry into the World War I and its frontlines, the Armenian Deportation, secret agreements against the Ottoman Empire, Wilson Principles, the end of war and treaties for the peace, the outcomes of the war, The Armistice of Moudros and first invasions, the preparation period for the National Struggle, the situation of the state after the Armistice of Moudros and minorities' actions, the societies established after the Armistice of Moudros (harmful to national unity, national societies), the invasion of İzmir and reactions against the invasion, circulars, the periods of congresses and the opening of the Turkish Grand National Assembly, (Mustafa Kemal Pasha's arrival to Istanbul and his actions in Istanbul, Mustafa Kemal's entourage to Samsun and actions in Samsun, Mustafa Kemal Pasha's actions in Havza, the Amasya Circular, the Erzurum Congress, the Sivas Congress, the Reperesantation Committe's arrival to Ankara, the opening ceremonies of the last Ottoman Chamber of Deputies, making the decisions of National Pact (Misak-ı Milli) and its actions, the invasion of Istanbul, the dismissal of the Ottoman Chamber of Deputies and Mustafa Kemal's position for this situation, the inaguration of the Turkish Grand National Assembly), the first works of the Turkish Grand National Assembly and its specifications, the rebellions during the period of the

National Struggle, new projects of the Entente States, the frontlines in the Independence War, (the Southern Front, the Eastern Front, the Western Front) Lozan Conference and Peace Treaty.

### **Recommended Or Required Reading**

- Atatürk İlkeleri ve İnkılâp Tarihi, (Ed. Sezai ÖZTAŞ), Kırklareli: Kırklareli Üniversitesi Yayını, (2012).
- Remzi Oğuz Arık, Türk İnkılâbı ve Milliyetçiliğimiz, Ankara, 1981.
- Fahir Armaoğlu, 20.Yüzyıl Siyasi Tarihi, Ankara, 1983.

## **UNIV13105 ENGLISH-I**

### **Course Content**

The verb "to be"; Possession; Present Simple; The time; Object pronouns; Expressing existence; Prepositions; Past Simple; Expressing ability; Requests and offers; Present Continuous; Everyday things; Countries and cities; Jobs; Personal information; The family; Describing people; Sports, food, drinks; Languages and nationalities; Adverbs of frequency; Words that go together; Adjectives; Rooms in a house; Furniture; Irregular verbs; Sports and leisure; Adverbs; Food; Colors; Clothes.

### **Recommended Or Required Reading**

- Soars, Liz and John, New Headway Beginner Student's Book, Oxford: Oxford University Press, 2011.
- Bahire Şerif, Bir Bakışta Pratik İngilizce Dilbilgisi, FONO Yayınları, 2008.

## **ISL 13101 INTRODUCTION TO BUSINESS MANAGMENT**

### **Course Content**

The contents of this course are the basic concept to related business, objectives, characteristics, types, legal structures, foundation studies, environmental relations, functions.

### **Recommended Or Required Reading**

- M. Şerif Şimşek, Adnan Çelik, İşletme Bilimine Giriş, İktisada Giriş, 18. Baskı
- Genişletilmiş, Eğitim Kitabevi, Konya, 2011.
- İsmet Mucuk, Modern İşletmecilik, Türkmen Kitabevi, İstanbul, 2013.

## **UTL15101 BASIC PRINCIPLES OF LAW**

### **Course Content**

The concept of law and other rules governing the social life and their comparison with one another, the concept of sanction of law enforcement types and sources of law rules, Distinction between public law and private law, public law branches - branches of private law, The concept of rights, the definition and types - Acquisition of rights, the role of Good faith in acquisition, People and the concept of personality, types, real personality - the beginning of the end of the real personality (death, presumption of death, enforced disappearance), personal status registers, sex change

### **Recommended Or Required Reading**

- Hukukun Temel Kavramları, Prof.Dr. Kemal Gözler, Ekin Kitabevi Yayınları, 2011.
- Temel Hukuk Bilgisi, Editör: Mehmet Ayan- İbrahim Arslan, Mimoza Yayınları, Konya, 2000.

## **IKT 13101 INTRODUCTION TO ECONOMICS I**

### **Course Content**

Nature and Importance of the science of economics, Main Concepts, Main Economic Problems, Price Theory, The Laws of Supply and Demand, Perfect Competition, Imperfect Competition and Markets, the concept of elasticity, consumer theory, producer theory, pricing Factors of Production, National Income, Money, Inflation, International Economic Relations, Growth and Development

### **Recommended Or Required Reading**

- Zeynel Dinler, İktisada Giriş, 21. Basım, Ekin Kitabevi, Bursa, 2010.
- Cengiz Ceylan, Ünal Çağlar ve Mustafa Aykaç, İktisada Giriş, Sakarya Yayıncılık, Adapazarı, 2010.
- Tümay Ertek, Temel Ekonomi, Beta Yayınları, İstanbul, 2009.
- AÖF, İktisada Giriş, Anadolu Üniversitesi Yayınları, Eskişehir, 2010.
- Paul Krugman, Robin Wells, Mikro İktisat, Palme Yayıncılık, Ankara:2009.

## **ISL13103 GENERAL ACCOUNTING I**

### **Course Content**

Accounting Information System, The Historical Development of Accounting, The Basic Concepts of Accounting and Generally Accepted Accounting Principles, Uniform Accounting Framework, Financial Statements, The Account Concept and Processing Rules of Accounts, The Accounting Books and Documents, The Accounting Process, The Opening Records, The Interim Accounting Transactions, The Records of Liquid Assets, Markateble Securities and Trade Receivables.

### **Recommended Or Required Reading**

- Genel Muhasebe, Orhan Sevilengül, Gazi Yayınevi, 2011.
- Ümit Gücenme, Genel Muhasebe Problemleri, Alfa Basım Yayın Dağıtım, 2004.
- Şeref Kavak, Genel Muhasebe, Nobel Yayın Dağıtım, 2005.
- Durmuş Acar ve Nilüfer Tetik, Genel Muhasebe, Detay Yayınları, 2008.

## **UNV13107 BASIC INFORMATION TECHNOLOGY**

### **Course Content**

Basic Computer Skills, Hardware, Operation Systems, Word Processor Programs

### **Recommended Or Required Reading**

- İbrahim Halil Sugözü, Temel Bilgi Teknolojileri, Nobel Yayın Dağıtım, Ankara, 2012.
- Ömer Bağcı, İsmail Sarı, Temel Bilgi Teknolojisi Kullanımı, Seçkin Yayıncılık, Ankara, 2008.

