

**KEŞAP VOCATIONAL SCHOOL
FOREIGN TRADE PROGRAM
COURSE CONTENTS**

I. SEMESTER

Principles of Atatürk and History of Turkish Revolution-I (2-0) 2
Course Content

A definition of Revolution. The aim and the importance of the Turkish history of revolution General state of the Ottoman Empire the reasons for the decline Efforts to save the Ottoman Empire Phylosophy movements The First World War Mustafa Kemal in Anatolia and the Congresses The opening of the Great Turkish National Assembly National and International policy The Mudanya Treaty Lousanne Conference.

Turkish-I (2-0) 2
Course Content

What is language The significance of the nation as a social institution. Turkish language among world languages and the history and phases of Turkish language. Turkish sounds and classification of audio features and sound knowledge of Turkish language and related rules. Turkish affixes and their applications, general information about the composition and application of a composition. Petition and resume writing. Spelling and punctuation.

English-I (2-0) 2
Course Content

Use everyday phrases and very basic phrases related to survival skills. Comprehend sentences and frequently used expressions in most common occasions in listening and reading texts. Use sentences and frequently used expressions in most common occasions. Ask and answer questions about personal details in social occasions in a relevant way. Communicate on familiar and routine matters in social contexts. Describe his/her background, immediate environment and matters in written and oral form. Writing skill on basic paragraph.

Introduction to Law (3-0) 4
Course Content

Definition of law and rules of law, comparison of law with the other society system rules, different definitions of law. Sanction concept in law, types of and samples of sanction. Main law systems in the world. Continental legal system. Anglo-saxon legal system. Turkish legal system. Branches of Law Distinction of Public Law, Private Law. Sources of Law. The concept of right, its types, examination of public and private rights. Gaining and Loss of Rights. Concept of Personality, Classification of People and Their Competencies. Concept of Inheritance and Legal Inheritors. Property Right, Subject, Scope and Types. Concept of Obligation and Contract Types.



Marketing Principles (3-0) 4
Course Content

Product, product mix, new product development, product life cycle, product policies and strategies, price, pricing targets, pricing methods and strategies, promotion, promotion mix, main promotion methods, distribution, distribution types, distribution policies, distribution systems, distribution channel alternatives, physical distribution and franchising.

Introduction to Business (3-0) 4
Course Content

Understanding Business Definition. Business Enterprise Goals, Functions, organization and be knowledgeable about the growth of the General. Know basic management functions and the concept of management in general. Principles of Marketing, General Information about Owning. Having General Information about the Production and Information Systems. Having General Information about Financial Management. A knowledge of Human Resource Management. A knowledge of Public Relations Management.

General Accounting (3-0) 4
Course Content

To learn the basic concepts of accounting, to learn the financial tables, to learn the books used in accounting, to learn the documents used in accounting, to learn the accounting documents, to learn the accounting procedures, to register the accounts of fixed assets, to register short term liability accounts. , Saving Long Term Liabilities Accounts, Saving Equity Accounts, Saving Income Statement and Cost Accounts, Editing Accounting Statements, Organizing Sector-Based Sample Application.

TİRESUN UNIVERSITY COMMON ELECTIVE COURSES GROUP

Gender Equality (2-0) 2
Course Content

This course presents the main discussions of gender studies and includes the concepts of gender, gender, masculinity, femininity, equality, family models, traditional and social roles.

Woman and Family Life (2-0) 2
Course Content

Definition of the family, its history, the position of family and women in Turkish society, the view of Islam on women and the family, domestic violence, the concept of value in the family, human rights and women, divorce and its reasons, family and women in the process of social change, individuals in need of care and women in the family , family crisis management.

Values Education and Business Ethics (2-0) 2
Course Content



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Concepts of morality and ethics, Business ethics, corporate ethics and managerial ethics, ahi organization and business ethics, traditional business ethics and educational institutions affecting it, the concept of value, teaching values, social and cultural foundations of value education, national and moral values, law, values in art and literature.

KEŞAP VOCATIONAL SCHOOL ELECTIVE COURSES GROUP (ELECTIVE I, II)

Communication (2-0) 2
Course Content

The course covers topics such as the definition of communication, the cultural dimensions of communication, the elements of the communication process, types of communication, and basic communication models.

