

2024-2025 ACADEMIC YEAR
DEPARTMENT OF INTERNATIONAL TRADE (100% ENGLISH)

First Semester / Fall

LNG101: GENERAL ENGLISH I (T: 2 | P: 0 | C: 2 | ECTS: 2)

The verb 'to be' * singular and plural words * subject pronouns and possessive adjectives * countries and nationalities * professions * present simple - positive form * present simple - negative and question forms * possessive adjectives and pronouns * time prepositions * 'can, to be able to' * present continuous * distinction between present continuous and present simple.

ISL101: INTRODUCTION TO BUSINESS (T: 3 | P: 0 | C: 3 | ECTS: 7)

The basic concepts of business and management, objectives and interaction with the environment, The basic concepts, company's objectives, classification of company: size, ownership, legal structure, stage of organization, site selection, determining size, capacity, The function of company: management, organization, control, planning.

IKT105: MICRO ECONOMICS (T: 3 | P: 0 | C: 3 | ECTS: 6)

Fundamental Concepts in Economics / Consumer Theory: Budget Constraint, Preferences, Utility / Demand and the Change in Demand / Consumer Surplus / Individual and Market Demand / Intertemporal Choice, Uncertainty and Information / Firm Theory: Technology, Producer's Problem / Cost Curves, Firm's Supply, Industry Supply / Imperfect Competition: Monopoly, Monopolistic Competition, Oligopoly / Factor Pricing and Distribution

MAT101: MATHEMATICS 1 (T: 3 | P: 0 | C: 3 | ECTS: 5)

Numbers / Linear Equations / Inequalities / Coordinate Plane and Graphs / Functions and Inverse Functions / Applications of Functions / Exponential and Logarithmic Functions and Their Applications / Limit and Continuity / Derivative

MUD101: FINANCIAL ACCOUNTING 1 (T: 3 | P: 0 | C: 3 | ECTS: 6)

Functions of Accounting; Definition of Accounting / Balance Sheet Equation / Balance Sheet and Income Statement / Definition of Accounts / Uniform Accounting System / Account Framework / Account Groups / Accounts / Current and Fixed Assets / Capital / Liabilities / Revenue and Expense Account Transactions and Accounting / Preparation of Trial Balances

GNL101: ATATÜRK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION 1 (T: 2 | P: 0 | C: 2 | ECTS: 2)

This course is the first of a two-term course on the history of modern Turkey. This course aims to understand the political, social, economic and cultural foundations of modern Türkiye from the beginning of the nineteenth century to the end of World War I. All aspects of Ottoman modernization will be examined, and the Tanzimat and Constitutional Monarchy will be evaluated to understand the transition from empire to republic. In addition to understanding the formation of modern Türkiye, this course will also focus on the continuities and ruptures between Ottoman and republican Türkiye.

GNL105: TURKISH LANGUAGE AND WRITING 1 (T: 2 | P: 0 | C: 2 | ECTS: 2)

The Turkish Language course focuses on improving students' written and verbal communication skills. It covers the definition, characteristics, and history of the language, as well as its relationship with culture. The course also includes spelling rules, punctuation, expression disorders, effective speaking, diction, and communication strategies.



Second Semester / Spring

LNG102: GENERAL ENGLISH II (T: 2 | P: 0 | C: 2 | ECTS: 2)

It covers A1-A2 reading, listening, writing, speaking, grammar, and vocabulary skills.

ULT102: INTRODUCTION TO INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 7)

This introductory course in international trade familiarizes students with theories and policies that guide international trade. Students learn why international trade is important nations, and they examine how it effects production, profit and the economy. Students starts to analyze trade policies and theories.

IKT102: MACRO ECONOMICS (T: 3 | P: 0 | C: 3 | ECTS: 6)

Macroeconomics is the study of how a country's economy works while trying to discern among good, better, and best choices for improving and/or maintaining a nation's standard of living and level of economic and societal well-being. Historical and contemporary perspectives on the roles and policies of government are part of the mix of interpretations and alternatives that surround questions of who or what gains and loses the most or least within a relatively small set of key interdependent players. The course emphasizes economic principles as applied to the economy as a whole. It includes an analysis of national income and its components, economic indicators, inflation and unemployment, money and banking, stabilization policies.