## **1. CLASS II.SEMESTER**

## **UNV13102 TURKISH LANGUAGE-II**

### **Course Content**

General information about the elements, types of a sentence, expression disorders, general information related to composition, the outline that will be followed in writing a composition, types of expressions in composition, written composition types, oral expression types, the rules to be followed during the preparation of scientific writings.

### **Recommended Or Required Reading**

- Doğan Aksan, Her Yönüyle Dil, C.I, II, III., Türk Dil Kurumu, Ankara, 1980.
- Yusuf Çotuksöken, Üniversite Öğrencileri İçin Uygulamalı Türk Dili, I, II, Papatya Yayıncılık, İstanbul, 2001.
- Süer Eker, Çağdaş Türk Dili, Grafiker Yayınları, Ankara, 2003.
- Muhammet Yelten, Türk Dili ve Anlatım Bilgileri, Doğu Kütüphanesi, İstanbul, 2010.
- Zeynep Korkmaz, Ahmet Ercilasun, Tuncer Gülensoy, Türk Dili ve Kompozisyon, Ekin Basım Yayın Dağıtım, Bursa, 2007.

## **UNV13104 PRINCIPLES OF ATATURK AND HISTORY OF REVOLUTION-II**

### **Course Content**

Turkish revolution, the abolition of Sultanate, the proclamation of Republic, the abolition of the Caliphate, the trials of the Formation of the Multi-Party System, the work on Constitution and the revolutions in law, the revolutions in education, the revolution in culture, the social (societal) revolutions, the revolutions in economy, the revolutions in health, Turkish foreign policy in Atatürk's period, the principles of Atatürk's Foreign policy, Turkish foreign policy of 1923-1930 period (Turkish-Greek relations and Etabli Issue, Turkish-English relations and Musul issue, Turkish-French relations, Turkish-Soviet relations, Turkish-Italian relations), Turkish foreign policy of 1930-1938 period (the membership of Turkey to the League of Nations, Balkan Entente, Montreux Convention, Sa'dabad Pact, Hatay issue and Hatay's participation to Turkey), Atatürk's Principles (Republicanism, Nationalism, Populism, Statism, Secularism, Reformism), Supplementary Principles (National Sovereignty, National Independence, National Unity and Solidarity, Unity of the state, peace at home, peace in the World, Rationalism and being Scientific, Modernization and Westernization, Human and humanity), the illness of Atatürk and his death, World War II, General situation of Turkey and the World during and after the war

### **Recommended Or Required Reading**

- Atatürk İlkeleri ve İnkılâp Tarihi, (Ed. Sezai ÖZTAŞ), Kırklareli: Kırklareli Üniversitesi Yayını, (2012).
- Remzi Oğuz Arık, Türk İnkılâbı ve Milliyetçiliğimiz, Ankara, 1981.
- Fahir Armaoğlu, 20.Yüzyıl Siyasi Tarihi, Ankara, 1983.

## **UNV13106 ENGLISH-II**

### **Course Content**

The verb "to be"; Possession; Present Simple; Expressing existence; Prepositions of place; Expressing ability; Past Simple; Irregular Verbs; Timeexpressions; Count/Uncount nouns; Comparison; Present Continuous; Possessive pronouns; Expressing purpose; Adjectives/Adverbs; Present Perfect; Countries; Everyday objects; The family; food and drink; Jobs; Leisure activities; Rooms; Things in a house; Places in a city; Countries and languages; Relationships; Clothes; Describing people; The weather; Describing feelings; Past participles.

### **Recommended Or Required Reading**

- Soars, Liz and John. New Headway Elementary Student's Book. The Fourth Edition. Oxford: Oxford University Press, 2011. Print.
- Bahire Şerif, Bir Bakışta Pratik İngilizce Dilbilgisi, FONON Yayınları, 2008.

## **ISL 13102 BUSINESS MANAGEMENT**

### **Course Content**

The contents of this course are evaluation of Classical and Neo-Classical Management Approach, Modern Management Approach: Contingency Theory, System Approach TQM, Post Modern Management Approach and compare the management approaches with each other.

### **Recommended Or Required Reading**

- Dilaver Tengilimođlu, Asman Atilla, Meral Bektař, İşletme Yönetimi, Seçkin Yayıncılık, 2012.
- İsmet Mucuk, Modern İşletmecilik, Türkmen Kitabevi, İstanbul, 2013.

## **UTL15102 BUSINESS MATHEMATICS**

### **Course Content**

Building the fundamental mathematical background that would be used in business decision-making, evaluation of the alternatives and identification of optimum option and developing analytical thinking skills of students.

### **Recommended Or Required Reading**

- Ömer Önalın, İşletme Matematiđi, Avcıol Basın Yayın, Ekim 2010.
- Yılmaz Tulunay, İşletme Matematiđi, Nobel Yayıncılık, 2006.
- Bülent Kobu, İşletme Matematiđi, Beta Yayınları, 2009.

## **IKT13102 INTRODUCTION TO ECONOMICS-II**

### **Course Content**

The contents of this course are inflation, unemployment, exports, national income, economic growth, The Classical Theory, Keynesian Theory, Monetarist Theory, New Classical Theory.

### **Recommended Or Required Reading**

- Zeynel Dinler, İktisada Giriř, 21. Basım, Ekin Kitabevi, Bursa, 2010.
- Cengiz Ceylan, Ünal Çađlar ve Mustafa Aykaç, İktisada Giriř, Sakarya Yayıncılık, Adapazarı, 2010.
- Tümay Ertek, Temel Ekonomi, Beta Yayınları, İstanbul, 2009.
- AÖF, İktisada Giriř, Anadolu Üniversitesi Yayınları, Eskiřehir, 2010.
- Paul Krugman, Robin Wells, Mikro İktisat, Palme Yayıncılık, Ankara:2009.

## **ISL13104 GENERAL ACCOUNTING-II**

### **Course Content**

The course is a continuation of General Accounting-I and involves monitoring of disclosure of liabilities and income statement accounts at the yearend disclosure and monitoring of operations.

### **Recommended Or Required Reading**

- Orhan SEVİLENGÜL, Genel Muhasebe, Gazi Kitabevi, 2005.
- Ümit GÜCENME, Genel Muhasebe Problemleri, Alfa Basım Yayın Dağıtım, 2004.
- Şeref KAVAK, Genel Muhasebe, Nobel Yayın Dağıtım, 2005.

## **2. CLASS III.SEMESTER**

## **ISL13205 PRINCIPLES OF MARKETING**

### **Course Content**

The content of this course is basic concepts of marketing, introduction to marketing, the importance of marketing, product policies, pricing policies, distribution policies, promotion policies, consumer behavior, market segmentation, marketing research.

