




	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
	2020-2021 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	International Trade and Logistics	Course Code	ITL447			
		Course Title	Applications in International Trade and Logistics			
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring		
		Course Type	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Elective		
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English		
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS	
			3	-	5	
Instructor	Title, Name-Last Name		Asst.Prof.Dr. Ayhan DEMIRCI			
	Contact Information		ayhan.demirci@toros.edu.tr			
Information about Course	It is aimed to bring real solutions to real problems by establishing an online connection with experts in the field and with the help of various case studies.					
WEEKLY COURSE CONTENTS						
Week	Topics				Teaching Methods and Techniques	
1. Week	Transportation				Online interview with selected expert	
2. Week	Transportation				Online interview with selected expert	
3. Week	Purchase				Online interview with selected expert	
4. Week	Purchase				Online interview with selected expert	
5. Week	Manufacturing Logistics				Online interview with selected expert	
6. Week	Manufacturing Logistics				Online interview with selected expert	
7. Week	Reverse Logistics				Online interview with selected expert	
Midterm (Explanation)*	Project (weighted 40%)					
8. Week	Warehousing				Online interview with selected expert	
9. Week	Free Zones				Online interview with selected expert	
10. Week	Port Operations				Online interview with selected expert	
11. Week	Port Operations				Online interview with selected expert	
12. Week	Customs				Online interview with selected expert	
13. Week	Customs				Online interview with selected expert	
14. Week	Maintenance Logistics				Online interview with selected expert	
Final (Explanation)**	Project (weighted 60%)					
Make-Up (Explanation)	Project (weighted 60%)					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<input checked="" type="checkbox"/>	lms.toros.edu.tr				
Asynchronous	<input type="checkbox"/>					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>					
Face-to-Face	<input type="checkbox"/>					
Other	<input type="checkbox"/>					
Other explanations for the effective and efficient conduct of the course						
Attendance***	70% attendance requirement					
Course Resources	Logistics - An Introduction to Supply Chain Management (Donald Waters)					
Auxiliary Resources	Guide to Supply Chain Management (Colin Scott, Henriette Lundgren, Paul Thompson) Supply Chain Management - Strategy, Planning, and Operation (Sunil Chopra, Peter Meindl)					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)				All questions and remarks are received via e-mail	
	Consulting Topics				Date	Time
	No specific time for supervising				-	-

	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES				
	2020-2021 ACADEMIC YEAR CURRICULUM FORM				
Department / Program	International Trade and Logistics	Course Code	Law 445		
		Course Title	Corresponding Techniques&Contract Management in ITL		
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring	
		Course Type	<input checked="" type="checkbox"/> Compulsory	<input type="checkbox"/> Elective	
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English	
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS
			3	0	5
Instructor	Title, Name-Last Name		Assoc.Prof.Dr. Tunay KÖKSAL		
	Contact Information		tunay.koksal@toros.edu.tr		
Information about Course	The aim of this course is to learn the corresponding techniques of International Trade and Logistics.				
WEEKLY COURSE CONTENTS					
Week	Topics			Teaching Methods and Techniques	
1. Week	Basic Commercial Terms and INCOTERMS			(Synchronous + Asynchronous)	
2. Week	The Design of Purchase Order			(Synchronous + Asynchronous)	
3. Week	The Design of Commercial Letters			(Synchronous + Asynchronous)	
4. Week	Letter of Offer and Commercial Invoice			(Synchronous + Asynchronous)	
5. Week	Basic Terms and Patterns relating to International Logistics			(Synchronous + Asynchronous)	
6. Week	Corresponding relating to International Banking			(Synchronous + Asynchronous)	
7. Week	Corresponding relating to Letter of Credit (L/C)			(Synchronous + Asynchronous)	
Midterm (Explanation)*	Homework (20 %)				
8. Week	Basic Terms and Patterns relating to Delivery			(Synchronous + Asynchronous)	
9. Week	Basic Terms and Patterns relating to Payment			(Synchronous + Asynchronous)	
10. Week	Commercial Corresponding Techniques in Internet Environment			(Synchronous + Asynchronous)	
11. Week	Basic Terms and Patterns relating to International Marketing			(Synchronous + Asynchronous)	
12. Week	Corresponding relating to Customs Transactions			(Synchronous + Asynchronous)	
13. Week	Drafting of Contracts relating to International Trade			(Synchronous + Asynchronous)	
14. Week	Drafting of Contracts relating to International Logistics			(Synchronous + Asynchronous)	
Final (Explanation)**	Written exam (face to face and calculated as 80 %)				
Make-Up (Explanation)	Written exam (face to face and calculated as 80 %)				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input type="checkbox"/>				
Asynchronous	<input type="checkbox"/>				
Mixed (Synchronous + Asynchronous)	<input checked="" type="checkbox"/>	lms.toros.edu.tr			
Face-to-Face	<input type="checkbox"/>				
Other	<input type="checkbox"/>				
Other explanations for the effective and efficient conduct of the course					
Attendance***	70 % attendance requirement				
Course Resources	Tunay KÖKSAL/R.Özgün KEHYA, Dış Ticarete İletişim, Müzakere ve Sözleşme Yönetimi, Adalet Yayınevi, Ankara, 2013.				
