

PRODUCTION MANAGEMENT AND MARKETING MASTER'S (COURSEWORK) PROGRAM

General Information

There are 3 full professors, 1 associate professor and 1 research assistant in the Production Management and Marketing Master's (Coursework) Program. 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.

The coursework master's program consists of at least ten courses with a total of 30 credits and 62 ECTS credits, and a term project course. The student must register for the term project course in the semester in which he/she takes the term project course and submit a written project and/or report at the end of the semester. The term project course is non-credit and is evaluated as successful or unsuccessful. Exams in the program are held in accordance with the student workload during the Bologna process and in accordance with the Niğde Ömer Halisdemir University Postgraduate Education-Teaching and Exam Regulation.

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

Qualification Awarded

Students who successfully complete the program are awarded a Master's (Coursework) 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
- ALES score is not required for admission to coursework master's programs. Students are accepted based on their undergraduate graduation grade point average.
- 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

The Department of Business Administration, Department of Production Management and Marketing, Master's (Coursework) Program is designed for professionals who want to specialize in their field. The program provides students with comprehensive information about current business, production management and marketing strategies, supporting the theoretical infrastructure with practical applications.

This program aims to train individuals who can adapt to the dynamics of the business world, have advanced analytical thinking skills and play an active role in strategic decision-making processes. Students develop their critical thinking, analysis and problem-solving skills by following current scientific resources in their fields.

In addition, the program, supported by case studies, project studies and applied courses, allows students to produce innovative solutions in the fields of business management, production processes and marketing. Graduates can have the opportunity to pursue careers in expert and managerial positions in the fields of management, marketing, production and operations in the public and private sectors.

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 Master's (Coursework) 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
- Term Project Preparation
- Thesis Work
- Report Writing

Occupational profiles of graduates

Graduates of the Department of Business Administration, Department of Production Management and Marketing, Master's (Coursework) Program have a wide range of career opportunities in various sectors. Graduates can specialize in production and operations management, marketing, sales and customer relations, supply chain and logistics management, business development and strategy and can assume

important positions in the public and private sectors. At the same time, they can play active roles in the management processes of companies thanks to their analytical thinking, strategic decision-making and problem-solving skills. The program also provides the necessary knowledge and skills in business management and marketing for entrepreneurs who want to start their own business. Graduates can also play an active role in the policy development and implementation processes in public institutions and non-governmental organizations in production, marketing and business management.

Qualification Requirements and Regulations

Master's (Coursework) Degree in the Department of Business Administration, Production Management and Marketing is granted to students who have a General Academic Grade Point Average (GANO) of at least 2.5/4.00, have successfully completed the term project, and have passed all courses in the program with a minimum grade of CB.

Access to Further Studies

Since the aim of coursework master's programs is to enable students to gain knowledge on professional subjects and put them into practice, they cannot apply to doctoral programs or research assistantships, and cannot advance in the academic field.

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
- 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 62 ECTS of the courses in the program.
- Have a GPA of at least 2.50 out of 4.00.
- Prepare and successfully present term project.

Mode of Study

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

Contact

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