### **Recommended Or Required Reading**

- İsmet Mucuk, Pazarlama İlkeleri, Genişletilmiş 19. Baskı, Türkmen Kitabevi, 2012.
- Mehmet Karafakioğlu, Pazarlama İlkeleri, , Genişletilmiş 2. Baskı, Literatür Yayınları, 2009.

## **ISL13201 STATISTICS - I**

### **Course Content**

The content of this course is the basic concepts of statistics; basic knowledge needed for gathering, classifying, organizing, presenting and interpreting data; measures of central tendency and dispersion, probability theory, basic statistical distributions and indices.

### **Recommended Or Required Reading**

- Vasfi Nadir Tekin, İstatistiğe Giriş, Seçkin Yayıncılık, 2008.
- Metin Çakıcı, Adil Oğuzhan, Tuncer Özdil, İstatistik 1, Kriter Basım Yayın Dağıtım, İstanbul, 2012.

## **UNV13201 ENGLISH III**

### **Course Content**

This course is include sentences and frequently used expressions, communicate in simple and routine tasks.

### **Recommended Or Required Reading**

- Liz & John Soars, New Headway (Intermediate), Oxford: Oxford University Press, 2011.
- Birsen Çankaya, Translation Techniques for English, Fono Yayınları, 2008.

## **UTL16211 INTERNATIONAL TRADE OPERATIONS MANAGEMENT**

### **Course Content**

The course involves basic concepts of foreign trade, related documents, laws related with customs, and general standarts.

### **Recommended Or Required Reading**

- Yaser Gürsoy , Dış Ticaret İşlemleri Yönetimi, Ekin Kitabevi, 2012.
- Ferudun KAYA , Dış Ticaret İşlemleri Yönetimi, Beta Yayınları, 3. Baskı, Mayıs 2011.
- S. Burak Arzova, İthalat Hakkında Her Şey, Türkmen Kitabevi, 2009.
- Utku UTKULU, İsmail AYDEMİR, Ahmet ÖZKEN, Mutlu YILMAZ, Türkiye'de Dış Ticaret İşlemleri ve Uygulaması Teoriden Pratiğe , Gazi Kitapevi, 2. Baskı, Ekim 2010.

## **UTL15201 PRINCIPLES OF LOGISTICS I**

### **Course Content**

Definition of logistics management, the importance of logistics management, logistics management principles, the main elements of logistics management, obstacles and opportunities in management, customer service and planning functions, service management, inventory management, warehouse management and logistics in various aspects of positioning, logistics, service components, the global economic management.

### **Recommended Or Required Reading**

- Mehmet Tanyaş ve Köksal Hazır, Lojistik Temel Kavramlar (Lojistiğe Giriş), Çağ Üniversitesi Yayınları, Ankara, 2011.
- Murat Erdal, Metin Çancı, Lojistik Yönetimi, UTİKAD Yayını, İstanbul, 2013.
- Orhan Küçük, Lojistik İlkeleri ve Yönetimi, 3. Baskı, Seçkin Yayıncılık, Mart 2014.
- Ruhet Genç, Lojistik ve Tedarik Zinciri Yönetiminin Yöntem ve Kavramları, Detay Yayıncılık, 2009.
- Çağatan Taşkın ve Gül Gökey Emel, İşletme Lojistiği Rotalamada Sayısal Modeller ve Çözümlü Örnekler, Aktüel Yayınları, 2010.



## **UTL16209 WRITING TECHNIQUES**

### **Course Content**

Communication and communication process, principles to be followed in commercial correspondence, basic commercial words and phrases, narrative and formal parts of business letters, writing of official letters and business letters, English correspondence techniques on the internet, terms used in foreign trade and correspondence forms, correspondence about payment forms.

### **Recommended Or Required Reading**

- Ferit Ayyıldız, Hasan Tutar, Mesleki Yazışma ve Rapor Hazırlama Teknikleri, Seçkin Yayıncılık, 2013.
- Mehmet Melemen, Uluslararası Ticarete Yazışma Teknikleri, Türkmen Kitabevi, 2000.

## **ISL13209 LAW OF OBLIGATIONS**

### **Course Content**

The general principles that constitute the law of obligations, in particular the contracting, the establishment of the contract, the acceptance and acceptance of the contract, the ability to make contracts, the fundamental and non-essential errors, fraud, threats, gabin, contractual obligations, freedom of contract, the concept of debt, full debt and inadequate debt, debts arising from unjust enrichment and unjust enrichment, transfer of debts, transfer of debts, impossibilities, termination of contracts unilaterally or bilaterally, termination and cancellation.

### **Recommended Or Required Reading**

- İhsan Erdoğan, Borçlar Hukuku Genel Hükümler, Gazi Kitabevi, 2016.
- Mehmet Ayan, Borçlar Hukuku (Genel Hükümler), Seçkin Yayıncılık, 2017.

## **ISL13213 RESEARCH TECHNIQUES**

### **Course Content**

The course includes the issues such as: stages and methods of investigation, collection of resources, the techniques of citation.

### **Recommended Or Required Reading**

- Hamza Al, Bilimsel Araştırma Yöntemleri, Sakarya Kitabevi, 2007.
- Orhan, Türkddoğan, Çağdaş Bilimsel Araştırma Metodolojisi ve Sorunları, IQ Kültür Sanat Yayıncılık, 2012.

## **UTL15207 COMMUNICATION IN TRADE AND TRANSPORT**

### **Course Content**

The course involves basic concepts of communication in trade and transportation, types of communication in trade and transportation, role of communication in business life, and relationship between technology and communication.

### **Recommended Or Required Reading**

- Bayram Kara, Yönetmel ve İş İletişimi, Siyasal Kitabevi, 2006.
- Z. Beril Akıncı Vural, Mikail Bat, Kurumsal İletişim Teoriden Pratiğe, İletişim Yayıncılık, 2013.
- Billur Ülger, İşletmelerde İletişim ve Halka İlişkiler, Der Yayınları, 2003.

## **2. CLASS IV. SEMESTER**

## **UTL15202 GLOBAL MARKETING**

### **Course Content**

Global marketing and provides an understanding of domestic and foreign environmental factors or forces affecting the global operations of a business.