MAT102: MATHEMATICS II (T: 3 | P: 0 | C: 3 | ECTS: 5)

Derivative and Its Applications in Economics / Derivative of Exponential and Logarithmic Functions / Chain Rule / Asymptotic Curve Sketching / L'Hôpital's Rule / Indefinite Integral / Definite Integral and Its Applications / Systems of Linear Equations / Matrix Algebra / Determinants / Linear Programming

MUD102: FINANCIAL ACCOUNTING II (T: 3 | P: 0 | C: 3 | ECTS: 6)

Tangible Fixed Assets, Intangible Fixed Assets and Their Accounting / Financial Liabilities and Their Accounting / Trade Payables and Their Accounting / Other Liabilities and Their Accounting / Equity and Its Accounting / Income Statement Elements and Their Accounting / Cost Accounts (7/A and 7/B Options)

GNL102: ATATÜRK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION II (T: 2 | P: 0 | C: 2 | ECTS: 2)

This course is the second part of the yearlong course on the history of modern Türkiye. In this second part, we will cover the period between 1918 and 2014. By taking this course you will get familiarized with the political, economic, social and cultural history of Türkiye. We will focus on the single-party regime and the transition to the multi-party democratic political life. We will also focus on among other things, the foreign policy of Türkiye during the Cold War and beyond, economic crises and neoliberal transformation, civilian-military relations, and identity politics.

GNL106: TÜRK DİLİ VE YAZIM KURALLARI II (T: 2 | P: 0 | C: 2 | ECTS: 2)

Spoken and written expressions, the importance of speech, The principles of effective and correct speech, The components that are necessary making a speech, Kinds of speech, The rules and special features of spoken and written literary kinds, The rules and special features of formal writings, Formal writings, Scientific research methods, To prepare a scientific report and the rules of writing bibliography and footnotes.



Third Semester / Fall

IKT273: INTERNATIONAL ECONOMICS (T: 3 | P: 0 | C: 3 | ECTS: 4)

This course covers, with a focus on both theory and empirics, advanced topics in international trade (as well as inter-regional trade and economic geography.) It includes the study of positive issues, such as: Why do countries trade? What goods do countries trade? What are the implications of openness for the location of production, industries, occupations, and innovative activity? And, what impedes trade and why do some countries deliberately erect policy impediments to trade? The course also concerns normative issues, such as: Is trade openness beneficial to a representative agent? And, are there winners and losers from trade and if so, can we identify them?

ISL201: MARKETING MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

Definition of Marketing, Modern Marketing Management, Marketing Management and Environmental relation, Marketing Information system and Marketing Research, Market Concept, Market segmentation, Market Positioning, Product Policies, Product Policies, Price Policies, Promotion Policies, Distribution Policies, Consumer Behavior, Marketing Planning Process

IST273: STATISTICS I (T: 3 | P: 0 | C: 3 | ECTS: 5)

Concept of Statistics / Definition / Data Collection and Classification / Classification of Data / Frequency Distributions / Measures of Central Tendency / Arithmetic, Geometric, and Harmonic Means / Median / Mode / Time Series Analysis / Probability / Probability Distribution / Random Variables and Sampling / Hypothesis Testing and Estimation / Simple Regression and Correlation / Multiple Regression and Correlation / Analysis of Variance / Index Numbers / Applications of Time Series Analysis

HUK242: BUSINESS LAW (T: 3 | P: 0 | C: 3 | ECTS: 4)

Topics related to commercial enterprises, merchant concepts, types of commercial enterprises, interest, commercial transactions, merchant assistants, trade name, business name, trade registry, trademark, unfair competition, commercial books, and current account concepts.

MUH201: COST AND MANAGERIAL ACCOUNTING (T: 3 | P: 0 | C: 3 | ECTS: 3)

Objectives of Cost Accounting and Management Accounting / Its Role in the Accounting Information System / Concepts of Expense, Expenditure, and Cost / Types of Cost Expenses / Cost Type, Cost Center, and Cost Allocation Concepts / Cost Accounting Accounts and Flow Chart in the Uniform Accounting System / Raw Material and Material Costs / Direct Labor Costs / General Production Costs / Allocation of General Production Expenses / Traditional Costing Systems (Job Order Costing, Process Costing, Standard Costing Systems) / Classification of Expenses Based on Variability / Methods for Determining Expense Variability / Calculation of Variability Using Computer Applications / Cost-Volume-Profit Relationships / Break-even Analysis / Product Mix / Maximizing Profit / Decision-making on Loss-making Products / Pricing Decisions / Variance Analysis in Standard Costing / Cost Management / Cost Control / Additional Cost Decisions / Strategic Management

GNL203: ACADEMIC SKILLS, METHODS, AND ETHICS (T: 3 | P: 0 | C: 3 | ECTS: 2)

This course teaches research design, execution, reporting, and ethical principles. It covers sampling methods, data collection, and data analysis techniques. The course includes quantitative and qualitative data analysis, primary and secondary data usage, and sampling methods.

