

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML530	Logistics and Supply Chain Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Geleneksel olarak lojistik, bir kaynak noktasından bir tüketim noktasına doğru mal, hizmet, bilgi ve insan hareketinin düzenlenmesi olarak tanımlanır. Teknolojinin hızlı biçimde ilerlemesi ile lojistiğin kapsamı da son yarım yüzyılda önemli ölçüde artmıştır. Hatta lojistik maliyetlerinin toplam iş yapma maliyetinin üçte birini oluşturduğu tahmin edilmektedir. Dolayısıyla etkin lojistik yönetimi şirketin başarısında kritik öneme sahiptir. Bu derste lojistik ve dağıtım yönetimine bir giriş yapılmakta ve öğrencilere lojistik yönetimi, taşıma, envanter ve dağıtım sistemleri hakkında ayrıntılı bilgiler sunulmaktadır.
Content	
References	<ol style="list-style-type: none">1. Simchi-Levi D., Kaminsky P., Simchi-Levi E., "Designing & Managing the Supply Chain: Concepts, Strategies and Case Studies", 4. Baskı, McGraw-Hill, 2021.2. Langley C.J., Novack R.A., Gibson, B.J. & Coyle, J.J., "Supply Chain Management: A Logistics Perspective", 11. Baskı, Cengage, 2021.3. Chopra S., "Supply Chain Management: Strategy, Planning and Operation", 7. Baskı, Pearson, 2019.4. Christopher M., "Logistics and Supply Chain Management", 5. Baskı, Pearson, 2016.5. Ballou, R.H., Business Logistics/Supply Chain Management, 5th ed., Prentice Hall, 2003.6. Murphy, P.R. & Wood, D.F., Contemporary Logistics, Prentice Hall, New Jersey, 2004.

Theory Topics

Week	Weekly Contents
1	Introduction to Logistics and Supply Chain Management
2	Strategies for L&SCM
3	Product and Customer in L&SCM
4	Supply and Demand Planning for L&SCM
5	Stock Management and Policies for L&SCM
6	Transportation and Transportation Decisions for L&SCM
7	Facility Planning and Network Design for L&SCM
8	Information Sharing and Information Systems for L&SCM
9	Midterm Exam
10	Case Study
11	Case Study
12	Case Study
13	Case Study
14	Case Study

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML512	Management and Organization	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	<p>Yönetim ile İlgili Temel Kavramlar</p> <p>Yönetim Düşüncesinin Tarihsel Gelişimi: Klasik ve neoklasik teoriler</p> <p>Yönetim Düşüncesinin Tarihsel Gelişimi: Modern teoriler</p> <p>Yönetimin Fonksiyonları: PLANLAMA, ÖRGÜTLEME</p> <p>Yönetimin Fonksiyonları: YÖNELTME (Liderlik Teorileri)</p> <p>Yönetimin Fonksiyonları: YÖNELTME (Motivasyon Teorileri, iletişim), DENETİM</p> <p>Vize</p> <p>Örgütlerde Değişim Yönetimi</p> <p>İşletme etiği</p> <p>Kurumsal sürdürülebilirlik</p> <p>KSS</p> <p>Final Sunumları</p>
References	<p>Belgin Bahar, Sürdürülebilirlik ve Etik Odaklı Yeni İş Modelleri, Nobel Akademik Yayıncılık</p> <p>Tamer Koçel, İşletme Yöneticiliği, Beta Yayınevi</p>

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML531	Strategic Management Accounting	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	Finansal tablolar analizi Tamamlayıcı araçlar: Temel ekonomik göstergeler Muhasebe bilgi sistemleri Klasik maliyet & yönetim muhasebesi Maliyet muhasebesine giriş Planlama & karar alma Operasyonel kontrol Yönetimsel kontrol Vaka analizleri
References	

Theory Topics

Week	Weekly Contents
1	Financial statements and analysis – I
2	Financial statements and analysis – II
3	Financial statements and analysis – III
4	Complementary tools: Essential economic indicators – I
5	Complementary tools: Essential economic indicators – II
6	Accounting information systems
7	Classic cost & management accounting
8	Midterm exam
9	Introduction to cost management
10	Planning & decision making
11	Operational control
12	Managerial control
13	Case studies – I
14	Case studies – II

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML513	Marketing Principles	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	Bu ders, pazarlama bilimi hakkında analitik ve eleştirel düşünme kabiliyeti kazandırmayı amaçlamaktadır.
Content	Ders kapsamında, etkili pazarlama stratejileri geliştirmek için anlaşılması gereken pazarlama kavramları, pazarlama stratejisi, pazarlama çevresi, pazarlama bilgi sistemi, pazarlama araştırmaları, tüketici davranışları gibi konular işlenecek ve uluslararası pazarlama, sürdürülebilir pazarlama gibi kimi öne çıkan pazarlama alt alanları üzerinde durulacaktır.
References	o Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson. o Mehmet Karafakioğlu, Pazarlama İlkeleri, Beta.

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML522	Strategic Retail Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	<p>This course aims to teach the basic concepts, principles and practices of retail management and new trends and developments in retailing. The aims of the course are:</p> <ul style="list-style-type: none">- Learning the basic concepts of retailing,- Understanding the dynamics of retail strategies,- Learning the types of retailers,- Understanding retailing activities and policies,- Understanding of new trends and developments in retailing.
Content	<p>Week 1: Definition, Scope and Functions of Retailing</p> <p>Week 2: Store Based Retailing</p> <p>Week 3: Storeless Retailing</p> <p>Week 4: Consumer Behavior in Retailing</p> <p>Week 5: Market Strategies in Retailing</p> <p>Week 6: Location</p> <p>Week 7: Midterm exam</p> <p>Week 8: Retail Location Selection</p> <p>Week 9: Organizational Structure and Human Resources Management in Retailing; Information Systems and Supply Chain Management</p> <p>Week 10: Customer Relationship Management; Product management</p> <p>Week 11: Pricing</p> <p>Week 12: Retail Communication Mix</p> <p>Week 13: Store Management</p> <p>Week 14: Customer Service</p>
References	Levy, Micheal ve Weitz, Barton A. (2004), Retailing Management, McGraw Hill Inc. New York. (Ders Kitabı)

Theory Topics

Week	Weekly Contents
1	Definition, Scope and Functions of Retailing
2	Store Based Retailing
3	Storeless Retailing
4	Consumer Behavior in Retailing
5	Market Strategies in Retailing
6	Location
7	Midterm Exam
8	Retail Location Selection
9	Organizational Structure and Human Resources Management in Retailing; Information Systems and Supply Chain Management
10	Customer Relationship Management; Product Management
11	Pricing
12	Retail Communication Mix
13	Store Management
14	Customer Service

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML533	Supply Chain Design and Planning	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML532	Modern Trade Contracts	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML534	Digital Marketing and Digital Logistics	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML525	International Marketing Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML516	Marketing Management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
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