Occupational Health and Safety (2-0) 2
Course Content

This course covers the basic concepts and historical development concepts about occupational health and safety; the duties, powers and responsibilities of the occupational physician and occupational safety specialist in the workplace; risk, danger, primary, secondary, tertiary protection concepts; physical, chemical, biological and psychosocial risks; It includes occupational health and safety legislation at workplaces and practices in the workplace.

Quality and Standardization in Foreign Trade (2-0) 2
Course Content

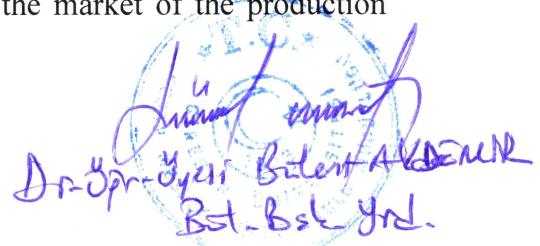
The course is taught in order to understand the importance of Standardization in Foreign Trade, as well as to have information about the standardization that they will definitely encounter when they work in Foreign Trade, Customs or Logistics companies.

Negotiation Techniques in Foreign Trade (2-0) 2
Course Content

Information is given about sample correspondence, forms and contracts, business presentations, meetings, trade fairs and negotiations used in foreign trade, professions, terms and processes according to sectors.

Introduction to Economics - I (3-0) 4
Course Content

Basic concepts related with Economics. Learning basic dynamics of the economic activity. The organization of Economics and the Economic Systems. The formation of the level of supply and demand in accordance with Price Theory. The Concepts about the types of supply and demand elasticity. Analysis of Consumer's equilibrium in accordance with Utility Theory and analysis of equilibrium and types of costs in accordance with Cost Theory. The formation and balance of prices in market, classifying the types of market and making profitability analysis according to the types of market. The production factors and the market of the production factors.



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Bst-Bsk Yrd.

New Technologies in Export	(3-0)	4
Course Content		

Basic concepts of new technologies used in export, augmented reality, virtual reality, artificial intelligence, internet of things, blockchain types are discussed.

II. SEMESTER

Turkish-II	(2-0)	2
Course Content		

To make the students, who are studying in various fields in accordance with the constantly progressing conditions of the age, gain the knowledge to write about their thoughts on a matter; prepare texts for activities held on special days; develop good and accurate speaking skills; make up for their deficiencies in language and expression; and types of expression.

<u>Principles of Atatürk and History of Turkish Revolution-II</u>	(2-0)	2
Course Content		

This course examines all reforms in the fields of politics, social and culture after National War. Moreover, this course analyses foreign policy practices in Atatürk's era. Furthermore, it evaluates basic dynamics of Turkish revolution and the role of Atatürk's principles in constructing the nation-state.

English-II	(2-0)	2
Course Content		

Introduction. Informing students about course content and assessment principles. Talking about past experiences. Present Perfect Tense. Present Perfect vs Simple Past. Reading and listening activities related to the topics covered. Conditional Sentences (Type0/Type1) Reading and listening activities related to the topics covered. Comparative Adjectives and Adverbs. Superlative Adjectives and Adverbs. More ways of comparing. Adverbs of degree.

Information and Communication Technology	(4-0)	4
Course Content		

This course provides students with the skills that enable them to develop themselves by using possibilities in information technology.

Commercial Law	(3-0)	3
Course Content		

Commercial business, commercial business and they are subject to provisions, traders and merchants to be a provision, trade register, the trade title, company name, trademarks, unfair competition, trade books, current accounts and merchant assistants, ordinary companies, trading companies and the general provisions, trading companies (collective enterprises, limited companies, limited liability companies and joint stock companies) elucidations.

*Dr. Öğr. Üyesi Bülent ADEMIR
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Accounting of Foreign Trade Transactions (3-0) 3
Course Content

Accounting for export and import accounting and cost transactions, accounting for export and import value collection, payment transactions, tax transactions, financial events related to various regimes.

Management and Organization (2-0) 3
Course Content

Management, Definition of the concept of manager, Qualifications and characteristics, Duties and interpersonal roles of managers, Management levels, Relationship between management science and other social sciences, Organization, Definition and nature of the concept of organization, Management rules of managers, Management functions: Planning, organizing, directing, coordination, control Audit, Recent developments in management: Management by objectives, Quality and total quality management.