Fourth Semester / Spring

BAF202: FINANCIAL MARKETS AND INSTITUTIONS (T: 3 | P: 0 | C: 3 | ECTS: 6)

This is an introductory course designed to give students detailed exposure to the wide variety of financial instruments and the financial markets. The course will consider the economic principles underlying the working of national and international financial institutions. It aims to cover the basic theory and operation of financial systems, flow of funds & financial markets, theory & behaviour of interest rates, term & risk structure of interest rates, exchange rates, interest parity, expectations formation, equity markets and debt market.



ULT338: EXPORT & IMPORT MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 4)

The aim of this course is to learn the basic concepts used in foreign trade, to gain customs, foreign exchange transactions and other necessary terms to the students. To create a different business line for the students by giving guidance about foreign trade transactions.

IST274: STATISTICS II (T: 3 | P: 0 | C: 3 | ECTS: 5)

Statistical Definitions and Methods – General Review / Normal Distribution as a Continuous Probability Distribution in Data Analysis / Applications of Normal Distribution in Trade and Marketing / Estimation Methods Used in Data Analysis – Point and Interval Estimation / Estimation of Population Mean and Population Proportion / Estimation of the Difference Between Population Means / Estimation of the Difference Between Population Proportions and Its Application to Trade Sector Data / Hypothesis Testing – Parametric Hypothesis Tests for Means in Data Analysis / Parametric Hypothesis Tests for Proportions and Differences Between Means in Data Analysis / Hypothesis Tests for Differences Between Proportions and Application of Parametric Hypothesis Tests to Trade Sector Data / Concept of Statistical Relationship – Application and Interpretation of Correlation Analysis / Regression Analysis – Model Selection and Interpretation / Applications of Regression and Correlation Analysis Using Trade Sector Data

ULT202: MULTILATERAL TRADE SYSTEM (T: 3 | P: 0 | C: 3 | ECTS: 4)

Bilateral and Regional Agreements in International Trade / Agreements Shaping the Framework of the International Trade System: GATT/WTO / Multilateral Trade Negotiations and Their Outcomes / Implications of WTO Agreements.

ULT204 - INTERNATIONAL MARKETING (T: 3 | P: 0 | C: 3 | ECTS: 4)

The major focus of this course is to stress the importance of global markets. Thus, the course aims to generate a global marketing plan including marketing mix strategies based on the needs of the different markets. Besides, global marketing research techniques and crosscultural differences on consumer behavior approaches are also identified.

Fifth Semester / Fall

ULT309: ECONOMETRIC ANALYSIS IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 8)

Basic Statistical and Econometric Concepts / Time Series Used in International Trade / Simple and Multiple Regression Analysis / Model Specification Issues (Autocorrelation, Heteroscedasticity, Multicollinearity) / Use of Qualitative Independent Variables in International Trade / Use of Qualitative Dependent Variables in International Trade / Overview of Logit, Probit, and Tobit Models / Application of Time Series Methodology in International Trade / Computer-Based Econometric Applications

HUK441: INTERNATIONAL TRADE LAW (T: 3 | P: 0 | C: 3 | ECTS: 7)

Sources of International Trade Law / Public and Private Actors in International Trade / International Commercial Contracts and Applicable Principles / Dispute Resolution Methods in International Commercial Contracts / International Delivery Terms / International Payment Methods / International Financing Techniques / Foreign Investment Law / Acquisition of Immovable Property in Turkey by Foreigners / Examination of the Legal Sources of International Trade Law / Role of States, International Trade Organizations, and Specialized International Institutions / Analysis of the Concept of International Commercial Contracts / Pre-Dispute and Post-Dispute Resolution Methods in Courts and Arbitration Tribunals / Applicable Laws and Regulations in International Commercial Contracts, with a Focus on UNIDROIT Principles / Examination of International Delivery Terms (INCOTERMS) / International Payment Methods (e.g., Letters of Credit) / International Financing Techniques (e.g., Forfaiting, Leasing, Factoring) / Legal Regulations on Foreign Investments in Turkey / Legislative Framework Governing the Acquisition of Immovable Property by Foreign Natural and Legal Persons in Turkey

BAF303: FINANCIAL MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course covers the fundamentals of strategic financial management, including financial accounting, investments, and corporate finance. Major strategic corporate and investment decisions are evaluated to understand capital markets and institutions from a financial perspective, and an integrated framework for value-based financial management and individual financial decision-making will be developed.



