

	TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
	2021-2022 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		Assoc.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	The Context and Importance of Logistics				Face to Face	
2. Week	Logistics Strategy				Face to Face	
3. Week	Transportation				Face to Face	
4. Week	Purchase and Warehouse				Face to Face	
5. Week	Interview With Selected Expert				Face to Face	
6. Week	Interview With Selected Expert				Face to Face	
7. Week	Interview With Selected Expert				Face to Face	
Midterm (Explanation)*	Project (weighted 40%)					
8. Week	Interview With Selected Expert				Face to Face	
9. Week	Interview With Selected Expert				Face to Face	
10. Week	Interview With Selected Expert				Face to Face	
11. Week	Interview With Selected Expert				Face to Face	
12. Week	Interview With Selected Expert				Face to Face	
13. Week	Interview With Selected Expert				Face to Face	
14. Week	General Evaluation				Face to Face	
Final (Explanation)**	Project (weighted 60%)					
Make-Up (Explanation)	Written Exam (weighted 60%)					
Select and explain in detail the teaching methods and techniques to be used in course.						
Synchronous	<input type="checkbox"/>	lms.toros.edu.tr				
Asynchronous	<input type="checkbox"/>					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>					
Face-to-Face	<input checked="" 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				-	-

*	The way of making the midterm (written exam, homework, quiz, report, presentation etc.) and the rate of contribution of these activities to success should be specified.
**	How the final exam will be done and the contribution rate to the success grade of the midterm exam (written exam, homework, quiz, report, presentation etc.) must be specified.
***	Attendance rate in face-to-face education is 70%, Synchronous or synchronous video watching is 70%, Asynchronous attendance is not required.


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2021-2022 ACADEMIC YEAR CURRICULUM FORM					
Department / Program	International Trade and Logistics	Course Code	ITL 435		
		Course Title	Risk and Insurance		
		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. Dr. Gökçe MANAVGAT		
	Contact Information		gokce.manavgat@toros.edu.tr		
Information about Course	The aim of this course is to define and analyze the logistics activities and material movements on the supply chain, its relations with the logistics sector and the real sector, and the risk identification and analysis in the logistics sector. To understand the effects of economic, social and natural risks in the supply chain on the logistics sector, and also to try to find ways to manage and avoid risks. The main output of this course is to prevent uncertainties in the supply chain and to find effective solutions to risks. The course will be held synchronously. Course materials will be shared on lms.toros.edu.tr . There is a requirement to attend the course.				
WEEKLY COURSE CONTENTS					
Week	Topics			Teaching Methods and Techniques	
1. Week	A framework for understanding risk			Synchronous- lms.toros.edu.tr	
2. Week	A framework for understanding risk			Synchronous- lms.toros.edu.tr	
3. Week	Engineering supply chain resilience			Synchronous- lms.toros.edu.tr	
4. Week	The role of flexible technology in supply chain resilience			Synchronous- lms.toros.edu.tr	
5. Week	Industry sector resilience to supply chain threats			Synchronous- lms.toros.edu.tr	
6. Week	Industry sector resilience to supply chain threats			Synchronous- lms.toros.edu.tr	
7. Week	Natural disasters, climate change and pandemics			Synchronous- lms.toros.edu.tr	
Midterm (Explanation)*	Written Exam (face to face calculated as 40%)				
8. Week	Natural disasters, climate change and pandemics			Synchronous- lms.toros.edu.tr	
9. Week	Economic risks to the supply chain			Synchronous- lms.toros.edu.tr	
10. Week	Economic risks to the supply chain			Synchronous- lms.toros.edu.tr	
11. Week	Societal risks to supply chains			Synchronous- lms.toros.edu.tr	
12. Week	Terrorism and security			Synchronous- lms.toros.edu.tr	
13. Week	Cargo crime and piracy			Synchronous- lms.toros.edu.tr	
14. Week	Cargo crime and piracy			Synchronous- lms.toros.edu.tr	
Final (Explanation)**	The final will be held face to face in a written examination. It will be calculated as 60%.				
Make-Up (Explanation)	The make-up will be held face to face in written examination. It will be calculated as 60%.				
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 .			
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	John Manners-Bell (2014) Supply Chain Risk: Understanding Emerging Threats to Global Supply Chains, Kogan Page Limited				
Auxiliary Resources	Donald Waters (2007) Supply Chain Risk Management, Kogan Page Limited				
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)		All questions and remarks are received via email		
	Consulting Topics		Date	Time	
	No specific time for supervising				

