

## **A. General Information**

2 professors, 3 associate professors and 1 assistant professor are working in the master's program of Production Management and Marketing, which started to accept students in 2003. Faculty members of Department of International Trade and Logistics Management in Business Faculty and Department of Public Relations in Faculty of Communication have elective courses in the course plan of the Production Management and Marketing. Students may choose courses depending on their interests from the Departments of Management and Organization, Accounting and Finance, and Business in situations where interdisciplinary interaction is required.

Program consists of course-work and thesis stages. Course-work stage takes two semesters and students have to complete 30 credits each semester. Only Scientific Research Methods course in the first semester and Seminar course in the second semester are compulsory, and other courses are elective which students can select according to their interests and their supervisors' approvals. To complete this program, students should pass 30 credits in each semester and 120 credits in total. In addition, some of our students can continue part of their education abroad under the Erasmus Program through bilateral agreements made with European Union countries and other countries.

This program aims to raise specialists in the areas needed in today's business world and academicians by educating students in the areas of production, marketing, numerical decision making and statistical methods and conducting scientific studies.

Our graduate students can continue their studies by enrolling to related doctorate programs of universities in Turkey and abroad.

## **Aims and Objectives**

### **Aims:**

Aim of the Production Management and Marketing master's program is to educate individuals and scientists who,

- Can bring inquisitive, reflective, and objective interpretations,
- Be able to make objective decisions in business,
- Internationally knowledgeable,
- Can provide competent, participatory and innovative answers to the needs of economy,
- Can carry out interdisciplinary studies,
- Can make disciplinary and interdisciplinary researches and contribute to the development of science,
- Can be adopted to self-improvement and have vision and ethical values,

by offering graduate education at universal level.

### **Objectives:**

- To research and produce information at the universal level in the Production and Marketing Management discipline,
- To produce information that can solve the problems of society,

- To respond to the needs of economy and contribute to the development of national competitiveness,
- To develop scientific thinking and to create projects to develop economy.

## **Grade - Turkey Higher Education Qualification Framework and Degree Given**

### **Grade**

Production Management and Marketing master degree is a 2 year program consisting of 120 ECTS credits. This program provides ECTS credit conditions and level qualifications which designated for the "Second Cycle" qualifications defined in the Bologna Process's "European Higher Education Proficiency Framework for (QF-EHEA)" and the "7th Level" qualifications defined in "Turkey Higher Education Proficiency Framework "; in addition to "Level 7" qualifications defined in "the European Framework for Lifelong Learning Competencies (EQF-LLL)".

### **Degree Given**

Students who have successfully completed the program are awarded a Master of Business Administration degree.

### **Admission Requirements**

Admission terms are decided in accordance with the regulations determined by the Turkish Higher Education Council. Information about the terms for application and admission to graduate programs is announced on the website of the university at the beginning of academic year. The following terms are valid for both Turkish and international students:

- To have a Bachelor degree.
- Have at least 55 points (or equivalent) from ALES (Academic Personnel and Postgraduate Education Entrance Exam).
- Pass from foreign language exams at national level, YDS (Foreign Language Level Examination) ÜDS (University Board of Foreign Language Examination) or KPDS (Public Personnel Language Examination) or TOEFL (Test of English as a Foreign Language).
- Students without a foreign language proficiency may be present on the application, but the foreign language will be calculated 0.
- Candidates who have received a Bachelor's Degree abroad must take the equivalency certificate from the Higher Education Council.
- ALES score is valid for 3 years.
- Candidates must apply in person. Applications made with missing documents are not evaluated.

### **Some Regulations for the Identification of Prior Learning**

Students who are studying at Omer Halisdemir University may be exempted from some courses according to Omer Halisdemir University Graduate Education and Examination Regulations. Omer Halisdemir University recognizes courses taken in another educational institution based on life-long learning principle. If learning outcomes of these courses are compatible with the program, they are exempted from graduation credit.

In accordance with the relevant laws and regulations, students must apply for exemption and the Graduate School Board must approve the exemption within the time frame.

## Program Profile

In the Production Management and Marketing master's program at the Business Administration Department, qualified staff and academicians are trained, dissemination in the specialized area is ensured, the development of the literature is contributed, significant results are achieved in practice and solution proposals are presented. This program brings educated individuals who are capable of scientific writing, speaking and interpreting as a result of reading and reviewing many scientific books and articles related to their areas.