Auxiliary Resources	Course Notes				
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)			Face to face	
	Consulting Topics			Date	Time
	No specific time for supervising.				

 TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES 2020-2021 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	International Trade and Logistics	Course Code	MAN405		
		Course Title	Operations Management		
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring	
		Course Type	<input type="checkbox"/> Compulsory	<input checked="" type="checkbox"/> Elective	
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English	
Grade	Please select from list	Course Credits	Theoretical 3	Practical 0	ECTS 5
Instructor	Title, Name-Last Name		Asst.Prof. Kenan ORÇANLI		
	Contact Information		kenan.orcanli@toros.edu.tr		
Information about Course	In this course, it is aimed to teach the concepts and techniques that will help in the design, analysis and improvement of various operations in a business. Mainly, product and process design, capacity planning, campus and layout strategy, inventory management, production management and material requirements planning are covered.				
WEEKLY COURSE CONTENTS					
Week	Topics	Teaching Methods and Techniques			
1. Week	Introduction, Operations and Productivity	Synchronous (lms.toros.edu.tr)			
2. Week	Operations Strategy in a Global Environment	Synchronous (lms.toros.edu.tr)			
3. Week	Project Management	Synchronous (lms.toros.edu.tr)			
4. Week	Forecasting	Synchronous (lms.toros.edu.tr)			
5. Week	Design of Goods and Services	Synchronous (lms.toros.edu.tr)			
6. Week	Managing Quality	Synchronous (lms.toros.edu.tr)			
7. Week	Process Strategy	Synchronous (lms.toros.edu.tr)			
Midterm (Explanation)*	Written Exam (Synchronous and calculated 20%) via e-mail				
8. Week	Location Strategies	Synchronous (lms.toros.edu.tr)			
9. Week	Layout Strategies	Synchronous (lms.toros.edu.tr)			
10. Week	Human Resources, Job Design, and Work Measurement	Synchronous (lms.toros.edu.tr)			
11. Week	Supply Chain Management	Synchronous (lms.toros.edu.tr)			
12. Week	Inventory Management	Synchronous (lms.toros.edu.tr)			
13. Week	Aggregate Planning and S&OP and Material Requirements Planning (MRP) and ERP	Synchronous (lms.toros.edu.tr)			
14. Week	General Review	Synchronous (lms.toros.edu.tr)			
Final (Explanation)**	Online written exam. Final Exam %60 + Midterm Exam %20 + Homework %20				
Make-Up (Explanation)	Online written exam.				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input checked="" type="checkbox"/>	At time on lms.toros.edu.tr (Lecture and presentation)			
Asynchronous	<input checked="" type="checkbox"/>	Homework will be sent to students on Fridays and homework will be completed on Sundays.			
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>				
Face-to-Face	<input type="checkbox"/>				
Other	<input type="checkbox"/>				
Other explanations for the effective and efficient conduct of the course					
Attendance***	70% attendance requirement for asynchronous				
Course Resources	Operations Management. 12th Edition, Prentice Hall, New Jersey, 2014., Jay Heizer and Barry Render.				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)		Synchronous and asynchronous		
	Consulting Topics		Date	Time	
	No specific time for supervising				

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2020-2021 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	International Trade and Logistics	Course Code	MAN409		
		Course Title	INTERNATIONAL MARKETING		
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring	
		Course Type	<input type="checkbox"/> Compulsory	<input checked="" type="checkbox"/> Elective	
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English	
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS
			3	0	5
Instructor	Title, Name-Last Name		Asst. Prof. Aslıhan Yavuzalp Marangoz		
	Contact Information		aslihan.marangoz@toros.edu.tr		
Information about Course	The aim of the course to explain the basic international marketing issues with the actual cases.				