### **Recommended Or Required Reading**

- Mehmet Karafakioğlu, Uluslararası Pazarlama, Beta Yayınları, İstanbul, 2012.
- İpek Altınbaşak Farina, Ercan Gegez, Aslı Küçükbaşlan Ekmekçi, İçlem Er, Editör: Sevgi Ayşe Öztürk ve Nezihe Figen Ersoy, Küresel Pazarlama, Anadolu Üniversitesi Yayınları, Eskişehir, 2013.
- Murat Özcan, Uluslararası Pazarlama, Türkmen Kitabevi, 2008.
- Emrah Cengiz, Ercan Gegez, , Müge Arslan, Mert Uydacı, Uluslararası Pazarlama Çevresi, Der Yayınları, İstanbul, 2003.

## **UTL15204 PRINCIPLES OF LOGISTICS II**

### **Course Content**

Principles of Logistics II course is the continuation of LOG 101 Principles of Logistics I course. The main objective of the course is to found a basis for the students to enable them gain the necessary terminology and practical knowledge for the other logistics and supply chain courses.

### **Recommended Or Required Reading**

- Metin Çancı, Murat Erdal, Lojistik Yönetimi, , Utikad Yayınları, İstanbul, 2013.

- Mehmet Tanyaş, Köksal Hazır, Lojistik Temel Kavramlar (Lojistiğe Giriş), Çağ Üniversitesi Yayınları, Ankara, 2011.
- M. Hakan Keskin, Lojistik El Kitabı – Küresel Tedarik Zinciri Pratikleri (Kavramlar, Prensipler, Uygulamalar) Gazi Kitapevi, Ankara, 2011.
- Ruhet GENÇ, Lojistik Ve Tedarik Zinciri Yönetiminin Yöntem Ve Kavramları, Detay Yayıncılık, 2009.

## **ISL13208 MANAGEMENT AND ORGANISATION**

### **Course Content**

Planning, organizing, directing, coordinating and controlling functions of business management; decision-making in the organization, the classical theories of organization, neo-classical approaches, modern and post-modern organizational theories & approaches.

### **Recommended Or Required Reading**

- Erol Eren, Yönetim ve Organizasyon, Beta Basım Yayım, İstanbul, 2013.
- Nurullah Genç, Yönetim ve organizasyon, Seçkin yayıncılık, 2012.
- Hayri Ülgen, Kadri Mirze, İşletmelerde Stratejik Yönetim, Beta Basım Yayım, Beta Basım Yayım, İstanbul, 2014.

## **ISL13204 COMMERCIAL LAW**

### **Course Content**

Introduction to commercial law- systems- basics of international trade law - Definition and elements of commercial enterprises, distinction between commercial and craft enterprises' center and branch offices.- Some transactions related to commercial enterprises, pledge and ownership contracts of commercial enterprises- business transactions.

### **Recommended Or Required Reading**

- Mustafa Çeker, Ticaret Hukuku, 7. Baskı, Seçkin Yayıncılık, Ekim 2013.
- Yılmaz Aslan, Ticaret Hukuku, Ekin Kitabevi Yayınları, 2005.
- Şaban Kayıhan, Ticaret Hukuku, Seçkin Yayıncılık, 2008.

## **UTL15208 COST ACCOUNTING**

### **Course Content**

Calculating first product and material cost, calculating labouring cost, general production costs, carrying out primary distribution, carrying out second distribution, calculating unit costs in order cost management, calculating unit cost in process costing, keeping records according to 7/A and/or 7/B

### **Recommended Or Required Reading**

- Sait Y. Kaygusuz, Şükrü Dokur, Maliyet Muhasebesi, Dora Yayıncılık, 2014.
- İbrahim Lazol, Maliyet Muhasebesi, Ekin Kitabevi, 2008.
- Muzaffer Civelek, Azzem Özkan, Maliyet Muhasebesi, Detay Yayıncılık, 2014.
- Mevlüt Karakaya, Maliyet Muhasebesi, Gazi Kitabevi, 2014.

## **ISL13210 MARKETING COMMUNICATION**

### **Course Content**

Marketing communications will be explained with its theoretical and practical aspects. The course will involve marketing communications, its role in the marketing process, integrated marketing communications, marketing communications plans, the elements of marketing communications mix: advertisements, PR, personal selling, direct marketing.

### **Recommended Or Required Reading**

- İzzet Bozkurt, Bütünleşik Pazarlama İletişimi, Mediacat Kitapları, 2006.
- Yavuz Odabaşı, Mine Oyman, Pazarlama İletişimi Yönetimi, Mediacat Kitapları, 2011.

## **UTL15210 NEGOTIABLE INSTRUMENTS LAW**

### **Course Content**

This course aims to teach law of commercial papers. The main issues of this course are negotiable instruments (Bill of exchange, Promissory note and Check), negotiation and payment of them, analysis of the practical problems arising from commercial papers.

### **Recommended Or Required Reading**

- Mehmet Bahtiyar, Kıymetli Evrak Hukuku, Beta Yayınları, İstanbul, 2012.
- Mertol Can, Kıymetli Evrak Hukuku, İmaj Yayıncılık, 2012.

## **UNV13020 BUSINESS ENGLISH I**

### **Course Content**

Countries, nationalities, jobs, Socializing: Present simple – be possessives, Company types and activities Exchanging information Booking and ordering by phone: present simple, Location and company buildings Telephoning: there is /are, some/any, Technology and functions Exchanging information Asking for and offering help: adverbs of frequency, questions, Documents and correspondence Exchanging information solving problems: past simple – be and regular verbs, Food and drink Exchanging information making conversations past simple- irregular verbs time expressions.

### **Recommended Or Required Reading**

- Business Result Intermediate Student's book, David Grant, John Huges & Rebecca Turner, Oxford University press.
- Birsen Çankaya, Translation Techniques for English, Fono Yayınları, 2008.

## **3. CLASS V. SEMESTER**

### **UTL15301 INTERNATIONAL TRADE**

#### **Course Content**

This course focus on the international business transactions together with related international regulations.

#### **Recommended Or Required Reading**

- Oğuz Kaymakçı, Nuri Avcı, Recep Şen, Uluslararası Ticarete Giriş, Nobel Kitabevi, Şubat 2007.
- Mehmet Melemen, Uygulamalı Uluslararası Ticaret İşlemleri, Kasım 2008.

### **UTL15303 E-TRADE APPLICATIONS**

#### **Course Content**

The concept and importance of e-commerce, e-commerce related regulations, e-commerce applications

#### **Recommended Or Required Reading**

- Mustafa Taşlıyan, Elektronik Ticaret, Sakarya Kitabevi, 2006.
- Erkan Akar, Cantürk Kayahan, Elektronik Ticaret ve Elektronik İş Uygulamalar, Modeller, Stratejiler, 2. Baskı, Mart 2010.

### **UTL15305 STRATEGIC MANAGEMENT**

#### **Course Content**

The course involves strategic management, strategic planning, corporate strategy, execution of strategies, evaluation and control of strategies.

