

**ALANYA ALAADDİN KEYKUBAT UNIVERSITY**  
**GRADUATE SCHOOL OF EDUCATION**  
**DEPARTMENT OF INTERNATIONAL TRADE**  
**INTERNATIONAL TRADE PhD PROGRAM COURSE CONTENTS**

**I.YEAR-I. SEMESTER**

COURSE CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 671	PHD SPECIALIZATION FIELD COURSE	4	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 681	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic
UTI 601	ADVANCED SCIENTIFIC RESEARCH METHODS AND ETHICS	3	0	0	3	7	Students who will conduct research in the field of social sciences within the scope of the course; They will follow the content of how to determine the subject of scientific research, -how to design a research process compatible with the subject, -how to manage this process and how to prepare a scientific report at the end of the research.
UTI 603	FINANCIAL CRISIS	3	0	0	3	7	The aim of this course is to examine the causes and effects of the economic crises that occurred around the world in the 20th century , to examine the crisis indicators and the effects of international institutions such as the IMF, the World Bank and the WTO on financial crises, and to make evaluations regarding crisis management.
UTI 605	CRIMES COMMITTED FOR ECONOMIC BENEFIT	3	0	0	3	7	The concept of crime committed for economic gain, characteristics of crimes committed for economic gain, economic crimes included in the Turkish Penal Code, economic crimes regulated in special laws.
UTI 607	INTERNATIONAL POLITICAL ECONOMY	3	0	0	3	7	The content of the course consists of examining the relationship between politics and economy from different theoretical perspectives, both at the state and international level.
UTI 609	INTERNATIONAL BUSINESS THEORY AND POLICY	3	0	0	3	7	Definition and content of international business, historical development of international business, concept and processes of globalization; Managerial examination of the different applications that international business brings to functions and issues such as planning, organization, execution, decision-making, control, production, marketing, finance, accounting, human resources management, investments, various management practices.
UTI 611	INTERNATIONAL MARKETING STRATEGIES AND MARKET ANALYSIS	3	0	0	3	7	It includes topics related to the definition and scope of international marketing, introduction to international marketing, internationalization process, international marketing environment, product, price, distribution, promotion and international market entry strategies in international marketing.
UTI 613	INTERNATIONAL ECONOMY AND WORLD TRADE	3	0	0	3	7	Purpose and Tools of Foreign Trade Policy, Protectionism in Foreign Trade, Customs Tariffs, Non-Tariff Trade Policy Tools, Liberalization of World Trade, European Union and Turkey, Foreign Payments Balance Sheet, Turkey's Foreign Trade Structure, Foreign Exchange Market Analyzes, Theories Explaining Exchange Rate Changes, Direct Foreign Capital Investments Macro Economic Policy Analyzes in Open Economies: Internal and External Economic Balance.
UTI 615	INTERNATIONAL FINANCIAL INSTRUMENTS AND RISK MANAGEMENT	3	0	0	3	7	This course covers the financial system: components, financial markets, financial system: function of intermediaries, interest rate determination, banks: functions, areas of activity, types of finance, non-banking financial institutions: leasing companies, factoring companies and insurance companies, financial institutions Except banking : pension funds, private financial institutions, capital market institutions: intermediaries, investment trusts, real estate investment trusts, venture capital firm, capital market institutions: investment funds, portfolio management, other institutions: rating agencies - auditing firms, securities exchange, financial instruments .
UTI 617	INTERNATIONAL TRADE LAW APPLICATIONS	3	0	0	3	7	Learning basic information about national laws, international agreements and rules prepared by various organizations that form the basis of international trade.
UTI 619	INDIVIDUAL AND CORPORATE ENTREPRENEURSHIP	3	0	0	3	7	Conceptual framework of entrepreneurship, entrepreneurship approaches, functions, process, entrepreneurship culture, local and international context of entrepreneurship and issues related to entrepreneurship ethics
UTI 621	TRADE OPERATIONS AND SUPPLY CHAIN MANAGEMENT	3	0	0	3	7	Defining the process(es) for planning, implementation and control regarding supply chain and logistics management in national and international markets and providing basic information
UTI 623	INTERNATIONAL STRATEGIC MANAGEMENT	3	0	0	3	7	International Strategic Management, international competitiveness, global management, strategic management process, internal analysis, external analysis, level strategies, strategy implementation.