*	The way of making the midterm (written exam, homework, quiz, report, presentation etc.) and the rate of contribution of these activities to success should be specified.
**	How the final exam will be done and the contribution rate to the success grade of the midterm exam (written exam, homework, quiz, report, presentation etc.) must be specified.
***	Attendance rate in face-to-face education is 70%, Synchronous or synchronous video watching is 70%, Asynchronous attendance is not required.


	TOROS UNIVERSITY ENGINEERING FACULTY				
	2021-2022 ACADEMIC YEAR CURRICULUM FORM				
Department / Program	Business	Course Code	ITL 455		
		Course Title	Ethical and Social Responsibility in Business		
		Semester	<input 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 3	Practical 0	ECTS 5
Instructor	Title, Name-Last Name		Öğr. Gör.Dr. Didem DEMİR		
	Contact Information		didem.demiri@toros.edu.tr		
Information about Course	This course will focus on ethics and social responsibility in business				
WEEKLY COURSE CONTENTS					
Week	Topics			Teaching Methods and Techniques	
1. Week	Introduction to ethics			Synchronous (lms.toros.edu.tr)	
2. Week	Ethical Business Missteps: The Former and Current State of Affairs			Synchronous (lms.toros.edu.tr)	
3. Week	Operational Levels of Business Ethics			Synchronous (lms.toros.edu.tr)	
4. Week	Social responsibility of business			Synchronous (lms.toros.edu.tr)	
5. Week	The Link between Ethics, Social Responsibility, and Strategy			Synchronous (lms.toros.edu.tr)	
6. Week	Corporate governance			Synchronous (lms.toros.edu.tr)	
7. Week	Review			Synchronous (lms.toros.edu.tr)	
Midterm (Explanation)*	Written Exam (Synchronous 20%)				
8. Week	Stakeholder Approach to Socially Responsible and Ethical Behavior			Synchronous (lms.toros.edu.tr)	
9. Week	Understanding Corporate Citizenship: Social Responsibility, Responsiveness, and Performance			Synchronous (lms.toros.edu.tr)	
10. Week	Social Initiatives I			Synchronous (lms.toros.edu.tr)	
11. Week	Social Initiatives II			Synchronous (lms.toros.edu.tr)	
12. Week	Presentation			Synchronous (lms.toros.edu.tr)	
13. Week	Presentation			Synchronous (lms.toros.edu.tr)	
14. Week	Presantation			Synchronous (lms.toros.edu.tr)	
Final (Explanation)**	Homework (Calculated %80)				
Make-Up (Explanation)	Homework (Calculated %80)				
Select and explain in detail the teaching methods and techniques to be used in course.					
Synchronous	<input checked="" type="checkbox"/>	Ask students to generate their own discussion questions. Start every virtual session with an icebreaker question.			
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	Ethics and Corporate Social Responsibility Ronald R. Sims				
Auxiliary Resources					
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)				
	Consulting Topics			Date	Time


*	The way of making the midterm (written exam, homework, quiz, report, presentation etc.) and the rate of contribution of these activities to success should be specified.
**	How the final exam will be done and the contribution rate to the success grade of the midterm exam (written exam, homework, quiz, report, presentation etc.) must be specified.