GNL450: CAREER PLANNING (T: 2 | P: 0 | C: 2 | ECTS: 0)

The primary objective of this course is to create career awareness, provide students with knowledge about different sectors, introduce tools for personal and professional development, and guide them toward the fields where they can be most productive and efficient. Topics include Intelligence, Character, and Core Personal Traits / What is a Career? Basic Definitions / Career Development Programs / Career Development Process / Career Planning / Roles and Responsibilities of Employees in Career Planning / Writing a Career Planning Portfolio / Career Management / Roles and Responsibilities of Organizations in Career Management / Other Career-Related Concepts / Career Development in the New Era / Career Challenges.

Sixth Semester / Spring

ULT308: GLOBAL SUPPLY CHAIN MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 6)

In this course, how to coordinate and integrate global logistics, purchasing, operations and market channel strategies are defined. Applying the global supply chain management framework, exploring the implications of industry globalization drivers for supply chains are concerned. The coordination and integration of functions across the supply chain is more important than the individual functions themselves. This is especially true in a global supply chain. Supply chain executives in organizations across industries have enjoyed increased sales and an improvement of overall performance from globalization efforts in recent years. As global supply chains increase their reach and complexity, the demand for professionals with the capabilities and skills to manage them will continue to increase.

ULT336: GLOBAL BRAND MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

Concepts of Global Branding and Global Marketing / Prerequisites for Becoming a Global Brand / Segmentation, Target Market, and Target Audience Definitions for Global Brands / Global Branding Strategies: Brand Awareness, Brand Recognition, Brand Loyalty, Perceived Quality / Global Branding Strategies: Brand Identity and Brand Image / Global Brand Positioning Approaches / Differences, Similarities, and Distinction Points Between National and Global Brands / The Relationship Between Marketing, Sales, and Advertising in the Global Branding Process / High-Performance Sales and Customer Acquisition Concepts in Global Branding / Pricing Strategies / Types and Functions of Global Brands / Global Brand Preference and Brand Loyalty / Factors Influencing Consumer Brand Preferences / Global Brand Extension Strategies / Future Marketing Techniques (Global, Digital, Social, Guerrilla, etc.) / Conceptual Framework Evaluation with Case Studies of Global Brands / Human-Centered Branding and Successful Global Brand Examples / New Marketing and Promotion Strategies in the Postmodern Consumer Society / Opportunities, Threats, and Challenges Facing Global Brands in the Digital Age / Strategies for Overcoming Challenges / Creating a Global Service Brand Project Based on Conceptual Knowledge and Case Analyses / Creating a Global Product Brand Project Based on Conceptual Knowledge and Case Analyses / International Brand Incentive Program – Turquality.

ULT310: TURKISH FOREIGN TRADE POLICY (T: 3 | P: 0 | C: 3 | ECTS: 7)

This course provides an undergraduate-level analysis of Turkey's historical development within the global economy in light of foreign trade policies and theories, utilizing relevant indicators and data within the context of global economic conditions.

Seventh Semester / Fall

ISL423: MARKETING RESEARCH (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Besides an overview of marketing research, the course covers the systematic gathering and analysis of primary and secondary information to significantly reduce uncertainty in major marketing problem areas and find opportunities. Exposure to problem definition, sampling, collecting, and interpreting data is experienced through discussion, case analysis, and group projects.

ULT403: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course is prepared to conduct international business by comparing and contrasting the business practices of entrepreneurs. The emphasis of the course is on analyzing how markets and competition (economic dimension), power (political dimension), and culture (the social dimension) influence start-up decisions. This course focuses on the skills and knowledge necessary for developing a new global business. The objective of this course is to provide students with an understanding of the complexities faced by entrepreneurs doing business in a global environment and with knowledge which will help them to cope successfully with that environment.