UTI 625	INTERCULTURAL NEGOTIATION	3	0	0	3	7	The importance of cultural management, organizational structure and organizational culture in international businesses, management approaches and modern management techniques in international businesses.
UTI 627	INTERNATIONAL FINANCIAL MANAGEMENT	3	0	0	3	7	Globalization, Functioning of the international financial system, International balance of payments, Exchange Rate Systems, Parity conditions, Futures Markets Financial Crises
UTI 629	BRAND STRATEGIES	3	0	0	3	7	Necessary information, examples and practices on brand and branding, brand strategies, brand image and positioning, branding rules and brand-related legal regulations.

I.YEAR/II. SEMESTER							
COURSE CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 672	PHD SPECIALIZATION FIELD COURSE	4	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 682	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic.
UTI 602	TRANSPORTATION ECONOMY	3	0	0	3	7	Economic analysis of transportation movements in Turkey . Economic analysis of transportation movements in Europe and America . Statistical studies of transportation economic relations. Transport demand for divisible economic values. Transport demand for unit economic values. Transportation costs. Focus, competition and market power in transportation. Effects of regulations and freedom in transportation. Transportation investments. Congestion-based transportation pricing. Transportation and expropriation in densely populated areas. Effects of transportation on public health. Build-operate-transfer method in transportation projects. Transportation investments and financial loans.
UTI 604	PREVENTION OF BRIBERY IN INTERNATIONAL TRADE TRANSACTIONS AND TURKEY'S OBLIGATIONS	3	0	0	3	7	Within the scope of the OECD Anti-Bribery Convention, to which Turkey is a party, it is necessary to prevent real and private legal persons from bribing public officials in foreign countries. This situation is especially important for the activities of companies carrying out international commercial activities. In this course, the rights and obligations of the Republic of Turkey will be emphasized in the light of international and national legislation and the issues of preventing bribery and corruption in international commercial activities will be discussed.
UTI 606	FOREIGN POLICY AND INTERNATIONAL TRADE	3	0	0	3	7	This course introduces the important terminology, actors, structures and processes of foreign policy making. It discusses the main agents and mechanisms in decision making and international politics and deals with different levels of analysis.
UTI 608	INTERNATIONAL BUSINESS	3	0	0	3	7	The internationalization of businesses in today's global business world , the difference of international business from national business, how international environmental conditions affect businesses and market entry methods, international management and manager assignment approaches will be discussed within the framework of theoretical and practical examples.
UTI 610	E-COMMERCE AND E-EXPORT APPLICATIONS	3	0	0	3	7	The aim of this course is to introduce students to the definition, scope and technical infrastructure of e-commerce. Internet marketing types, e-commerce types, and electronic data exchange are defined. The preparation of the electronic marketing environment and the impact of e-commerce on consumer behavior are examined. Payment options, security measures and revenue models are defined in e-commerce.
UTI 612	CUSTOMS REGULATIONS I	3	0	0	3	7	Basic concepts related to customs procedures in line with customs legislation, customs approved transactions and uses, presentation and declaration of goods to customs, representation at customs, customs tariff schedule, origin of goods, customs value, inspection and analysis of goods, calculation of customs duties, economic effective and non-economic effective customs regimes.
UTI 614	GLOBAL ECONOMY AND EMERGING MARKETS	3	0	0	3	7	This course, in addition to the basic concepts of the branch of economics in question; It focuses on topics such as emerging markets, economic crises, global economy, financial markets, money markets, international investments, BRICS countries and economies.