***	Attendance rate in face-to-face education is 70%, Synchronous or synchronous video watching is 70%, Asynchronous attendance is not required.
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		TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES			
2021-2022 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. Aslihan 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) %20				
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			Face To Face	
13. Week	Final project presentations			Face To Face	
14. Week	Final project presentations			Face To Face	
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. %80				
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	

*	The way of making the midterm (written exam, homework, quiz, report, presentation etc.) and the rate of contribution of these activities to success should be specified.
**	How the final exam will be done and the contribution rate to the success grade of the midterm exam (written exam, homework, quiz, report, presentation etc.) must be specified.
***	Attendance rate in face-to-face education is 70%, Synchronous or synchronous video watching is 70%, Asynchronous attendance is not required.

 TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES 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					Res. Asst. Özgür Uğur ARIKAN			
	Contact Information					ozgur.arikan@toros.edu.tr			
Information about Course	Provide information on innovation and technology, current and technological approaches in the field of international trade and logistics, 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)*	Midterm Exam (Test, 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 face to face exam 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	Carol V. Brown, Daniel W DeHayes, Jeffrey A. Hoffer, Wainright E. Martin, William C. Perkins: Managing Information Technology: Pearson New International Edition PDF eBook								
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								

		TOROS UNIVERSITY FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES					
2021-2022 ACADEMIC YEAR CURRICULUM FORM							
Department / Program	ITL	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. Dr. Yavuz KORKMAZYÜREK				
	Contact Information		yavuz.korkmazurek@toros.edu.tr 0324 3253300/2235				
Information about Course	Our goal in this course is to present a new, up-to-date standard for explaining the strategic management process. In this context, we teach students to how to effectively use strategic management in the complex, global business environment in which most firms operate while trying to outperform their competitor.						
WEEKLY COURSE CONTENTS							
Week	Topics			Teaching Methods and Techniques			
1. Week	Introduction to Strategic Management			Synchronous			
2. Week	Strategic Inputs / The external environment			Synchronous			
3. Week	Strategic Inputs / The internal organization			Synchronous			
4. Week	Business level strategy			Synchronous			
5. Week	Competitive rivalry and competitive dynamics			Synchronous			
6. Week	Corporate level strategy			Synchronous			
7. Week	Acquisition and restructuring strategy			Synchronous			
Midterm (Explanation)*	Online exam (%20)						
9. Week	International strategy			Synchronous			
10. Week	Cooperative strategy			Synchronous			
11. Week	Corporate governance			Synchronous			
12. Week	Organizational structure			Synchronous			
13. Week	Strategic leadership			Synchronous			
14. Week	Strategic entrepreneurship			Synchronous			
Final (Explanation)**	Midterm (online) %20 Final exam (face to face) % 80						
Make-Up (Explanation)	Face to face written exam %80 Midterm %20 and make-up exam % 80						
Select and explain in detail the teaching methods and techniques to be used in course.							
Synchronous	<input checked="" type="checkbox"/>	Problems and solutions related to theoretical subjects will be made as Synchronous (simultaneous) video.					
Asynchronous	<input type="checkbox"/>	Problems and solutions related to theoretical subjects will be made as Asynchronous (Asynchronous) video.					
Mixed (Synchronous + Asynchronous)	<input type="checkbox"/>	Students who cannot attend face-to-face training will also be able to watch the lesson as Synchronous (online lesson).					
Face-to-Face	<input type="checkbox"/>						
Other	<input type="checkbox"/>						
Other explanations for the effective and efficient conduct of the course							
Attendance***	There is a 70% attendance requirement for watching face-to-face or Synchronous or Ansynchronous lessons***						
Course Resources	Strategic Management Michael A. Hitt Texas A&M University R. Duane Ireland Texas A&M University Robert E. Hoskisson Rice University 9th Edition						
Auxiliary Resources							
Course Counseling	Consulting Management (Synchronous, Face-to-Face and others)			Face-to-face and synchronous training will be held in the form of questions and answers.			
	Consulting Topics			Date	Time		