### **Recommended Or Required Reading**

- Erol Eren, Stratejik Yönetim ve İşletme Politikası, Beta Basım Yayım, 2013.
- Hayri Ülgen, S. Kadri Mirze, İşletmelerde Stratejik Yönetim, Beta Basım Yayım, 2014.

### **UTL15307 APPLICATIONS OF STATISTICS**

#### **Course Content**

The content of this course is using SPSS with the basic knowledge of statistics.

### **Recommended Or Required Reading**

- Yılmaz Özkan, Uygulamalı İstatistik I, Sakarya Kitabevi, 2002.
- Mahmut Atlas, İstatistik I ve Çözümlü Örnekler, Birlik Ofset, 2004.

### **UTL15309 INTERNATIONAL TRADE OPERATIONS ACCOUNTING**

#### **Course Content**

The realization of foreign trade transactions and sales contracts, forms of delivery in foreign trade, foreign trade, payment forms, documents used in foreign trade transactions, foreign trade risks and insurance operations, brokerage firms and organizations in foreign trade transactions in general, foreign trade legislation, accounting for foreign currency transactions, import accounting for exports accounting for.

### **Recommended Or Required Reading**

- Yaser Gürsoy, Dış Ticaret İşlemleri ve Muhasebesi, Ekin Kitabevi, 7. Baskı, Şubat 2011.
- Sami Karacan, Dış Ticaret ve Dış Ticaret İşlemleri Muhasebesi, 1. Baskı, Şubat 2010 .

### **UTL15313 SALES MANAGEMENT**

#### **Course Content**

The content of this course is importance of sales in marketing, sales management, sales responsibilities, factors affect sales, international sales and sales motivation.

### **Recommended Or Required Reading**

- Remzi Altunışık, A. Hamdi İslamoğlu, Satış Ve Satış Yönetimi, Sakarya Kitabevi, 2007.
- Mehmet Karafakioğlu, Örnek Olaylarla Satış Yönetimi, Literatür Yayıncılık, İstanbul, 2005.
- İsmet Barutçugil, Müşteri İlişkileri Ve Satış Yönetimi, Kariyer Yayınları, İstanbul, 2009.

## **ISL13315 YÖNEYLEM ARAŞTIRMASI OPERATIONAL RESEARCH**

### **Course Content**

The content of this course is Introduction to Operations Research, Linear Programming and Formulations, Graphical Solutions, Simplex Method, Big M Method, Duality and Shadow Prices, Sensitivity Analysis, Transportation and Assignment Problems.

### **Recommended Or Required Reading**

- Ahmet Öztürk, Yöneylem Araştırması, Ekin Basım Yayın, İdefix, Bursa, 2013.
- Hamdy a Taha, Yöneylem Araştırması, Literatür Yayıncılık, İstanbul, 2010.

## **UNV13021 BUSINESS ENGLISH II**

### **Course Content**

Countries, nationalities, jobs, Socializing: Present simple – be possessives, Company types and activities Exchanging information Booking and ordering by phone: present simple, Location and company buildings Telephoning: there is /are, some/any, Technology and functions Exchanging information Asking for and offering help: adverbs of frequency, questions, Documents and correspondence Exchanging information solving problems: past simple – be and regular verbs, Food and drink Exchanging information making conversations past simple- irregular verbs time expressions.

### **Recommended Or Required Reading**

- Business Result Intermediate Student's book, David Grant, John Huges & Rebecca Turner, Oxford University press.
- Birsen Çankaya, Translation Techniques for English, Fono Yayınları, 2008.

## **UTL16317 WAREHOUSE MANAGEMENT**

### **Course Content**

Introduction to storage and inventory management and basic concepts, Warehouse types and classifications, Role and importance of warehouse organization; the role of warehouse management, the role of warehouse management, the importance of warehouse management and its importance, the role of warehouse management and its importance, demand forecasting, the relationship between warehouse management and warehouse management Analysis of differences according to purpose and process, inventory management, inventory control methods, inventory management methods, order management, order size and frequency calculation, stock cost-quantity relationships, sample cases, .

### **Recommended Or Required Reading**

- A. Zafer Acar, Depolama ve Depo Yönetimi, Nobel Yayıncılık, 2010.Ö. Faruk Görçün, Depo ve Envanter Yönetimi, Beta Yayınları, 2013.

## **UTL16315 LOGISTIC INFORMATION SYSTEMS**

### **Course Content**

The definition of information, logistics, logistics information systems, information technology in enterprises producing logistics services, information technology in businesses receiving logistics service, information technology in public administration and electronic state.

### **Recommended Or Required Reading**

- Arif Oflaz, Muharrem Bakkal, Lojistik Bilgi Sistemleri, Hiperlink Yayıncılık, Aralık 2011.
- Bernhard Tilanus, Information Systems in Logistics and Transportation, Emerald, 1997.

## **3. CLASS VI. SEMESTER**

## **UTL15302 INTERNATIONAL TRADE AND TRANSPORT METHODS**

### **Course Content**

International sales of goods contracts, international delivery and payment terms. Regulations governing logistics and transportation. Carriage, international conventions related to transportation, carriage contracts and liabilities of parties in carriage contracts, warehousing contracts, documents used in transportation.

### **Recommended Or Required Reading**

- Metin Çancı, Murat Erdal, Uluslararası Taşımacılık Yönetimi, Utikad, İstanbul, 2013.
- Erkut Onursal, Dış Ticaret, Seçkin Yayıncılık, İstanbul, 2013.
- Nihayet Durukanoğlu, Dış Ticaret Dünyası, Beta Yayınevi, İstanbul, 2008.



## **ISL13306 FINANCIAL MANAGEMENT**

### **Course Content**

This course includes the definition of financial management, time value of money, financial analysis, financial planning and supervision, short term fund resources, medium term fund resources, long term fund resources, capital cost and optimal capital structure, profit share distribution policy, management of cash and cash-like assets, receivables and stock management, capital budgeting, money and capital market instruments (instruments, institutions), stock and bond valuation.

### **Recommended Or Required Reading**

- Sudi Apak, Engin Demirel, Finansal Yönetim Cilt 1. Sermaye Piyasaları, Papatya Yayıncılık Eğitim, 2013.
- Sudi Apak, Engin Demirel, Finansal Yönetim Cilt 2. Finansal Tablolar Analizi ve Yatırım Yönetimi, Papatya Yayıncılık Eğitim, 2013.
- Muammer Erdoğan, Finansal Yönetim, 2. Baskı, Aktif Yayınevi, Şubat 2011.
- Turhan Korkmaz, Ali Ceylan, İşletmelerde Finansal Yönetim, 11. Baskı, Ekim 2010.