UTI 616	REGIONAL ECONOMIC INTEGRATIONS	3	0	0	3	7	Theoretical discussions on regionalization/regional integration, the process of globalization in world trade and world economy, general and specific trends in regionalism, current and possible integrations in the world (such as EU, NAFTA, ASEAN and APEC) and their future, comparison of regionalism efforts of developing and developed countries.
UTI 618	MANAGEMENT OF INFORMATION SYSTEMS IN INTERNATIONAL TRADE	3	0	0	3	7	Information systems and the importance of information systems in the changing business world. Informatics terminology, hardware, software, operating systems and information systems in businesses. Management of information resources; Information systems department within the organization, the role of security and control in protecting information systems, and planning for unexpected events that may occur in information systems. Database management in businesses; Fundamentals of database design, development and management. Data communication technologies and applications, data properties, transmission principles, communication hardware and software, network configuration and management. Introduction to Electronic Commerce; definitions, history, scope. Emerging trends and technologies. Office automation software applications.
UTI 620	INTERCULTURAL BUSINESS ADMINISTRATION	3	0	0	3	7	The importance of cultural management, organizational structure and organizational culture in international businesses, management approaches and modern management techniques in international businesses.
UTI 622	SPECIALIZED ACCOUNTING APPLICATIONS	3	0	0	3	7	Accounting for import and export transactions of businesses, accounting for transfer transactions, foreign currency conversion transactions, elimination transactions and preparation of consolidated financial statements.
UTI 624	GLOBAL MARKETING AND APPLICATIONS	3	0	0	3	7	This course aims to examine the basic concepts and practices taught in marketing courses, especially the marketing principles course, with a global marketing and logistics dimension.
UTI 626	INCENTIVES AND DEVELOPMENT OF EXPORT	3	0	0	3	7	Increasing Industrial Exports and Encouraging Industrial Investments, Improving Industrial Technological Capacity and R&D , Increasing Industrial Quality and Productivity, Improving the Industrial Workforce, Scope of Export-Oriented Foreign Trade Policy and Export Incentive Policy, Types of Export Incentive Measures, Turkey's Export Incentives in the Planned Period, Decision on Supporting National or Individual Participation in Fairs and Exhibitions Held Abroad, Environmental Costs Support, Market Research Support", "Employment "Path Opening" Assistance", Support for Opening Offices and Stores Abroad, Business and Brand Promotion Activities, Export Credits.
UTI 628	INTERNATIONAL ARBITRATION LAW	3	0	0	3	7	Arbitration agreement, ways to resolve commercial disputes, the relationship between arbitration rules and the law of the place of arbitration, the selection of arbitrators and the ethical rules they are subject to, arbitration proceedings, the making, execution, recognition and enforcement of the arbitral award are among the main areas of study.
UTI 630	INTERNATIONAL TAXATION PROBLEMS	3	0	0	3	7	International tax law, double taxation and preventive agreements, other tax agreements and practices.
UTI 632	INNOVATION ECONOMY	3	0	0	3	7	Examining the impact of knowledge-based economy and innovation on economic development and competitiveness, analyzing innovation indicators to increase global competitiveness.
UTI 634	COMPETITIVE STRATEGIES AND COMPETITIVE ADVANTAGE OF TURKEY	3	0	0	3	7	Turkey's competitiveness and economic development from a micro-economic perspective. Forces affecting competition in industry within the framework of grouping policies of national, regional and neighboring countries, country characteristics affecting industrial development and competitive advantage. Strategic competitive advantage models and evaluation of selected industry branches from the Turkish economy in terms of their ability to establish and maintain competitive advantage strategies.
UTI 636	APPLIED ECONOMETRICS	3	0	0	3	7	Estimating Nonlinear Relationships, "Additional" or "Marginal" Contribution of an Explanatory Variable, Testing the Equality of Two Regression Coefficients, Restricted Least Squares Regression, Chow Test, Model Selection Criteria, Multiple Linear Correlation, Multiple Linear Correlation Causes, Results of Multiple Linear Relationship, Determination of Multiple Linear Relationship, Correction of Multiple Linear Relationship, Variance Variance, Causes of Variance Variance, Results of Heteroscedasticity, Determination of Heteroscedasticity, Correction of Heteroscedasticity, Autocorrelation, Causes of Autocorrelation, Results of Autocorrelation, Determination of Autocorrelation, Correction of Autocorrelation,