KEŞAP VOCATIONAL SCHOOL ELECTIVE COURSES GROUP (ELECTIVE III, IV, V, VI)

Labor and Social Security Law (2-0) 2
Course Content

To arrange employment contract, to fulfill the debts arising from the employment contract, to terminate the employment relationship, to carry out transactions related to the union, to issue 4/1-a documents, to issue 4/1-b documents, to issue 4/1-c documents.

Electronic Commerce (2-0) 2
Course Content

Basic concepts of electronic commerce, electronic commerce legislation, electronic contracts, electronic signature, electronic commerce tools, electronic commerce applications, electronic commerce methods, payment methods in electronic commerce.

Physical Education (2-0) 2
Course Content

Basic concepts in physical education and sports, the place of physical education and sports in education and training, its function, aims, philosophy, its relationship with other sciences, its place and function in Turkish Education and Sports institutions.

Economic History (2-0) 2
Course Content

They will learn to analyze and explain the facts that are fundamental to world economic history, and will be able to express the events, transformations, structures and economic

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systems that occurred in the historical process, and especially to make comments about European economic history.

Research Methods in Social Sciences (3-0) 4
Course content

It answers the question of what science is. It examines research methods in the context of social sciences and explains the research process in detail.

Commercial Mathematics (3-0) 4
Course Content

Percentage Calculations, Purchase, Cost Calculations; price, purchase price, cost price, commercial cost price, production cost, selling price, net sales, gross sales, net profit, gross profit concepts, Sales and profit calculations; Calculation of cost ratio and sales amount over sales, cost, profit, percentage of profit, Interest calculations; definition of interest, calculation of simple and compound interest, internal, external, theoretical, average interest, common and average maturity, periodic interest, interest according to the days of the year.

International Economics (2-0) 3
Course Content

International trade theory, mercantilists and physiocrats, classical trade theories, factor endowment theory, other international trade theories, aims and tools of foreign trade policy, customs tariffs and its economic effects, non-tariff foreign trade policy tools. Definition and characteristics of foreign exchange and foreign exchange market, formation of exchange rate and types of exchange rates, banks and foreign exchange market, definition and importance of balance of payments, main accounts of balance of payments, causes of balance of payments imbalances, policies to prevent balance of payments deficits, balancing of balance of payments, international special capital flows, international money market, international capital market.

Free Zones (2-0) 3
Course content

Within the scope of the course, Free Zone practices are analyzed and Free Zone Legislation is examined. Detailed information is given about the definition and types of Free Zones, documents used in Free Zones, foreign trade practices in Free Zones and Free Zones and Tax Applications.

Twin Transformation (2-0) 3
Course content

The course covers the historical development, feasibility, and challenges of twin transformations, as well as digitalization, sustainability, digital transformation, and green transformation. It also provides information on the business, economic, environmental, social, political, and legal impacts of twin transformations, and presents examples and applications of twin transformations.

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Dr. Şenay Yıldız, Bulent ACADEMY
Bul-Bul Yıldız*

III. SEMESTER

Customs Clearance	(3-0)	4
Course Content		

Basic concepts related to customs, customs legislation, representation methods in customs, customs tariffs and Turkey customs tariff entry schedule, calculation of customs duties, origin of goods, customs value of goods, customs procedures, customs approved transaction, presentation of goods to customs, customs declaration methods, inspection of goods, analysis and delivery of the goods.

International Marketing and Finance	(3-0)	4
Course Content		

Basic concepts of international marketing, economic classification of countries, evaluation of international economic environment, technological environment, international marketing and culture relationship, culture and purchasing behaviors, political and legal environment, types of market research according to purpose and scope, international marketing research, international marketing research.

Banking and Foreign Exchange Transactions	(2-0)	3
Course Content		

Concepts related to deposit, concepts related to credit, concepts related to bills of exchange, basic concepts of foreign exchange, provisions related to Turkish currency and foreign currencies, provisions related to precious metals and stones, foreign exchange legislation for export, foreign exchange legislation for export, foreign exchange legislation for import, invisible Foreign exchange legislation for transactions, payment of import and export costs, cash, cash against goods, payment against documents and acceptance credit, payment by letter of credit and its operation, types of payment by letter of credit.