ULT447: FOREIGN TRADE FINANCE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Payment Methods and Techniques: Bank Transfers, Check Payments, Cash Against Documents and Cash Against Goods, Letters of Credit and Their Applications, Barter / Commercial Bank Loans / Government Support in Export Promotion and Financing / Turkish Eximbank Loans / Factoring, Forfaiting, and Financial Leasing / Guarantees, Sureties, and Standby Letters of Credit / Challenges Faced by Importers and Exporters / Other Risks in Foreign Trade.

Eighth Semester/ Spring

LOY336: E-COMMERCE (T: 3 | P: 0 | C: 3 | ECTS: 7)

E-Commerce teaches the ways in which businesses of any size can complete transactions using online technology and how selling online can help businesses to reach new markets and increase business sales and revenues. The course begins by introducing the practice of e-commerce and explains whole process including e-branding, web atmosphere, traffic management, payment systems, after sale services, e-quality.

ULT418: GLOBAL COMPETITION AND TRADE STRATEGIES IN BUSINESS (T: 3 | P: 0 | C: 3 | ECTS: 8)

This course covers globalization, cross-cultural management, and international trade strategies of multinational corporations. It examines the international management approaches adopted by businesses in response to global competition.

ELECTIVE COURSES

Fall Semester

ISL335: RETAIL MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

Fundamental Concepts of Retailing / Internal and External Environmental Factors Affecting Retail Management / Private Label (Retail Brand) Management / Customer Relationship Management / Product Arrangement and Display / Category Management Process / Online Retailing / Creating a Store Atmosphere / Retail Sales Techniques / Return and Complaint Management

HUK239: INTERNATIONAL LAW (T: 3 | P: 0 | C: 3 | ECTS: 5)

The primary objective of this course is to provide an understanding of the principles of international law and its function within the global community. It covers the differences between international law and domestic law, the historical background of international law, and the primary subjects and regulations it governs. In addition to traditional topics such as the law of the sea, state responsibility, peaceful settlement of disputes, and the use of military force in international relations, the course also explores emerging areas, including space law, international development law, human rights, and environmental law. The course provides an overview of key international legal processes and their implementation.

ULT357: COMMERCIAL COMMUNICATION AND NEGOTIATION TECHNIQUES (T: 3 | P: 0 | C: 3 | ECTS: 5)

Multicultural Communication Process / Verbal and Written Sales Communication / Cross-Cultural Differences / Personal Selling / Trade Shows and Exhibitions / Sales Promotions / Direct Marketing and Sponsorships / Negotiation Techniques / Crisis Negotiation in International Settings / Training International Sales Personnel / Negotiation Strategies for International Barter

ULT351: SEA TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Overview of Transportation Modes / General Information on Maritime Transport / Economics of Maritime Transport / Ports and Equipment Used / Components of International Maritime Transport / Supply and Demand Balance in International Maritime Transport / International Regulations in Maritime Transport / Economic Indicators in Maritime Transport / Determination and Calculation Methods of Freight Rates / Operational Processes in Maritime Transport / Transport Documents and Contracts / Bill of Lading / Containers and Transportation Equipment



ULT359: STRATEGIC MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

Concepts and Characteristics of Strategic Management / Phases of the Strategic Management Process / Relationship Between Strategy and Similar Concepts / Strategic Planning and Objective Systems / Economic and Non-Economic Objectives of Businesses / Environmental Opportunities and Constraints (Business Analysis) / Portfolio Analyses in Strategy Selection / Overview of Business Strategies / Strategies Developed at the Corporate Level / Strategies Developed at the Business Level / Strategies Developed at the Functional Level / Strategy Implementation / Strategy and Organizational Structure / Organizational Culture, Leadership, and Strategy / Strategy Evaluation and Control / Case Studies.

ULT427: INTELLECTUAL PROPERTY RIGHTS IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Definition and Types of Intellectual Property Rights / The Impact of Intellectual Property Rights on International Trade / Integration of Intellectual Property into Multilateral Trade Agreements / Intellectual Property Rights as a Specialized Field of International Competition Law / Key Applications and Case Studies.

ULT361: COMPETITION LAW IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Principles and Regulations Ensuring Fair Competition in International Trade / The Legal Framework Established by International Agreements / Compliance with Competition Laws / Key Legal Texts on Competition Regulation

ULT363: INTERNATIONAL ECONOMIC INSTITUTIONS (T: 3 | P: 0 | C: 3 | ECTS: 5)

Formation of the Global Economic System After World War II / Major Active International Economic Institutions / United Nations and Its Specialized Agencies / GATT/WTO / IMF and World Bank / OECD / Functions and Activities of These Organizations in International Trade.

