

# **PRODUCTION MANAGEMENT AND MARKETING MASTER'S PROGRAM**

## **General Information**

There are 3 full professors, 1 associate professor and 1 research assistant in the Production Management and Marketing Master's Program, which started its first student admission in 2016-2017. Depending on their interests and the subjects they want to study, students can also choose courses from the Management and Organization, Accounting and Finance Master's Programs in cases that require interdisciplinary interaction.

Students are accepted to Master's programs with thesis based on ALES score, GPA and the score obtained from the interview/aptitude test.

The program consists of coursework and thesis phases. The program is completed in a maximum of 6 semesters. Scientific Research Methods Techniques and Publication Ethics in the first semester and Seminar course in the second semester are compulsory, and other courses can be chosen as electives according to the field of interest and with the approval of the advisor faculty member. In order to complete the program, the student must be successful in a total of 120 ECTS, including at least 32 ECTS in each semester, including the course and thesis period. In addition, some of our students can continue part of their education abroad within the scope of the Erasmus Programme, thanks to bilateral agreements with European Union countries and other countries.

The program trains expert personnel and academicians in the field needed by today's business world by providing students with the education required by the postgraduate specialization in production management and marketing and by conducting scientific studies. Our graduate students can continue their education by enrolling in relevant PhD programs at universities in Turkey and abroad.

## **Aims and Objectives**

### **Aim:**

By offering postgraduate education at a universal level in the discipline of Production Management and Marketing, students;

- Have international knowledge,
- Able to provide competent, participatory and innovative answers to the needs of economic life
- Able to carry out interdisciplinary studies,
- Able to conduct disciplinary and interdisciplinary research and contribute to the development of science,
- To raise individuals and scientists who embrace continuous self-improvement and have vision and ethical values.

### **Objectives:**

- Conducting research and producing knowledge at a universal level in the field
- Responding to the needs of economic life and contributing to the development of national competitiveness
- To develop scientific thought and create projects that will improve economic life

## **Level of Qualification**

Department of Business Administration Production Management and Marketing Master's Program is a 2-year program consisting of 120 ECTS credits. The program includes the ECTS credit conditions and level qualifications determined for the Second Level qualifications defined in the European Qualifications Framework for Higher Education (QF-EHEA) of the Bologna Process and the 7th Level qualifications defined in the Turkish Higher Education Qualifications Framework (TYYÇ). It also provides Level 7 qualifications defined in the European Lifelong Learning Qualifications Framework (EQF-LLL).

## **Qualification Awarded**

Students who successfully complete the program are awarded a Master's Degree in Production Management and Marketing Program of Business Administration Department.

## **Specific Admission Requirements**

Admission conditions are decided in accordance with the regulations determined by the Turkish Higher Education Council. Information about the requirements for application and acceptance to master's programs is announced on the university's website at the beginning of each academic year. The following conditions apply to both Turkish and foreign students:

- Having a bachelor's degree
- Having received at least 60 points (or equivalent) from ALES (Academic Personnel and Graduate Education Entrance Examination)
- ALES score is valid for 3 years.
- Candidates who have received a Bachelor's Degree abroad must obtain an equivalence certificate from the Council of Higher Education.
- Candidates must apply in person. Applications with incomplete documents will not be evaluated.

## **Specific Arrangements for Recognition of Prior Learning**

Students studying at Nigde Omer Halisdemir University may be exempt from some courses according to Nigde Omer Halisdemir University Postgraduate Education and Examination Regulations. Based on the principle of lifelong learning, Nigde Omer Halisdemir University recognizes courses previously taken at another educational institution. If the learning outcomes of these courses are compatible with the program registered at Nigde Omer Halisdemir University, they are exempt from graduation credits. In accordance with the relevant laws and regulations, students should apply in the time periods specified for the exemption, which is also subject to the approval of the Institute's Board of Directors.

## **Profile of the Program**

Department of Business Administration Production Management and Marketing Master's Program trains qualified personnel and academicians, ensures the dissemination of science in the field, contributes to the development of the literature, and provides important results in practice through field research studies and offers solution suggestions. It educates individuals with high skills in scientific writing, speaking and commenting as a result of reading and reviewing many scientific books and articles related to their fields.

This Master's Program ("Second Level" in the Bologna Process Higher Education Qualifications Framework, "7th Level" in TYYC) is an academically-oriented program that provides its graduates with qualifications for transition to professional practice areas, research areas and Master's programs that require advanced knowledge, skills and competence. The classification and field codes of the program according to "International Standard Classification in Education (ISCED) 2011" and "Turkish Higher Education Qualifications Framework (TYYC)" are given below:

- ISCED Field of Education: 34 - Business and Management Sciences.
- ISCED 2011 Level: 7, Orientation (Profile): 74, Subcategory: 747, Academically-oriented "Master's" degree.
- NQF-HETR Field of Education: 34 - Business and Management Sciences.
- NQF-HETR Profile of Education: Academically-oriented "7th Level" and "Master's" degree.