WEEKLY COURSE CONTENTS					
Week	Topics	Teaching Methods and Techniques			
1. Week	Introduction to course	Synchronous			
2. Week	Marketing concept, definition, International marketing concept	Synchronous			
3. Week	International Marketing Environment - Economical Env.- Int. Trade Env.	Synchronous			
4. Week	Social&Cultural Env, Legal Env.	Synchronous			
5. Week	International Marketing Entry Strategies	Synchronous			
6. Week	Consumer Behavior in International Markets	Synchronous			
7. Week	International Market segmentation-targeting- positioning	Synchronous			
Midterm (Explanation)*	Written Exam (online) %40				
8. Week	International Marketing Research	Synchronous			
9. Week	Global Marketing Mix- Product	Synchronous			
10. Week	Global Marketing Mix- Price- Promotion	Synchronous			
11. Week	Global Marketing Mix- Place- Distribution	Synchronous			
12. Week	Final project presentations	Synchronous			
13. Week	Final project presentations	Synchronous			
14. Week	Final project presentations	Synchronous			
Final (Explanation)**	All final projects must be sent until 12.week. Students will be informed about the project during the courses. Students will present their projects in last 3 weeks online.				
Make-Up (Explanation)	Make up projects will be given later.				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input checked="" type="checkbox"/>	Interactive courses on our online system.			
Asynchronous	<input type="checkbox"/>				
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>				
Face-to-Face	<input type="checkbox"/>				
Other	<input type="checkbox"/>				
Other explanations for the effective and efficient conduct of the course					
Attendance***					
Course Resources	1. Keegan, W. J., & Green, M. C. (2015). Global Marketing, Global Edition. Pearson Education UK. 2. International Marketing, Michael Czinkota				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)				
	Consulting Topics		Date	Time	
			Course hour		

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	2020-2021 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	International Trade and Logistics	Course Code	MAN 431			
		Course Title	Technology and Innovation Management			
		Semester	<input checked="" type="checkbox"/> Fall	<input type="checkbox"/> Spring		
		Course Type	<input type="checkbox"/> Compulsory	<input checked="" type="checkbox"/> Elective		
		Course Language	<input type="checkbox"/> Turkish	<input checked="" type="checkbox"/> English		
Grade	4th Grade	Course Credits	Theoretical	Practical	ECTS	
			3	0	5	
Instructor	Title, Name-Last Name		Assoc. Prof. Mert Aktaş			
	Contact Information		mert.aktas@toros.edu.tr			
Information about Course	Provide information on innovation and technology, innovation process, analyzing successful innovations, types of innovation, product development, translation of innovation and effective presentation					
WEEKLY COURSE CONTENTS						
Week	Topics				Teaching Methods and Techniques	
1. Week	Overview of the Course				Synchronous- lms.toros.edu.tr Presentation and Discussion	
2. Week	Introduction to Technology and Innovation Management				Synchronous- lms.toros.edu.tr Presentation and Discussion	
3. Week	Innovation Process, developing creative ideas, creative problem techniques				Synchronous- lms.toros.edu.tr Presentation and Discussion	
4. Week	The Evolution of Technology, Markets, and Industry				Synchronous- lms.toros.edu.tr Presentation and Discussion	
5. Week	The Development and Introduction of New Products				Synchronous- lms.toros.edu.tr Presentation and Discussion	
6. Week	Market research (primary, secondary) and potential customer research				Synchronous- lms.toros.edu.tr Presentation and Discussion	
7. Week	The Management and Organization of Innovation				Synchronous- lms.toros.edu.tr Presentation and Discussion	
Midterm (Explanation)*	Project (Score weight is %20)					
8. Week	Innovation and entrepreneurship, Business model concept, analyzing and application of different business models				Synchronous- lms.toros.edu.tr Presentation and Discussion	
9. Week	Business models, elevator pitch, action planning				Synchronous- lms.toros.edu.tr Presentation and Discussion	
10. Week	Innovation and Intellectual Property				Synchronous- lms.toros.edu.tr Presentation and Discussion	
11. Week	Individual Collaborations, Strategic Alliances, Competition and Innovation				Synchronous- lms.toros.edu.tr Presentation and Discussion	
12. Week	Project Discussion				Synchronous- lms.toros.edu.tr Presentation and Discussion	
13. Week	Project Discussion				Synchronous- lms.toros.edu.tr Presentation and Discussion	
14. Week	Discussion				Synchronous- lms.toros.edu.tr Presentation and Discussion	
Final (Explanation)**	Final grade will be given by a project. Weight is %80.					
Make-Up (Explanation)	Make up exam will be done face-to-face					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<input checked="" type="checkbox"/>	%70 attendance is expected for the course.				
Asynchronous	<input type="checkbox"/>					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>					
Face-to-Face	<input type="checkbox"/>					
Other	<input type="checkbox"/>					
Other explanations for the effective and efficient conduct of the course						
Attendance***	For the synchronous courses required attendance is %70.					