II. YEAR / III. SEMESTER							
COURSE CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 673	PHD SPECIALIZATION FIELD COURSE	4	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 683	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic.
UTI 600	PHD SEMINAR	0	2	0	0	7	The main goal and purpose is to ensure that the students of the department, who will be trained as scientists of the future, learn basic research knowledge and methods. Science, scientific thought, scientific research methods, ethical rules are the main theme of this course.
UTI 635	CURRENT ISSUES IN INTERNATIONAL TRADE	3	0	0	3	7	The effects of globalization on employees, consumers and companies in developed and developing countries. Firm-level productivity measures as well as trade and the effects of foreign direct investment and trade on productivity. Other issues that have an impact on the flow of trade, such as free trade zones, common currency areas and internet transactions.
UTI 637	CRIMINAL ECONOMY LAW	3	0	0	3	7	the concepts of economic crimes, white collar crime, economic criminal law, and crimes committed against the economic interests of individuals and organizations formed by individuals in the Turkish Penal Code and other criminal laws.
UTI 639	INTERCULTURAL NEGOTIATION AND CONFLICT	3	0	0	3	7	This course provides more detailed information about the concepts and principles of conflict management theory. It focuses on techniques for resolving conflict and understanding difficult conflict situations. Conflicts within individuals, at interpersonal and organizational levels are examined.
UTI 641	INTERNATIONAL MARKETING THEORY	3	0	0	3	7	Discussion of basic marketing concepts such as macro environmental factors affecting international marketing strategies, marketing research, market segmentation, target marketing, positioning from an international marketing perspective. Learning international market entry strategies, learning how marketing mix decisions are made in international marketing.
UTI 643	GLOBAL BRAND MANAGEMENT	3	0	0	3	7	A comprehensive review and integration of all major elements of brand communications and Brand Strategy. Market-oriented culture, customer and competitor analysis, value distribution, distribution channel design, pricing, relationship management, brand management and marketing communications. In-depth knowledge of competitive dynamics and integration of marketing strategy within the overall business strategy.
UTI 645	INTERNATIONAL ACCOUNTING STANDARDS	3	0	0	3	7	In this course, international financial reporting standards will be discussed in line with the communiqués prepared by the Turkish Accounting Standards Board and the standards published by the international accounting standards body. In the course, the conceptual framework of major international financial reporting standards will be explained and prominent accounting standards will be discussed.
UTI 647	LEGAL AND CORPORATE STRUCTURE OF THE EU	3	0	0	3	7	The establishment, functioning, duties and relations of EU bodies will be discussed. The primary and secondary sources that make up the law of the European Communities will be explained and the role of the Court of Justice of the European Communities and the courts of second instance in case of conflict of bodies will be examined.
UTI 649	INTERNATIONAL LOGISTICS	3	0	0	3	7	International distribution, logistics and supply chain concepts and contents, delivery methods and applications in international logistics, forwarder concept and its functions and applications in international logistics activities, master package and packaging applications in international logistics, containers, trailers and their use in international logistics, warehouses and sheds in international logistics, warehouses and their usage functions, customs consultancy profession and international logistics activities and functions, insurance in international logistics, their contents and related applications, surveillance companies, their activities, functions and applications.
UTI 651	CUSTOMS REGULATIONS II	3	0	0	3	7	It includes topics such as getting to know customs regimes and learning their scope depending on customs laws and regulations, seeing examples of customs procedures and applying tax calculations in free circulation and temporary import regimes.
UTI 653	ADVANCED COMPETITIVE INFORMATION SYSTEMS	3	0	0	3	7	Research of global markets and selection of target markets, Customers and their demands in international target markets. Web-based live request lines, E-Commerce related databases and their uses. Software and computer systems related to customs clearance and logistics.

UTI 655	INTERNATIONAL DOUBLE TAXATION	3	0	0	3	7	International Taxation, Tax Law, Double Taxation, Double Taxation Avoidance Agreements, Country Practices on the Subject.
UTI 657	MONEY AND FINANCE LITERATURE	3	0	0	3	7	General Information on the Subject, Critical Reading Technique and Practical Applications, Interpretation and Discussion of Selected Works.

II. YEAR / IV. SEMESTER							
COURSE CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 674	PHD SPECIALIZATION FIELD COURSE	4	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 684	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic.
LEE 690	DOCTORAL QUALIFICATION EXAM	0	0	0	0	21	The course is an independent study course that students must take to self-prepare for the proficiency exam.

III. YEAR / V. SEMESTER							
COURSE CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 675	PHD SPECIALIZATION FIELD COURSE	8	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 685	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic.
LEE 691	PhD THESIS PROPOSAL	0	0	0	0	21	Writing a well-planned doctoral thesis proposal that demonstrates the potential to produce new knowledge in the field

III. YEAR/VI. SEMESTER							
COURSE CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 676	PHD SPECIALIZATION FIELD COURSE	8	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 686	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic.
LEE 692	PhD THESIS I	0	0	0	0	21	To conduct a literature review for the determined research topic, analyze it with scientific methods, report the results, prepare a presentation and explain the results by making a presentation.

IV. YEAR / VII. SEMESTER							
COURSE CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 677	PHD SPECIALIZATION FIELD COURSE	8	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 687	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic.
LEE 693	PhD THESIS II	0	0	0	0	21	To conduct a literature review for the determined research topic, analyze it with scientific methods, report the results, prepare a presentation and explain the results by making a presentation.

**IV. YEAR / VIII. SEMESTER**

LESSON CODE	COURSE TITLE	COURSE HOURS				ECTS	CONTENTS
		T	A	L	C		
LEE 678	PHD SPECIALIZATION FIELD COURSE	8	0	0	0	8	Determination of thesis topic, Determination of Research Methods and Thesis Preparation
LEE 688	PHD COUNSELING	0	1	0	0	1	Processing and application of general concepts related to the student's thesis topic.
LEE 694	PhD THESIS III	0	0	0	0	21	To conduct a literature review for the determined research topic, analyze it with scientific methods, report the results, prepare a presentation and explain the results by making a presentation.