**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML514 | Contemporary Approaches to Managerial Accounting | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

**Theory Topics**

| Week | Weekly Contents |
| --- | --- |

**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML511 | Logistics Management | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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|---|---|
| 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 | Lojistik Yönetimine Giriş, Lojistik Stratejileri ve Planlaması, Lojistikte Ürün ve Müşteri Hizmetleri, Lojistikte Talep Planlaması, Lojistikte Stokların Yönetimi ve Stok Politikaları, Lojistikte Taşımacılık ve Taşıma Kararları, Lojistikte Dağıtım Ağı Tasarımları, Lojistikte Bilgi Paylaşımı ve Bilişim Sistemleri, Vaka Sunuşları ve İncelemesi |
| References | 1. Ballou, R.H., Business Logistics/Supply Chain Management, 5th ed., Prentice Hall, 2003.<br>2. Chopra, S. & Meindl, P., Supply Chain Management: Strategy, Planning and Operations, 5th ed., Prentice Hall, 2012.<br>3. Murphy, P.R. & Wood, D.F., Contemporary Logistics, Prentice Hall, New Jersey, 2004.<br>4. SimchiLevi, D., Kaminsky, P. & SimchiLevi, E., Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, McGrawHill/Irwin, Boston, 2003.<br>5. Stock R. J. & Lambert M.D., Strategic Logistics Management, 4th Ed., McGrawHill/Irwin, 2001.<br>6. Lambert M. D., Stock R.J. & Ellram M.L., Fundamentals of Logistics Management, McGrawHill/Irwin, 1998. |

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| Week | Weekly Contents |
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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML523 | Logistics Planning and Supply Chain Management | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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

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| Week | Weekly Contents |
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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML517 | Quantitative Methods | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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| Week | Weekly Contents |
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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML527 | Warehouse Management | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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|---|---|
| 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 |
|---|---|---|---|---|---|---|---|
| ML513 | Marketing Principles | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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|---|---|
| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Masters Degree |
| Objective | Ders pazarlamanın temel ilkelerini ve stratejilerini öğretmeyi amaçlamaktadır. |
| Content | 1. Hafta: Pazarlamanın Tarihsel Gelişimi ve pazarlama Tanımı<br><br>2. Hafta: Pazarlamada Yeni Kavramlar<br><br>3. Hafta: Pazarlamada Yeni Kavramlar<br><br>4. Hafta: Pazarlamanın Yeri ve Önemi<br><br>5. Hafta: Tüketicinin Önemi<br><br>6. Hafta: Tüketicinin Önemi<br><br>7. Hafta: Ara Sınav<br><br>8. Hafta: Pazar Kavramı ve Pazar Bölümlendirme<br><br>9. Hafta: Pazarlama Çevresi<br><br>10. Hafta: Pazarlama Bilgi Sistemi<br><br>11. Hafta: Pazarlama Araştırması<br><br>12. Hafta: Pazarlama Planlaması<br><br>13. Hafta: Pazarlama Stratejileri<br><br>14. Hafta: Pazarlama Stratejileri |
| References | Principles of Marketing, Philip Kotler & Gary Armstrong<br>Marketing, Jean Pierrre Helfer, Jacques Orsoni<br>Le Marketing Fondements et Pratique, Pierre-Louis Dubois, Alain Jolibert<br>Pazarlama İlkeleri, Mehmet Karafakioğlu |

**Theory Topics**

| Week | Weekly Contents |
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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML524 | International Commerce | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