ULT411: CONFLICT RESOLUTION IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Common Causes of Conflicts in International Trade / Conflict Resolution Methods / Litigation in National and Foreign Courts / Mediation and International Commercial Arbitration / Legal Framework and Elements of Arbitration.

IST275: QUANTITATIVE DECISION-MAKING TECHNIQUES (T: 3 | P: 0 | C: 3 | ECTS: 5)

Quantitative Decision-Making and Scientific Approach / Model Formulation in Decision Problems / Tools Used in Decision Modeling / Deterministic Decision Analysis / Sector Applications of Deterministic Decision Analysis / Probability and Its Role in Decision-Making / Probabilistic Decision Models / Sector Applications of Probabilistic Decision Models / Utility Theory and Utility Function Determination / Multi-Criteria Decision-Making Approach / Modeling Multi-Criteria Decision Problems / Role of Non-Parametric Tests in Decision-Making

ULT231: CUSTOMER RELATIONSHIP MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

Introduction to CRM / New Challenges in Entrepreneurship / 21st-Century Entrepreneurship Management / Systematic Innovation Management and Innovation Sources / Creative Thinking Techniques / Leadership and Go-To-Market Strategies for Entrepreneurs / Crowdsourcing and Innovation Through Social Media / Business Model Innovation / Lean Startup Methodology / New Approaches in Startup Marketing / Storytelling and Gamification / Experience Design and User Experience Mapping / Customer Development / Growth Hacking / Sales Funnel Optimization / Blue Ocean Strategy and Long Tail Theory

ULT405: REGIONAL ANALYSIS IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Defining the Relationship Between International Trade and Regional Analysis Methodology / Actors and Scope of Regional Analysis / Relationship Between Liberal and Neoliberal Trade Theories and Regional Analysis / Understanding Regionalization in the Age of Globalization / Critiques of Globalization / Philosophical Background, Methods, and Techniques of Integration Theories / Free Trade Zones, Customs Unions, Common Markets, and Economic Unions / Institutionalization and Legal Framework in Regional Trade Cooperation (GATT, WTO) / Global Economic Crises and the Regionalization of International Trade / Economic Policy Dynamics and Performance of Regional Trade in the 21st Century / Case Studies on Regional Trade Analyses: Eurozone and the European Union, TTIP (Transatlantic Trade and Investment Partnership), NAFTA (North American Free Trade Agreement) and MERCOSUR (Southern Common Market), ASEAN (Association of Southeast Asian Nations)



ULT407: INTERNATIONAL SERVICE COMMERCE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Concepts and Scope of Marketing and International Marketing / Reasons for Businesses Entering International Markets / Key Decisions in International Marketing and Marketing Planning / Analysis of Environmental Factors Affecting International Marketing / Market Segmentation and Target Market Selection / Entry Strategies for International Markets / Product Development Strategies, Packaging, and Labeling Standards / Pricing Strategies, Delivery, and Payment Methods / Distribution Strategies and Distribution Channel Management / Promotion Strategies / Branding in Textile and Leather Products / International Market Research and Data Sources

ULT335: CONSUMER BEHAVIOR-CROSS CULTURAL STUDIES (T: 3 | P: 0 | C: 3 | ECTS: 5)

Functioning of the Economy and the Role of Consumers in Market Economies / Importance of Consumer Behavior in Marketing / General Model of Consumer Behavior / Psychological Factors: Learning and Memory, Motivation and Involvement, Perception, Attitudes, Personality, Self-Concept, and Lifestyle / Socio-Cultural Factors: Groups, Family, Personal Influences, Diffusion of Innovations, Social Class, Culture / Consumer Buying Process / Society and Consumer Behavior / Consumer Protection and Awareness / Laws and Institutions for Consumer Rights Protection / Environmental Protection and Consumer Awareness / Consumer Education and Cross-Cultural Studies

ULT409: AUDITING IN INTERNATIONAL BUSINESS (T: 3 | P: 0 | C: 3 | ECTS: 5)