## **UTL15304 SUPPLY CHAIN MANAGEMENT**

### **Course Content**

Discussing the structure, notions, process principles, business functions of supply chain management and the relations between suppliers and distribution channels by in terms of both theoretical and practical.

### **Recommended Or Required Reading**

- Ömer Faruk Görçün, Tedarik Zinciri Yönetimi, Beta Yayınları, İstanbul, 2010.
- Hasan Kürşat Güleş, Hasan Bülbül, Turan Paksoy, Eren Özceylan, Tedarik Zinciri Yönetimi, Gazi Kitabevi, 2012.
- Hakan Keskin, Lojistik Tedarik Zinciri Yönetimi, Nobel Yayın Dağıtım, 2014.

## **UTL15306 INTERNATIONAL MARKETING RESEARCH**

### **Course Content**

The content of the course is Marketing research process, Exploratory researches, Descriptive researches, Data collection methods, Observation, Survey, Experiment, Measurement and scaling, Sampling, Data analysis methods.

### **Recommended Or Required Reading**

- Ercan Gegez, Pazarlama Araştırmaları, Beta Yayınları, 4. Baskı, Kasım 2014
- Cemal Yükselen, Pazarlama Araştırmaları, Detay Yayıncılık, 5. Baskı, Şubat 2011

## **UTL15308 INTERNATIONAL RETAILING**

### **Course Content**

The course involves subjects related with distribution, retailing, purchasing, pricing.

### **Recommended Or Required Reading**

- Fatma Demirci Orel, Uluslararası Perakendecilik, Teori Uygulama ve Örnek Olay Anlatımı, Detay Yayıncılık, 2010.
- Kenan Aydın, Perakende Yönetiminin Temelleri, Nobel Yayın Dağıtım, Ankara, 2013.

## **UTL15310 EU TRANSPORT POLITICS**

### **Course Content**

Describing transportation systems and policies, comparison of the transportation systems and the policies in the world and in Turkey

### **Recommended Or Required Reading**

- Cem Saatçiođlu, Ulaştırma Sistemleri ve Politikaları Türkiye Avrupa Birliđi Uygulamaları, Gazi Kitabevi, Ankara, 2006.
- Rıdvan Karluk, Avrupa Birliđi, Beta Yayınları, İstanbul, 2011.

## **UTL16320 GREEN AND REVERSE LOJISTICS**

### **Course Content**

This course analyzes reverse logistics in detail. In this course, it is aimed to give insight to the students about the reverse process management in the supply chain. With the help of this course, the students will be able to grasp supply chains' effects on the environment and how these could be turned to positive effects.

### **Recommended Or Required Reading**

- Gülseren Serap Çekerol, Lojistik Yönetimi, Editör: Mehmet Necdet Timur, Anadolu Üniversitesi Yayınları, Eskişehir, 2013.
- Murat Baskak, Yeşil ve Tersine Lojistik, İstanbul Teknik Üniversitesi Ders Notları, İstanbul, 2011.
- Erdal Nebol, Tanyeri Uslu, Ezgi Uzel, Tedarik Zinciri ve Lojistik Yönetimi, Beta Yayınları, 2014.

## **UTL15314 PROJECT MANAGEMENT AND INVESTMENT ANALYSIS**

### **Course Content**

To determine characteristics of investment project alternatives and introduce tools that allow a comparison between projects..

### **Recommended Or Required Reading**

- Adem Anbar, Değer Alpar, Yatırım Projeleri Analizi, Ekin Basım Yayın, Bursa, 2011.
- Arman T Tefvik, Yatırım Projeleri, Literatür Yayıncılık, İstanbul, 2012.

## **UNV13022 BUSINESS ENGLISH III**

### **Course Content**

Countries, nationalities, jobs, Socializing: Present simple – be possessives, Company types and activities Exchanging information Booking and ordering by phone: present simple, Location and company buildings Telephoning: there is /are, some/any, Technology and functions Exchanging information Asking for and offering help: adverbs of frequency, questions, Documents and correspondence Exchanging information solving problems: past simple – be and regular verbs, Food and drink Exchanging information making conversations past simple

### **Recommended Or Required Reading**

- Liz & John Soars, New Headway (Upper Intermediate), Oxford: Oxford University Press, 2011.
- Birsen Çankaya, Translation Techniques for English, Fono Yayınları, 2008.

## **UTL16316 CITY LOGISTICS**

### **Course Content**

Logistic elements in cities; manufacturers, distributors, shopping malls, TIR and truck garages, urban retailers, neighborhood markets, hazardous materials warehouses, warehouses, solid waste collection centers, logistics companies, sea ports, pipelines, railway platforms, customs, consumers, cases, the introduction of the airport.

### **Recommended Or Required Reading**

- Taniguchi, E. Thompson, .G., Yamada, T. and van Duin, R. Pergamon, City Logistics: Network Modelling and Intelligent Transport Systems., 2001.
- Taniguchi, E. and Thompson, R. (eds), Recent Advances in City Logistics: Proceedings of the 4th International Conference on City Logistics, Amsterdam, 2006.

## **UTL16318 TRANSPORTATION OF SPECIAL AND DANGEROUS GOODS**

### **Course Content**

Special transport of dangerous goods (flammable, combustible, chemical, ...) with various transport means, ADR, SRC and other documents required for the transport of dangerous goods and their specifications, properties required for vehicles in accordance with the category of dangerous substances, special materials required for storage and transport, concepts related to transport of dangerous goods, definition and classification of dangerous goods, vehicles used for transportation of dangerous goods, documents used in transporting dangerous goods, security and risk management.

### **Recommended Or Required Reading**

- Ömer Faruk Görçün, Murat Erdal, Tehlikeli Madde Lojistiği ve İş Güvenliği, Beta Yayınları, İstanbul, 2010.
- Ümit Seçkin, Tehlikeli Madde Lojistiği, Logimex, 2013.

## **4. CLASS VII. SEMESTER**

## **UTL15401 LOGISTICS AND TRANSPORTATION LAW**

### **Course Content**

International sales of goods contracts, international delivery and payment terms. Regulations governing logistics and transportation. Carriage, international conventions related to transportation, carriage contracts and liabilities of parties in carriage contracts, warehousing contracts, documents used in transportation.