Turkish Economy and European Union	(3-0)	4
Course Content		

Brief overview of the Turkish economy, socioeconomic indicators of the Turkish economy, sectoral analysis of the Turkish economy, industrial sector, agricultural sector, the general structure of foreign trade in Turkey, the distribution of Turkey's foreign trade by countries, the historical development of the EU, the enlargement process of the EU, Institutions of the EU, Turkey-EU relations, foreign trade between Turkey and EU countries.

Foreign Trade Transactions	(3-0)	4
Course Content		

Basic foreign trade concepts, commercial documents, transportation documents, circulation documents, other documents, delivery methods, advance payment, payment against goods, payment against documents, payment with acceptance credit, payment with letter of credit, types of letters of credit. Elements of foreign trade legislation, export

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legislation, membership procedures to the exporters' union, types of exports, stages of the export process, import legislation, stages of the import transaction process.

KEŞAP VOCATIONAL SCHOOL ELECTIVE COURSES GROUP (ELECTIVE VII, VIII, IX, X)

Entrepreneurship (2-0) 2

Course Content

Basic concepts of entrepreneurship, entrepreneurial approaches, entrepreneurial culture, types of entrepreneurship, functions of entrepreneurship, fields of entrepreneurship, entrepreneurial process. Definition and sources of business idea, business idea development, business plan and its elements, business plan preparation, local national and international context of entrepreneurship, general evaluation.

Job Search Techniques (2-0) 2

Course Content

The course allows students to develop the personal and transferable competencies they need to have a successful career. The course aims to enable students to develop their competencies while taking steps to explore their future careers.

Preparation for Business Life (2-0) 2

Course Content

Being a university student, Individual career management, Employability, Individual vision, Career choice and career goals, Competencies and determination, Foreign language and computer competencies, Gaining experience, Career centers and activities, Social activities, Professional and individual development

Business Finance (2-0) 2

Course Content

Topics such as finance, resource concept, time value of money, capital management, budget, alternative financial values will be covered.

Logistic (3-0) 4

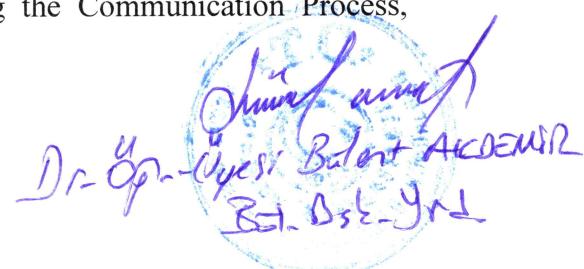
Course Content

Basic concepts related to logistics, transportation methods, arrangement of transportation documents, logistics activities, transportation operations, transportation operations, delivery methods in foreign trade, insurance operations in logistics, insurance applications in logistics.

Digital Media Literacy (3-0) 4

Course Content

Topics such as Classification of Mass Media, Summarizing the Structure of Media, Discussing the Place of Media in Society, Explaining the Communication Process, Comparison of Critical Approaches will be covered.



International Economic Organization (2-0) 3
Course Content

Economic integrations, forms of economic integration, the effects of economic integrations, integrations in the Americas, integrations in the European continent, integrations in other continents, international economic organizations, international financial institutions.

Financial Literacy (2-0) 3
Course Content

Concept of financial literacy, basic concepts of finance and economy, interest calculations, financial system, money and capital markets, financial instruments, cash budget, break-even analysis, alternative financial sources, investment decisions.

Vocational English (2-0) 2
Course Content

The aim is to provide students with fundamental knowledge of foreign trade terms and definitions, the ability to read foreign trade documents, legislation, and other texts required by market operations, and basic conversational skills related to these processes.

IV. SEMESTER

Workplace Practices (0-33) 14
Course Content

It includes the professional practices made in the workplaces to ensure that the students are trained for employment.

Workplace Education (5- 0) 11
Course Content

It is a training that provides students with practical skills based on the information they receive during their education by enabling them to participate in the activities related to the associate degree program they are studying.

Internship (0-2) 5
Course Content

Students take the Internship course with the proposal of the Program Officer and the approval of the Vocational School Directorate in the enterprises within the public/private institutions and organizations with which the University has signed a protocol.