Course Resources	Gary Dessler, "Human Resource Management", 13th edition. Pearson G					
Auxiliary Resources	Media and journal articles					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)					
	Consulting Topics				Date	Time
	No specific time for counselling					
	No specific time for counselling					
	No specific time for counselling					

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2020-2021 ACADEMIC YEAR CURRICULUM FORM								
Department / Program	International Trade and Logistics	Course Code	MAN 443					
		Course Title	Strategic Management and Business Policy					
		Semester	<input checked="" type="checkbox"/>	Fall	<input type="checkbox"/>	Spring		
		Course Type	<input checked="" type="checkbox"/>	Compulsory	<input type="checkbox"/>	Elective		
		Course Language	<input type="checkbox"/>	Turkish	<input checked="" type="checkbox"/>	English		
Grade	Please select from list	Course Credits	Theoretical	Practical	ECTS			
			3	0	5			
Instructor	Title, Name-Last Name		Asst.Prof. Yavuz KORKMAZYÜREK					
	Contact Information		yavuz.korkmazyurek@toros.edu.tr					
Information about Course	Our goal in this course is to present a new, up-to-date standard for explaining the strategic management process and thorough coverage of strategic management concept.							
WEEKLY COURSE CONTENTS								
Week	Topics			Teaching Methods and Techniques				
1. Week	CHAPTER 1: Strategic Management & Strategic Competitiveness 1-Strategic competitiveness;			Synchronous - Asynchronous lms.toros.edu.tr				
2. Week	CHAPTER 2 The External Environment: Opportunities, Threats, Industry Competition, & Competitor Analysis			Synchronous - Asynchronous lms.toros.edu.tr				
3. Week	CHAPTER 3 THE INTERNAL ENVIRONMENT: RESOURCES, CAPABILITIES, & CORE COMPETENCIES			Synchronous - Asynchronous lms.toros.edu.tr				
4. Week	CHAPTER 4: BUSINESS-LEVEL STRATEGY 1- Business-level strategy.			Synchronous - Asynchronous lms.toros.edu.tr				
5. Week	CHAPTER 5 COMPETITIVE RIVALRY AND COMPETITIVE DYNAMICS 1- Competitive rivalry, competitive behavior, and competitive dynamics.			Synchronous - Asynchronous lms.toros.edu.tr				
6. Week	CHAPTER 6 CORPORATE-LEVEL STRATEGY 1- Define corporate-level strategy and discuss its purpose.			Synchronous - Asynchronous lms.toros.edu.tr				
7. Week	CHAPTER 7 ACQUISITION AND RESTRUCTURING STRATEGIES 1- the popularity of merger and acquisition strategies in firms competing in			Synchronous - Asynchronous lms.toros.edu.tr				
Midterm (Explanation)*	Online Test (Score weight %20)							
8. Week	CHAPTER 8 INTERNATIONAL STRATEGY 1- Incentives that can influence firms to use an international strategy.			Synchronous - Asynchronous lms.toros.edu.tr				
9. Week	CHAPTER 9 COOPERATIVE STRATEGY 1- Cooperative strategies and explain why firms use them.			Synchronous - Asynchronous lms.toros.edu.tr				
10. Week	CHAPTER 10 CORPORATE GOVERNANCE 1- Corporate governance and explain why it is used to monitor and control			Synchronous - Asynchronous lms.toros.edu.tr				
11. Week	CHAPTER 11 ORGANIZATIONAL STRUCTURE AND CONTROLS 1- Define organizational structure and controls and discuss the difference			Synchronous - Asynchronous lms.toros.edu.tr				
12. Week	CHAPTER 12 STRATEGIC LEADERSHIP 1- Define strategic leadership and describe top-level managers' importance.			Synchronous - Asynchronous lms.toros.edu.tr				
13. Week	CHAPTER 13 STRATEGIC ENTREPRENEURSHIP 1- Entrepreneurship and entrepreneurial opportunities and explain their			Synchronous - Asynchronous lms.toros.edu.tr				
14. Week	DISCUSSION and REVISION THE WEEKS			Synchronous - Asynchronous lms.toros.edu.tr				
Final (Explanation)**	The final will be held online in a test examination. Evaluation Score: % 20 course attending + % 20 Midterm + %60 Final Exam							
Make-Up (Explanation)	The make-up exam will be held online in a test examination.							
Select and explain in detail the teaching methods and techniques to be used in course.								
Synchronous	<input checked="" type="checkbox"/>	lms.toros.edu.tr						
Asynchronous	<input checked="" type="checkbox"/>							
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>							
Face-to-Face	<input type="checkbox"/>							
Other	<input checked="" type="checkbox"/>							
Other explanations for the effective and efficient conduct of the course								
Attendance***	%70 synchronous attending							
Course Resources	Strategic Management Competitiveness & Globalization 9th Edition. Michael A. Hitt; R. Duane Ireland; Robert E. Hoskisson.							
Auxiliary Resources	The youtube videos which the source book suggests							
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)							
	Consulting Topics			Date	Time			
	Consultancy time has not been determined. Questions will be answered by e-mail							