

**ALANYA ALAADDİN KEYKUBAT UNIVERSITY**  
**GRADUATE SCHOOL OF EDUCATION INSTITUTE**  
**DEPARTMENT OF MANAGEMENT ENGINEERING**  
**MANAGEMENT ENGINEERING MASTER'S DEGREE PROGRAM COURSE**  
**CONTENTS**

**1ST YEAR – 1ST SEMESTER**

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 571	MASTER'S DEGREE SPECIALTY FIELD COURSE	8	0	0	8	Preparations before the thesis.
LEE 581	MASTER'S DEGREE CONSULTANCY	0	1	0	1	To assist the thesis student with the problems he/she encounters in scientific matters.
ISM 503	MATHEMATICAL PROGRAMMING	3	0	0	5	To be able to pose optimization problems and investigate their solutions, to use simplex methods, transportation problems, pert and project management methods.
ISM 501	RESEARCH METHODS AND ETHICS	3	0	0	6	Purpose and definition of science, characteristics of scientific knowledge, scientific knowledge and value system, birth and development of modern science, method in social sciences, main research methods, data collection methods, measurement and testing techniques.
SEC 501	<b>ELECTIVE COURSE GROUP I</b>	6	0	0	10	
ISM 505	<i>TECHNOLOGY MANAGEMENT</i>	3	0	0	5	Technology and related concepts, history of technology, quality management, quality management principles, process management.
ISM 507	<i>ADVANCED MARKETING RESEARCH</i>					Introduction to marketing research, Marketing research process, Problem definition, Research techniques and research design, Data types and data collection tools, Observation and Experiment, Data collection tool development, Survey, Sampling, Measurement and scales in marketing research, Validity, reliability, Marketing research analysis introduction to types and SPSS, Data entry and descriptive analyses, Parametric and non-parametric analyzes to examine differences, Analyzes to examine relationships, Writing and presenting a research report, Presenting a research report.
ISM 509	<i>MULTIVARIATE STATISTICAL ANALYSIS</i>					Concept of multivariate statistics, multivariate measures of central tendency and dispersion, principal component analysis, factor analysis, cluster analysis, canonical correlation analysis, correspondence analysis, multidimensional scaling.
ISM 511	<i>INVESTMENT ANALYSIS</i>					Project types, investment project development, economic and financial evaluation of the project, project development period, investment financing and financing sources, loan types and credit evaluation principles, evaluation of the project, preparation of investment incentive projects and methods of obtaining incentives.
ISM 513	<i>SPECIAL TOPICS IN PRODUCTION MANAGEMENT</i>					Production management techniques and their applications are the main subject of this course. This course has been created to convey the concept of "PRODUCTION" to students within a systematic thinking approach and to present it to Management Engineering students by examining the issues that constitute the content of this concept within the phenomenon of globalization.
ISM 515	<i>QUALITY STANDARDS AND CERTIFICATION</i>					Definition of quality, its importance, quality-standard relationship, quality types, quality premises, elements of quality management, transition to total quality management, change and quality phenomenon, quality culture, statistical quality control, 6 Sigma, ISO 9000 series, quality accreditation process of the enterprise

**I.YEAR – II. SEMESTER**

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 572	MASTER'S DEGREE SPECIALTY FIELD COURSE	8	0	0	8	Preparations before the thesis.
LEE 582	MASTER'S DEGREE CONSULTANCY	0	1	0	1	To assist the thesis student with the problems he/she encounters in scientific matters.
ISM 500	MASTER'S SEMINAR	0	2	0	6	Data collection and SPSS applied data analysis
SEC 502	<b>ELECTIVE COURSE GROUP II</b>	9	0	0	15	
ISM 504	<i>PRODUCTION SYSTEMS ANALYSIS</i>	3	0	0	5	Production management techniques and their applications are the main subject of this course. This course has been created to convey the concept of "PRODUCTION" to students within a systematic thinking approach and to present it to Management Engineering students by examining the issues that constitute the content of this concept within the phenomenon of globalization.
ISM 506	<i>SUPPLY CHAIN AND LOGISTICS MANAGEMENT</i>					Logistics Concept, Logistics Management, Supply Chain Concept, Supply Chain Management, Objectives in Logistics, Basic Logistics Activities, Logistics Costs, Outsourcing in Logistics, Logistics Network Design, Transportation Management, Warehouse Management, Inventory Management.
ISM 508	<i>CORPORATE RESOURCE PLANNING SYSTEMS</i>					Production System and Resources, Resource Planning Concept, Evolution of Enterprise Resources Planning (ERP), Product Trees, Master Production Schedule (MPS), Inventories, Material Requirements Planning (MRP), Rough Capacity Planning (RCCP), Closed-Loop Material Requirements Planning, Capacity Requirements Planning (CRP), Production Resources Planning (MRP II), Distribution Requirements Planning (DRP), Distribution Resources Planning (DRP II), Enterprise Resources Planning (ERP), Selection and Evaluation of ERP Software and Application on Sample Software Package, ERP Projects Stages and Management, Supply Chain Management Concepts and Software.
ISM 510	<i>STRATEGIC MARKETING MANAGEMENT</i>					The content of the course basically covers the product, price, promotion and distribution that make up the marketing mix, but the topics are not limited to these.
ISM 512	<i>SIMULATION APPLICATIONS IN PRODUCTION</i>					Production management techniques and their applications are the main subject of this course. This course has been created to convey the concept of "PRODUCTION" to students within a systematic thinking approach and to present it to Management Engineering students by examining the issues that constitute the content of this concept within the phenomenon of globalization.
ISM 514	<i>EXPERT SYSTEMS IN PRODUCTION MANAGEMENT</i>					Production management techniques and their applications are the main subject of this course. This course has been created to convey the concept of "PRODUCTION" to students within a systematic thinking approach and to present it to Management Engineering students by examining the issues that constitute the content of this concept within the phenomenon of globalization.