Auditing Function and the Accounting Profession / Generally Accepted Auditing Standards / Audit Reports / Ethics in Independent Auditing / Fraudulent Financial Reporting / Audit Objectives / Audit Process and Planning / Analytical Review Techniques / Materiality and Risk in Auditing / Audit Evidence and Techniques / Working Papers / Internal Control System / Cash Audits / Receivables Audits

ULT365: INSURANCE AND RISK MANAGEMENT IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Risks in Trade and Risk Assessment / Commercial Risks, Product Risks, Production Risks / Transportation Risks and Cargo Insurance / Credit Risk, Country Risk, Political Risks and Political Risk Insurance / Foreign Exchange Risk and Its Management / Foreign Exchange Risk Hedging / Financial Risks / Export Credit Insurance / Export Credit Agencies (Public and Private ECAs) and Their Products / Investment-Related Insurance / Trade Finance Products for Credit Risk Transfer

ULT315: SUSTAINABLE DEVELOPMENT AND INTERNATIONAL TRADE: CURRENT ISSUES (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course examines the relationship between sustainable development and international trade. It addresses the impact of environmental regulations, sustainable trade practices, and international agreements on economic growth. The efforts of businesses and governments to balance economic development with environmental management are analyzed through case studies and current examples. Additionally, the course discusses the effects of trade policies on sustainable development goals.

ULT317: COUNTRY BRANDING AND GOVERNMENT SUPPORTS (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course focuses on the strategic importance of country branding in the global market. It explores how countries can enhance their international reputation and attract investments through effective branding strategies. The role of government support, including policies, incentives, and public-private partnerships, in building a positive national image is examined. Practical examples and case studies highlight how branding is leveraged to strengthen nations' global competitiveness.

ELECTIVE COURSES

Spring Semester

ISL460: ENTREPRENEURSHIP AND INNOVATION MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course, structured within the KOSGEB certification program, covers the process and conceptual framework of entrepreneurship and innovation management. Topics include Definition and Importance of Entrepreneurship / Entrepreneurial Traits / Innovation and Creativity Exercises / Business Idea Development / Market Research / Marketing Plan Development / Production Planning / Management Planning / Financial Planning / Profitability Analysis / Student Business Plan Presentations and Discussions



ULT340: INTEGRATED MARKETING COMMUNICATIONS (T: 3 | P: 0 | C: 3 | ECTS: 5)

Promotion Mix Management and Introduction to Integrated Marketing Communications (IMC) / Role of IMC in Marketing Processes / Organization of Promotional Activities / Consumer Behavior and IMC / Creative Strategies: Source, Message, and Channel Factors / Targeting and Budgeting / Planning, Developing, and Implementing Creative Strategies / Media Planning and Strategy / Evaluation of Print, Visual, and Audio Media and Sales Promotions / Measuring Effectiveness of Promotional Activities / International Promotional Activities / Modern Marketing Communication Techniques

ULL104: INTERNATIONAL LOGISTICS MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course aims to provide students with knowledge of international supply chain, transportation, storage, customs clearance, and other logistics processes from raw material procurement to final product delivery. The focus is on managing these processes with cost and efficiency considerations while integrating them with marketing and business strategies.

ULT316: MANAGING RISKS IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course provides a comprehensive overview of the various risks encountered in international trade and strategies for managing them. Topics include financial, political, and commercial risks, as well as mitigation methods such as insurance, hedging, and contractual safeguards. The effects of global economic fluctuations, geopolitical tensions, and regulatory changes on international trade are also explored through real-world case studies and risk management tools.

ULT224: STRUCTURED TRADE AND COMMODITY FINANCE (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course introduces students to the principles and applications of structured trade and commodity finance. Topics include financial instruments and structures used to facilitate international trade, such as pre-export financing, inventory financing, and receivables financing. The role of banks and financial institutions in providing trade finance solutions, as well as the risks and benefits associated with different financing techniques, are also covered.

ULT342: DIGITAL MARKETING MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

This course covers the fundamentals of digital marketing and its role in the modern business environment. Topics include search engine optimization (SEO), social media marketing, email marketing, and content marketing. The course also explores the use of data analytics to measure and improve digital marketing efforts.