### **Recommended Or Required Reading**

- Jur Tunay Köksal, Nur Jale Ece, Behçet Yalın Özkaya Deniz Lojistik ve Taşımacılık Hukuku, Adalat Yayınevi, 2012.
- Tunay Köksal, B. Yalın Özkara, Uluslararası Lojistik Hukuku, 1. Baskı, Mayıs 2010
- Sami Aksoy, Taşıma Hukuku Mevzuatı, Seçkin Yayıncılık, 2012.

## **UTL15405 PRODUCTION MANAGEMENT**

### **Course Content**

The content of this course is operations management and its purposes, function of operations management, placement of operation management in the organization and its relations

with other departments, handling production systems as conventional and modern production systems respectively, comparing continuous and discontinuous production systems and its importance, importance of lean manufacturing, selection of factory location and evaluation methods of selection for factory location, transportation models and importance of vogel model, factory layout, factors of factory design, material handling, characteristics of handling equipment, balancing, queue models, simulation(monte Carlo methods), break even analysis, fixed and variable costs, least square fitting, regression line, correlation coefficient, inventory control, costs of inventory control, inventory control models, elements of negative effects on inventory control, maintenance, importance of preventive maintenance, work analysis, work measurement, sampling, kronometraj, synthesis of standard information, job evaluation, fee system, job evaluation system, quality control, purposes, placement of quality control department in organization, production planning, production planning with linear programming.

### **Recommended Or Required Reading**

- Şevkinaz Gümüőođlu, M. Hulusi Demir, Üretim Yönetimi, Beta Yayınları, İstanbul, 2011.
- Bülent Kobu, Üretim Yönetimi, Beta Yayınları, İstanbul, 2010.
- Lee J. Krajewski, Larry P. Ritzman, Manoj Malhotra, Çevirmen: Semra Birgün, Üretim Yönetimi Süreçleri ve Tedarik Zincirleri, Nobel Yayın Dağıtım, 2013.

## **ISL15403 INTERNATIONAL TRADE AND LOGISTICS CONTRACTS MANAGEMENT**

### **Course Content**

This course is mainly in the content of academic knowledge of the theory and implementations of international contract management within the context of international logistics. The course content is designed for students to have a better understanding of international contract management in the light of the international logistics concept and sub concepts in order to integrate the current implementation and approaches of international contract management to future logistics applications in the view of management of international trade. End of the course, students will be able to appreciate and understand the international contract management in terms of international logistics.

### **Recommended Or Required Reading**

- Ođuz Kaymakçı, Nuri Avcı, Recep Ően, Uluslararası Ticarete Giriő, Nobel Kitabevi, 1. Baskı, Őubat 2007
- Őeref Demir, Uluslararası Taőımacılık/Lojistik KDV İstisnası ve Vergi İadesi, Gelirler Kontrolörleri Derneđi Yayını, 2006.
- Mehmet Melemen, Uygulamalı Uluslararası Ticaret İőlemleri, Türkmen Kitabevi, Kasım 2008.

## **UTL15405 CUSTOMS PROCEDURES AND FREE ZONES**

### **Course Content**

Free trade is important to have detailed knowledge of territories, as well as established ones, in the field of logistics knowledge about a very important provision of the Customs Regulations

### **Recommended Or Required Reading**

- Murat Canitez, Uygulamalı Gümrük Mevzutu, Gazi Kitabevi, 2008.
- F. Bahar Erdoğan, Serbest Bölgeler, Siyasal Kitabevi, 2006

### **UTL15407 INSURANCE AND RISK MANAGEMENT**

#### **Course Content**

Introduction of Risk Management process and making applicable solutions

#### **Recommended Or Required Reading**

- Remzi Özmen, Sigorta ve Reasürans Mevzuatı, Seçkin Yayıncılık, 2007.
- Murat Özbolat, Temel Sigortacılık, Seçkin Yayıncılık, 2007.
- E. Şule Aydeniz, Risk Yönetimi, Arıkan Basım Yayım Dağıtım, 2008.

### **UTL16411 COMPUTERIZED ACCOUNTING**

#### **Course Content**

The content of this course is Start Program, Accounting Operations, Business Book, Personnel Tracking, Backup, Balance Sheet in accordance with the procedures at the level of the main accounts and financial statements to keep the book editing, book balance sheet in order to keep the level of the main accounts and financial statements of the book to keep regulation at the level of sub-accounts and balance sheet of the financial statements in accordance with the procedure regulation at the level of each sub-account balance in order to keep the book and the financial statements of the regulation, at year-end transfers and other transactions, Inventory tracking, the current follow-up, follow-up checks and promissory notes, bank monitoring, case follow-up. This course includes simulation, simulation phases, simulation models and cases.

#### **Recommended Or Required Reading**

- Mehmet Ali Feyiz, Ramazan İnal, Sabri Önel, Bilgisayarlı Muhasebe, Ekin Yayınevi, 2013.
- Yaser Gürsoy, Bilgisayarlı Muhasebe, Ekin Basım Yayın, 2013.
- Mustafa Uçar, Süleyman Ertürk, Uygulamalı Bilgisayarlı Muhasebe, Beta Yayınları, 1999.

### **UTL15409 COSTUMER RELATIONSHIP MANAGEMENT**

#### **Course Content**

In this course, the concepts of relationship, customer and customer relationship are examined and the concept of customer relationships are examine from an analytical as well as managerail perspective.

### **Recommended Or Required Reading**

- Yavuz Odabaşı, Satış ve Pazarlamada Müşteri İlişkileri Yönetimi, Sistem Yayıncılık, İstanbul, 2007.
- Mehmet Baş, Metehan Tolon, Cemalettin Aktepe, Müşteri İlişkileri Yönetimi, Detay Yayıncılık, 2013.
- Don Peppers, Martha Rogers, Müşteri İlişkileri Yönetimi, Çeviren: Pinar Şengözer, Optimist, İstanbul, 2013.

### **ISL13409 QUANTITATIVE DECISION TECHNIQUES**

#### **Course Content**

This course includes content analysis, game theory, network models, project management and simulation.

#### **Recommended Or Required Reading**

- Kaan Yaralıoğlu, Karar Verme Yöntemleri, Detay Yayıncılık, Ankara, 2010.
- Bahadır Fatih Yıldırım, Emrah Önder, Çok Kriterli Karar Verme Yöntemleri, Dora Yayıncılık, İstanbul, 2014.

### **ISL13415 SERVICE MARKETING**

#### **Course Content**

The content of this course is Description of Services, Service Industry, Differences between goods and services, Types of service businesses, Demand and capacity at Service businesses, staff, customers and the physical evidence at service marketing, service marketing and relationship marketing.