### **Learning and Teaching Methods**

The most frequently used instructional methods of the educational programs of Nigde Omer Halisdemir University are given below. Programs use many of the methods listed in this list, depending on their goals and objectives.

The education and training methods used by the Production Management and Marketing PhD Program throughout the program in order to achieve the targeted program learning outcomes are included in the "program learning outcomes" section.

### **Learning and Teaching Methods**

- Lecture & In-Class Activities
- Land Surveying
- Group Work
- Assignment (Homework)
- Project Work
- Seminar
- Thesis Work
- Report Writing

### **Occupational profiles of graduates**

Graduate students are preferred employees in the service, tourism and industry sectors, especially in banking enterprises, and they can also become self-employed with the title of independent accountant and financial advisor. Our graduates can find employment opportunities in Small and Medium-Sized Enterprises (SMEs), large-scale companies and multinational companies, and can work in many fields such as accounting, market research, production, marketing, after-sales services, planning, management and auditing, according to their personal interests and preferences. If they are successful in the Public Personnel Selection Examination (KPSS) exams, they can be appointed to senior managerial positions in Public Institutions and Organizations, as well as inspectors, controllers, auditors, experts, etc. They can also be appointed to career positions or work as civil servants. Our graduates can do computer-based work in various institutions with the computer skills they can develop and learn. Our graduates are employed in various scientific research institutions, can produce projects, and become academicians. In our Master's program, scientific studies are carried out both domestically and internationally, and training seminar services can be provided to institutions that request it.

Individuals who graduate from this program can take part in national and international projects and R&D activities that can produce solutions to social problems. They can work as lecturers in higher education institutions.

## **Qualification Requirements and Regulations**

Master's Degree in Production Management and Marketing of the Business Administration Department is given to students whose General Academic Grade Point Average (CGPA) is not less than 2.5/4.00, who have successfully defended their thesis, and who have passed all courses (120 ECTS) in the program with at least CB.

## **Access to Further Studies**

Students who successfully complete the Master's Program can apply to PhD programs in fields of Business Administration Department.

## **Examination Regulations, Assessment and Grading**

The methods used to measure whether the predicted program learning outcomes have been achieved during the Production Management and Marketing Master's program are stated below.

- Midterm
- Final exam
- Assignment Evaluation
- Report Submission
- Making a Presentation with a Computer
- Presenting a Thesis
- Submitting Documents

## **Examinations**

Midterm and final exams are held on the dates, places and times determined and announced by the university. Students' end-of-term grades are given by the instructors based on the results of the midterm exam, homework evaluation and final exam, and also by taking into account the students' meeting the attendance requirement.

The contribution of mid-term activities in determining the final grade is 40% and the contribution of the final exam is 60% for all courses in the entire Master's program as determined by the Regulation.

## **Grading**

A student who receives one of the AA, BA, BB or CB grades from a course is deemed to have succeeded that course. Semester academic average and general academic average are determined by calculating over 4.00 and are announced at the end of each semester. Multiplying the credits of a course and the coefficient of the success grade received from that course gives the weighted score of that course. The semester academic average is calculated by dividing the total weighted scores of the courses in the course plan in that semester by the total credits of the courses. Annual courses are included in the spring semester academic average. The general academic average is calculated by dividing the total of weighted scores calculated based on the success grades the student received from all the courses he/she had to take during the education period, by the total credits of the courses taken. Course success grades and coefficients are determined as follows:

Course Score	Course Grade	Grade Points
90-100	AA	4.00
85-89	BA	3.50
80-84	BB	3.00
75-79	CB	2.50
70-74	CC	2.00
65-69	DC	1.50
60-64	DD	1.00
50-59	FD	0.50
0-49	FF	0.00

### Graduation Requirements

In order for a student to graduate from the Production Management and Marketing Master's Program, they must meet the following conditions:

- Must have successfully completed 120 ECTS of the courses in the program.
- Have a GPA of at least 2.50 out of 4.00.
- Prepare and successfully present your thesis.

### Mode of Study

Nigde Omer Halisdemir University Department of Business Administration Production Management and Marketing Master's program provides full-time and face-to-face education.

### Contact

	Adı Soyadı	Telefon	E-Posta
HEAD OF BUSINESS ADMINISTRATION DEPARTMENT	Prof. Dr. M. Basaran OZTURK	+903882252020	mbozturk@ohu.edu.tr
HEAD OF PRODUCTION MANAGEMENT AND MARKETING PROGRAM	Prof. Dr. Esen GURBUZ	+903882252043	esen@ohu.edu.tr
ERASMUS COORDINATOR	Assoc. Prof. Ayse TOPAL	+903882252042	ayse.topal@ohu.edu.tr