ISM 516	STRATEGIC HUMAN RESOURCES MANAGEMENT					Historical process of human resources management, process of human resources management in Turkey, strategic approach to human resources management (universalist approach, situationalist approach, shaping approach, contextual approach), strategic HR dimensions (horizontal dimension, vertical dimension, content dimension), Human resources external environment and global environment of management: Change and diversity, Creating Corporate Strategy and Human Resources Strategy, HR procurement and selection strategies, Strategic HR Planning, Strategic HR training and development, Strategic HR Wage Systems, Strategic HR Performance Systems, Strategic Career Management, HR strategic control of management.
ISM 518	MANAGEMENT INFORMATION SYSTEMS					Production System and Resources, Resource Planning Concept, Evolution of Enterprise Resources Planning (ERP), Product Trees, Master Production Schedule (MPS), Inventories, Material Requirements Planning (MRP), Rough Capacity Planning (RCCP), Closed-Loop Material Requirements Planning, Capacity Requirements Planning (CRP), Production Resources Planning (MRP II), Distribution Requirements Planning (DRP), Distribution Resources Planning (DRP II), Enterprise Resources Planning (ERP), Selection and Evaluation of ERP Software and Application on Sample Software Package, ERP Projects Stages and Management, Supply Chain Management Concepts and Software.
ISM 520	LEAN MANUFACTURING					Production management techniques and their applications are the main subject of this course. This course has been created to convey the concept of "LEAN MANUFACTURING" to students within a systematic thinking approach and to present it to Management Engineering students by examining the issues that constitute the content of this concept within the phenomenon of globalization.
ISM 522	İŞLETME SÜREÇLERİNDE DEĞİŞİM MÜHENDİSLİĞİ					Birth of the Concept of Change, Reasons That Necessitate Change in Companies, Resistance to Change and Its Reasons, The Necessary Environment for Companies to Be Successful in Change Management, Definition of Reengineering, Goals of Reengineering, Implementation of Reengineering, The Place and Importance of Information Technology in Reengineering, A Simplified Examining the State of the Business Process Before and After the Application of Reengineering.
ISM 524	INTER-ORGANIZATIONAL MARKETING					Introduction to marketing research, Marketing research process, Problem definition, Research techniques and research design, Data types and data collection tools, Observation and Experiment, Data collection tool development, Survey, Sampling, Measurement and scales in marketing research, Validity, reliability, Marketing research analysis introduction to types and SPSS, Data entry and descriptive analyses, Parametric and non-parametric analyzes to examine differences, Analyzes to examine relationships, Writing and presenting a research report, Presenting a research report.
ISM 526	INTRODUCTION TO FINANCIAL ENGINEERING					Introduction and effective use of financial analysis and financial engineering tools.

## II. YEAR – III. SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 573	MASTER'S DEGREE SPECIALTY FIELD COURSE	8	0	0	8	Preparations before the thesis.
LEE 583	MASTER'S DEGREE CONSULTANCY	0	1	0	1	To assist the thesis student with the problems he/she encounters in scientific matters.
LEE 591	MASTER'S THESIS I	0	0	0	21	To carry out the necessary methodological and subject-related studies in order to write a master's thesis.

## II. YEAR – IV. SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	U	L		
LEE 574	MASTER'S DEGREE SPECIALTY FIELD COURSE	8	0	0	8	Preparations before the thesis.
LEE 584	MASTER'S DEGREE CONSULTANCY	0	1	0	1	To assist the thesis student with the problems he/she encounters in scientific matters.
LEE 592	MASTER'S THESIS II	0	0	0	21	To carry out the necessary methodological and subject-related studies in order to write a master's thesis.