GNL428: BUSINESS ETHICS (T: 3 | P: 0 | C: 3 | ECTS: 5)

Ethics and Fundamental Concepts / Corporate Social Responsibility and Ethics / Ethics in Management and Strategic Management / Corporate Culture and Ethics / Negotiation Ethics / Marketing Ethics / Financial and Accounting Ethics / Human Resources Ethics / Case Studies on Ethical Codes

ISL336: SALES MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

Concept of Sales Force / Sales Force Management / Planning Sales Management Activities / Organizing the Sales Force / Demand Measurement and Sales Scheduling / Sales Budgets / Sales Quotas and Their Regulation / Establishing Sales Territories / Selection and Training of Sales Representatives / Compensation of Salespeople / Motivation of Salespeople / Demand Forecasting / Sales Potential / Strategic Sales Planning / Sales Process: Preparation, Sales Presentation, Handling Objections, Closing, Follow-up, and Control / Ethical and Legal Aspects of Sales Management

ULT334: EU AND HARMONIZATION PROCESS (T: 3 | P: 0 | C: 3 | ECTS: 5)

Economic Integration and Success Conditions / Formation and Institutional Structure of the European Union / Common Policies Implemented in the EU / Turkey's Adaptation to These Policies

ULT440: INTERNATIONAL QUALITY MANAGEMENT (T: 3 | P: 0 | C: 3 | ECTS: 5)

Fundamental Concepts of Quality Management / Global and International Aspects of Quality Management / Case Studies / Computer-Based Applications and Analysis / Topics Include Pareto Diagrams, Cause-and-Effect Diagrams, Scatter Diagrams, Quality Control Charts for Variables and Attributes, Process Capability Measurement, Six Sigma, and Taguchi Experimental Design



ULT430: INTERNATIONAL TRADE INTERNSHIP (T: 0 | P: 0 | C: 0 | ECTS: 6)

This course aims to bridge the gap between theoretical knowledge and practical experience by allowing students to gain hands-on exposure to real-world trade practices in their respective fields.

ULT426: INTERNATIONAL TRADE DEVELOPMENT STRATEGIES (T: 3 | P: 0 | C: 3 | ECTS: 5)

International Trade and Investments / Globalization and International Trade Investments / Foreign Market Analysis in International Investments / Entry Strategies for International Markets / Foreign Direct Investment (FDI) Theories / Host Country Gains and Losses from FDI / Political Ideology and FDI / International Trade Theory and FDI / Government Policy Tools and FDI / FDI Trends in the World and Turkey

ISL462: OPERATIONS RESEARCH (T: 3 | P: 0 | C: 3 | ECTS: 5)

Fundamentals of Linear Programming and Its History / Decision-Making Process / Mathematical Models for Linear Programming Problems / Graphical Solution Method for Linear Programming / Special Cases in Graphical Solutions / Simplex Method for Linear Programming / Special Cases in Simplex Solutions / Duality Theory / Transportation Problems / Assignment Problems / Integer Programming / Game Theory / Network Models / Project Analysis: CPM, PERT / Computer Applications

ULT404: INNOVATION IN INTERNATIONAL TRADE (T: 3 | P: 0 | C: 3 | ECTS: 5)

Introduction / New Challenges in Entrepreneurship / Entrepreneurship Management in the 21st Century / Systematic Innovation Management and Sources of Innovation / Creative Thinking Techniques / Leadership and Market Entry Strategies for Entrepreneurs / Crowdsourcing and Innovation through Social Media / Business Model Innovation / Lean Startup Methodology / New Approaches in Startup Marketing / Storytelling and Gamification / Experience Design and User Experience Mapping / Lean Startup Approach / Customer Development / Growth Hacking / Sales Funnel Optimization / Blue Ocean Strategy, Long Tail Theory

ULT406: INVESTMENT MANAGEMENT AND POLICY IN INTERNATIONAL COMMERCE (T: 3 | P: 0 | C: 3 | ECTS: 5)

International Trade and Investments / Globalization and International Trade Investments / Foreign Market Analysis in International Investments / Entry Strategies for International Markets / Foreign Direct Investment (FDI) Theories / Host Country Gains and Losses from FDI / Political Ideology and FDI / International Trade Theory and FDI / Government Policy Tools and FDI / FDI Trends in the World and Turkey

ULT408: GLOBALIZATION AND GLOBAL BUSINESS (T: 3 | P: 0 | C: 3 | ECTS: 5)

Introduction to International Business / History of International Business / Business Environment in International Trade / Internationalization Process / International Business Environment and Market Entry Strategies / International Organizations / Balance of Payments / Socio-Cultural Forces / Political Forces / Physical and Environmental Forces / Economic Forces / Labor Market / Financial Forces / Legal Framework

