

## **Production Management and Marketing PhD Program**

### General Information

There are 3 full professors, 1 associate professor, and 1 research assistant working full-time in the Production Management and Marketing PhD program of Business Administration Department. PhD students can choose courses in the fields of Production Management and Marketing during the course period. Depending on their interests and the subjects they want to study, students can also choose courses from the disciplines of Management and Organization, and Accounting and Finance in cases that require interdisciplinary interaction. The duration of completion of the Production Management and Marketing PhD Program is four years (8 semesters). The student who successfully completes his courses and thesis and whose graduation is decided by the Institute Board of Directors is given a PhD diploma in Production Management and Marketing. Thanks to the bilateral agreements made with the European Union countries and other countries during this PhD program, some of our graduate students can continue part of their education abroad within the scope of the Erasmus Program.

Nigde Omer Halisdemir University Social Sciences Institute, Business Administration Department, Production Management and Marketing PhD 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 trains individuals who have the ability to write and interpret scientifically as a result of reviewing many scientific books and articles related to their fields.

### Aims and Objectives

#### Aims :

- To train qualified personnel who lead the provision of quality products and services by transferring their advanced level Business Expertise knowledge into practice at different levels of the Public and Private sector and who have scientific management skills, as well as the ability to carry out interdisciplinary studies, scientific writing, speaking and commenting.
- To train scientists with vision, analytical thinking and ethical values at the graduate level.

#### Objectives :

- To advance in scientific research and publications on several aspects such as, national and international supply of needed goods and services in quality, efficient use of resources and resolution of social issues.
- To play an important role in contributing to universal science in the field of Production Management and Marketing Program.
- To produce knowledge and research to the extent of contributing national improvement.
- To develop scientific thought and to provide projects towards social issues.
- To increase the employment opportunities of its graduates.
- To produce publications in science citation indexed journals and to improve quality in book writing.

### Qualification Awarded

Students who successfully complete the program are awarded a PhD Degree in Business Administration, Production Management and Marketing.

### Level of Qualification

PhD Degree in Production Management and Marketing Program of Business Administration Department is a four-year (8 semesters) program with 240 ECTS for students who were accepted with Master's Degree and a five-year (10 semesters) program with 300 ECTS credits for students who were accepted with Bachelor's Degree. The program meets the ECTS credit and level qualifications determined for the Third Cycle qualifications defined in the European Qualifications Framework for Higher Education (QF-EHEA) of the Bologna process and the 8th Level (PhD) qualifications defined in the Turkish Higher Education Qualifications Framework (TYYÇ, NQF-HETR). It also provides Level 8 qualifications defined in the European Lifelong Learning Qualifications Framework (EQF-LLL).

### Specific Admission Requirements

Admission requirements are determined in line with the regulations set by Higher Education Council of Turkey. Information about application for graduate programs and acceptance to PhD programs are announced on the web page of the university at the beginning of each academic year. The following requirements are applied for both Turkish and foreign students.

Candidates who apply to PhD programs are accepted by evaluating their GPAs (students with a bachelor's degree use undergraduate GPA, students with a master's degree use postgraduate GPA), ALES and interview/aptitude test results.

- Cumulative grade point average (CGPA) must be at least 80 out of 100 for the students with a First Cycle (BSc) degree or with a Second Cycle (Master's) degree.
- ALES (Entrance Exam for Academic Personnel and Postgraduate Education) with minimum score of 80 (or equivalent) for the students with a First Cycle (BSc) degree and with minimum score of 65 (or equivalent) for the students with a Second Cycle (Master's) degree.
- ALES score is valid for 3 years.
- To have with minimum score of 55 foreign language proficiency from national exams such as YDS (Foreign Language Proficiency Test), or international foreign language exams whose equivalence is accepted by the Measurement, Selection and Placement Center (OSYM). Must have received a score equivalent to this score in the exams.
- The candidates with a Bachelor's Degree from abroad must have the certificate of equivalence from the Council of Higher Education (YOK).
- The candidates must apply in person. The applications with incomplete documents will not be evaluated.

For further and detailed information, please visit General Admission Requirements and Registration Procedures in the menu items of the Information on the Institution.

### 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

Production Management and Marketing PhD Program trains qualified personnel and academicians, ensures the dissemination of science in the field, and improves the literature. It contributes to the development and important results are achieved in practice through field research studies and solution suggestions are offered. 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 PhD Program ("Third Level" in the Bologna Process Higher Education Qualifications Framework, "8th Level" in TYYC) is an academically-oriented program that provides its graduates with qualifications for transition to professional practice areas, research areas and PhD 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: 8, Orientation (Profile): 84, Subcategory: 844, Academically-oriented "Third Cycle" degree
- NQF-HETR Field of Education: 34 - Business and Management Sciences.
- NQF-HETR Profile of Education: Academically-oriented "8th Level" and "Third Cycle" 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
- Implementation/Application/Practice
- Thesis Work
- Field Study
- 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 PhD 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 academic staff in higher education institutions.

## Qualification Requirements and Regulations

PhD 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 in the program with at least BB.

For detailed information: Please see "[Nigde Omer Halisdemir University's Rules & Regulations for Graduate Education](#)"

## Access to Further Studies

Students who successfully complete the PhD program can work as academics at universities and pursue professional careers.

## 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 PhD program are stated below. The outcomes related to the course units are shown in the section of the course description along with their contribution to the final grades.

- Midterm
- Final exam
- Make-up 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 PhD program as determined by the Regulation.

## Grading

A student's success is evaluated by the instructor for each assessment (term studies and final) defined for each course. The assessment is based on 100 full points.

A student who receives one of the AA, BA or BB 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. The general academic average is calculated by dividing the sum of the weighted scores calculated based on the success grades the student has received from all the courses he/she has to take during the education period, by the total credits of the courses taken (240 ECTS for those who apply to the program with a master's degree, 300 ECTS for those who apply with a bachelor's degree). 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 PhD Program, they must meet the following conditions:

Students accepted to the PhD program with a bachelor's degree;

- Must have successfully completed 300 ECTS of the courses in the program.
- Prepare and successfully present your thesis.

Students accepted to the PhD program with a master's degree;

- To take a total of 240 ECTS from the courses in the program and be successful.
- Prepare and successfully present your thesis.

Mode of Study:

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

**Contact**

	Name	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