**Theory Topics**

| Week | Weekly Contents |
| --- | --- |

**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML525 | International Marketing Management | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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|---|---|
| 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 |
|---|---|---|---|---|---|---|---|
| ML522 | Strategic Retail Management | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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|---|---|
| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Masters Degree |
| Objective | Bu ders perakende yönetiminin temel kavramlarını, ilke ve stratejilerini öğretmeyi amaçlamaktadır. |
| Content | 1. Hafta: Perakendecilikte temel kavramlar<br><br>2. Hafta: Perakende türleri<br><br>3. Hafta: Perakende türleri<br><br>4. Hafta: Perakende tüketim yönetimi<br><br>5. Hafta: Perakendecilikte pazar stratejileri<br><br>6. Hafta: Lokasyon stratejileri<br><br>7. Hafta: Yer seçimi stratejileri<br><br>8. Hafta: Vize<br><br>9. Hafta: Bilgi sistemleri ve tedarik zinciri yönetimi. Perakendecilikte örgüt yapısı ve insan kaynakları yönetimi<br><br>10. Hafta: Müşteri ilişkileri yönetimi. Ürün yönetimi<br><br>11. Hafta: Fiyatlandırma stratejileri<br><br>12. Hafta: Perakende iletişim karması politikaları<br><br>13. Hafta: Mağaza yönetimi<br><br>14. Hafta: Mağaza dizaynı prensipleri. Müşteri hizmetleri |
| References | ? Levy, Micheal ve Weitz, Barton A. (2004), Retailing Management, McGraw Hill Inc. New York. (Ders Kitabı)<br>? Karfft, Manfred, Manrala, Murali K. (editors), (2006), Retailing in the 21st Century: Current and Future Trends, Springer, New York.<br>• Varley R. ve Rafiq M., (2004) Principles of Retail Management, Palgrave Macmillan, UK<br>? Tek, Ö.B. ve Orel, D.F. (2006), Perakende Pazarlama Yönetimi, 2. Baskı, Birleşik Matbaacılık, İzmir |

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML526 | E-Marketing and E-Logistics | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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

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**Content**

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

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|---|---|
| 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 | 1 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| 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 |
|---|---|---|---|---|---|---|---|
| ML511 | Logistics Management | 2 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML514 | Contemporary Approaches to Managerial Accounting | 2 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML523 | Logistics Planning and Supply Chain Management | 2 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML527 | Warehouse Management | 2 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML517 | Quantitative Methods | 2 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML513 | Marketing Principles | 2 | 3 | 0 | 0 | 3 | 6 |

| | |
|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML524 | International Commerce | 2 | 3 | 0 | 0 | 3 | 6 |

| | |
|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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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 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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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 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

| | |
|---|---|
| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Masters Degree |
| Objective | Bu ders perakende yönetiminin temel kavramlarını, ilke ve stratejilerini öğretmeyi amaçlamaktadır. |
| Content | 1. Hafta: Perakendecilikte temel kavramlar<br><br>2. Hafta: Perakende türleri<br><br>3. Hafta: Perakende türleri<br><br>4. Hafta: Perakende tüketim yönetimi<br><br>5. Hafta: Perakendecilikte pazar stratejileri<br><br>6. Hafta: Lokasyon stratejileri<br><br>7. Hafta: Yer seçimi stratejileri<br><br>8. Hafta: Vize<br><br>9. Hafta: Bilgi sistemleri ve tedarik zinciri yönetimi. Perakendecilikte örgüt yapısı ve insan kaynakları yönetimi<br><br>10. Hafta: Müşteri ilişkileri yönetimi. Ürün yönetimi<br><br>11. Hafta: Fiyatlandırma stratejileri<br><br>12. Hafta: Perakende iletişim karması politikaları<br><br>13. Hafta: Mağaza yönetimi<br><br>14. Hafta: Mağaza dizaynı prensipleri. Müşteri hizmetleri |
| References | Levy, Micheal ve Weitz, Barton A. (2004), Retailing Management, McGraw Hill Inc. New York. (Ders Kitabı)<br>Karfft, Manfred, Manrala, Murali K. (editors), (2006), Retailing in the 21st Century: Current and Future Trends, Springer, New York.<br>Varley R. ve Rafiq M., (2004) Principles of Retail Management, Palgrave Macmillan, UK<br>Tek, Ö.B. ve Orel, D.F. (2006), Perakende Pazarlama Yönetimi, 2. Baskı, Birleşik Matbaacılık, İzmir |

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML526 | E-Marketing and E-Logistics | 2 | 3 | 0 | 0 | 3 | 6 |

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|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|---|---|---|---|---|---|---|---|
| ML512 | Management and Organization | 2 | 3 | 0 | 0 | 3 | 6 |

| | |
|---|---|
| Prerequisites | |
| Admission Requirements | |

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

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**Content**

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

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|---|---|
| Prerequisites | |
| Admission Requirements | |

| | |
|---|---|
| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Masters Degree |
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