This master's program ("Second Level" in the Bologna Process Higher Education Proficiency Framework, and "7th Level" in Turkey Higher Education Proficiency Framework) is an academic-focused program that provides qualification to its graduates for transition to research, doctoral programs and professional work which requires advanced knowledge, skills and competence. The classification of the program according to the "International Standard Classification for Education (ISCED) 2011" and "Turkey Higher Education Proficiency Framework (TYYÇ)" and the education area codes are given below:

**ISCED Education Area Code:** 34 - Business and Management Sciences

**ISCED Program Proficiency Level:** 7, Category (Profile): 74, Sub Category: 747 – Academic-focused graduate degree

**Turkey Higher Education Proficiency Framework (TYYÇ) Basic Field Code:** 34 - Business and Management Sciences

**Turkey Higher Education Proficiency Framework (TYYÇ) Proficiency Type (profile):** Academic-focused "7th level" graduate degree

## Teaching Methods

The most used education and training methods in Production Management and Marketing master's program are given below. The majority of the methods listed in the list below according to their purpose and objectives are used in this program.

The teaching methods used throughout the program in order to reach the program learning outputs of the BUSINESS ADMINISTRATION MASTER PROGRAM are found in the "program learning outputs" section and methods used in a course in the program are found in the "description of courses" section.

## Teaching Methods

- Course and classroom activities
- Field Study
- Group assignment
- Laboratory
- Reading
- Assignment
- Project
- Seminar
- Web Based Learning
- Application-Practice
- Thesis Preparation
- Report Writing

## Occupational Profiles of Graduates with Examples

Graduates of this master program can be preferred candidates in the sectors of services, tourism and industry - especially banking enterprises. Our graduates can find employment in small and medium-sized enterprises (SMEs), large-scale companies and multinational firms; and can work in many areas such as market research, production, marketing, after-sales services, planning, management and audit according to their personal interests and preferences. If they are successful in the KPSS exams, they can be assigned to senior executive positions in Public Institutions and Organizations as well as they can be assigned to career duties such as inspectors, controllers, inspectors, specialists etc. or work as civil servants. Our graduates are able to work in computer-based jobs in various institutions with the computer skills on the scale of their knowledge. Our graduates can be employed in various scientific research institutions, produce projects, become academicians. Currently, local and international scientific studies are carried out and training seminar services can be given to the institutions which are interested.

In addition, our graduates can continue their academic careers in doctoral programs at universities in Turkey and abroad, work in national and international projects and R & D activities that can solve social problems. They can work as teaching staff in higher education institutions.

## Qualification Criteria& Regulations

Business Administration, Production Management and Marketing MASTER'S DEGREE is given to students who have not less than Grade Point Average (GPA) 2.5/4.00, successfully defended their thesis and have passed all the courses in the program (120 ECTS) with minimum CB or S grade.

## Academic Progression Opportunities

Students who have successfully completed the Master's program may apply to doctorate programs in Business Administration or related areas.

## Exam Regulations, Assessment and Grading System

The methods used to measure whether the envisaged learning outcomes are achieved during Production Management and Marketing master's program or not are given below. Outputs for courses are shown along with the contribution they provide to the final grades in the part of the course description.

- Midterm
- Final
- Make-up exam
- Assignment assessment
- Reporting
- Presentation
- Thesis Presentation
- Document Presentation

## Exams

Midterm and final exams are held at the date, place and time determined and announced by the university. Students' final grades are given by the lecturers, taking into account midterm, assignment and final exam results, as well as taking into consideration the attendance of students to classes.

The contribution of in-semester activities is determined to be maximum 40% and final exam is maximum 60% for all the courses in all graduate programs by the Regulation.

## Assessment

The success of a student is assessed by the teaching staff for each assessment defined for each course (in-semester activities and final exam). The assessment is done based on 100 full points.

A student who achieves one of the grades AA, BA, BB, CB and S (Successful) from a course is deemed to have completed the course. Success of students are determined by calculating semester and cumulative grade point averages on the scale of 4.00 and announced at the end of each semester. The multiplication of a course's credit with grade points gives the weighted grade of that course. The semester grade point average is determined by dividing the total weighted points of the courses taken in the semester to the total credits. Annual courses are included in the spring semester grade point average. The cumulative grade point average is found by dividing the total weighted points obtained from all the courses that student must take during the learning period to the total credit amount of the courses taken (120 ECTS). Course grades and grade points are determined as follows:

Notes	Letter 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

A student must meet the following requirement in order to be able to graduate from Production Management and Marketing master's program (research):

- Completion of 120 ECTS credits by taking a passing grade from each courses (54 ECTS credits for 7 master's courses, 6 ECTS credits for seminar, 20 ECTS credits for 2 specific area courses and 40 ECTS credits for thesis studies conducted over 2 consecutive semesters)
- To have a GPA of at least 2.50 out of 4.00
- Preparing and presenting thesis successfully

## Teaching Style

Omer Halisdemir University Business Administration, Production Management and Marketing master's program offers full-time and face-to-face education.