#### **Recommended Or Required Reading**

- Sevgi Ayşe Öztürk, Hizmet Pazarlaması, Ekin Basım Yayın, İstanbul, 2013.
- Nazmi Kozak, Çağıl Hale Özel, Deniz Karagöz Yüncü, Hizmet Pazarlaması, Detay Yayıncılık, Ankara, 2011.

### **UNV13023 BUSINESS ENGLISH IV**

#### **Course Content**

This course aims at improving the skills for reading and understanding English text on international trade and logistics and teaching the terminology of international trade and logistics in English.

### **Recommended Or Required Reading**

- Liz & John Soars, New Headway (Upper Intermediate), Oxford: Oxford University Press, 2011.
- Birsen Çankaya, Translation Techniques for English, Fono Yayınları, 2008.

## **4. CLASS VIII. SEMESTER**

### **UTL15402 CONTEMPORARY TOPICS AT LOGISTICS**

#### **Course Content**

The fundamentals of this course are to develop an appreciation for the role of logistics in an industrialized free market economy and to introduce basic inputs of integrated logistics with the help of contemporary topics in order to underline the basic needs of the participants of the course. The students who take this course will have to opportunity to learn the recent developments in logistics that are in academia and business.

#### **Recommended Or Required Reading**

- Pinar Seden Meral, Lojistikte Güncel Konular, Beykoz Lojistik Meslek Yüksekokulu Yayınları, İstanbul, 2013.
- Ömer Baybars Tek, İlkay Karaduman, Lojistik Yönetimi, Ekonomi Yayınları, 2012.

### **UTL15404 PURCHASE AND ORDER MANAGEMENT**

#### **Course Content**

The basic objectives of this course are to cover procurement and its functionalities, differences in procurement systems and approaches in these areas. Procurement variables e.g.; quality, quantity, time, price, source are discussed in detail. Relationship with suppliers and its impacts on procurement systems are also covered.

#### **Recommended Or Required Reading**

- M. Oktay Alniak, Tedarik Zinciri Satın Alma Yönetimi, Papatya Yayıncılık, 2011.
- Murat Erdal, Satın Alma ve Tedarik Zinciri Yönetimi, Beta Yayınları, İstanbul, 2011.



## **ISL13404 CONSUMER BEHAVIOUR**

### **Course Content**

Moving from micro to macro topics, perception, learning, motivation, personality and lifestyle, attitudes, identities, decision making mechanisms and social and cultural interactions of consumers are the main topics of this course. Different dimensions of consumption before, during and after purchasing are investigated.

### **Recommended Or Required Reading**

- Yavuz Odabaşı ve Gülfidan Barış, Tüketici Davranışı, MediaCat, 2007.
- Michael R. Solomon, Consumer Behavior, Pearson International Edition, 2009.
- Martin Lindstorm, Buy.ology, MediaCat, 2009.
- Barry Schwartz, Bolluk Paradoksu, MediaCat, 2008.
- Michael R. Solomon, Tüketici Krallığının Fethi, MediaCat, 2003.

## **UTL16414 WORLD ECONOMY**

### **Course Content**

The course includes tendency of the world economic and analyses about finans, trade and productivity.

### **Recommended Or Required Reading**

- Ufuk, Başoğlu, Dünya Ekonomisi, Ezgi Kitabevi, Bursa, 2000.
- Ted Walther, Dünya Ekonomisi, Çeviren: Ünal Çağlar, Alfa Yayıncılık, İstanbul, 2002.

## **UTL15406 MARITIME AND PORT MANAGEMENT**

### **Course Content**

The course includes the fonctions of see and port management, the problems in port management, determine income and outcome of the port.

### **Recommended Or Required Reading**

- Murat Erdal, Konteyner Deniz ve Liman İşletmeciliği, Beta Yayınları, İstanbul, 2008.
- Güldem Cerit, Ali Deveci, Soner Esmer, Denizcilik İşletmeleri Yönetimi, Beta Yayınları, 2013.
- Çimen Karataş Çetin, Limanlarda Örgütsel Değişim Ve Değer Zinciri Sistemlerinde Etkililik Analizi, Dokuz Eylül Üniversitesi Yayınları, İzmir, 2012.

## **UTL15408 SIMULATION METHODS**

### **Course Content**

This course includes simulation, simulation phases, simulation models and cases.

### **Recommended Or Required Reading**

- Osman Hallaç, İşletmelerde Simülasyon Teknikleri, Alfa Yayıncılık, İstanbul, 2000.
- Celaledin Yeroğlu, Üretim ve Servis Sistemlerinde Pratik Simülasyon Teknikleri, Nobel Yayın Dağıtım, Ankara, 2001.

## **UTL15410 ENTERPRISE RESOURCE PLANNING**

### **Course Content**

The course includes ERP systems' design, instal and manage.

### **Recommended Or Required Reading**

- Tuna Erman Erkan, Kurumsal Kaynak Planlaması, Atılım Üniversitesi, Ankara, 2008.
- Stephen Harwood, Kurumsal Kaynak Planlaması, Çeviren: Halefşan Sümen, Bileşim Yayınları, 2003.

## **ISL13420 PERFORMANCE MANAGEMENT**

### **Course Content**

This course includes productivity and performance measurement, to measure and analyze performance in logistic systems.

### **Recommended Or Required Reading**

- İsmet Barutçugil, Performans Yönetimi, Kariyer Yayınları, 2002.
- Ümit Öztürk, Performans Yönetim, Alfa Yayınları, 2009.

## **UTL15412 ENTREPRENEURSHIP AND SMALL SIZE BUSINESS MANAGEMENT**

### **Course Content**

The concepts about entrepreneurship, small bussiness.

### **Recommended Or Required Reading**

- Orhan Küçük, Girişimcilik ve Küçük İşletme Yönetimi, Seçkin Yayıncılık, 2014.
- Serpil Döm, Girişimcilik ve Küçük İşletme Yöneticiliği, Detay Yayıncılık, 2008.

## **UNV13024 BUSINESS ENGLISH V**

### **Course Content**

Countries, nationalities, jobs, Socializing: Present simple – be possessives, Company types and activities Exchanging information Booking and ordering by phone: present simple, Location and company buildings Telephoning: there is /are, some/any, Technology and functions Exchanging information Asking for and offering help: adverbs of frequency, questions, Documents and correspondence Exchanging information solving problems: past simple – be and regular verbs, Food and drink Exchanging information making conversations past simple- irregular verbs time expressions

### **Recommended Or Required Reading**

- Liz & John Soars, New Headway (Upper Intermediate), Oxford: Oxford University Press, 2011.
- Birsen Çankaya, Translation Techniques for English, Fono Yayınları, 2008.