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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **İthalat ve İhracat Uygulamaları** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu dersin amacı; öğrencilerin ithalat ve ihracat işlemlerini inceleyip yorumlayabilmelerini ve ithalat ve ihracat işlemlerinin ilkelerini ve pratik süreçlerini tanımlayabilmelerini sağlamaktır. Bu ders, ithalat ve ihracat faaliyetlerinin esaslarını ele almayı amaçlar. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1-İhracat ve ithalatın temellerini uygulama temelinde tanımlayabileceklerdir.  2-İhracat ve ithalat prosedürlerini ve stratejilerini karşılaştırabileceklerdir.  3-İhracat ve ithalat operasyonlarındaki zorlukları ve fırsatları değerlendirebileceklerdir.  4-İhracat ve ithalat süreçlerini planlayarak yönetebileceklerdir. | | | | | | | Dersin İçeriği | İhracat stratejisinin geliştirilmesi: dış analiz ve ihracat planlama süreci, ihracat analizi, ihracat stratejisi geliştirme, paydaş ülke analizi ve seçimi, ihracat pazar stratejisi ve piyasaya giriş seçenekleri, alternatif dış ticaret yöntemleri ve ihracat teşvikleri, ihracat işlemleri  ithalat düzenlemeleri, ithalata konu ürünlerin ve paydaşların seçilmesi, ithalat ve ihracat için müzakere teknikleri, ithalat ve ihracat için ödeme yöntemleri ve operasyon finansmanı, ihracatta, işlem süreci + proje konularının dağıtımı, proje sunumu , ithalatta işlem süreci + proje konularının dağıtımı, proje sunumu. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İhracat Stratejisinin Geliştirilmesi: Dış Analiz ve İhracat Planlama Süreci | | | | | | | 2 | İhracat Analizi | | | | | | | 3 | İhracat Stratejisi Geliştirme, Paydaş Ülke Analizi ve Seçimi | | | | | | | 4 | İhracat Pazar Stratejisi ve Piyasaya Giriş Seçenekleri | | | | | | | 5 | Alternatif Dış Ticaret Yöntemleri ve İhracat Teşvikleri | | | | | | | 6 | İhracat İşlemleri | | | | | | | 7 | İthalat Düzenlemeleri | | | | | | | 8 | İthalata Konu Ürünlerin ve Paydaşların Seçilmesi | | | | | | | 9 | İthalat ve İhracat için Müzakere Teknikleri | | | | | | | 10 | İthalat ve İhracat için Ödeme Yöntemleri ve Operasyon Finansmanı | | | | | | | 11 | İhracatta İşlem Süreci + Proje Konularının Dağıtımı | | | | | | | 12 | Proje sunumu | | | | | | | 13 | İthalatta İşlem Süreci + Proje Konularının Dağıtımı | | | | | | | 14 | Proje sunumu | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Gürsoy, Y. (2020). *Dış ticaret işlemleri yönetimi*. Bursa: Ekin Kitabevi.  Kaya, F. (2017). *Dış ticaret işlemleri yönetimi*. İstanbul: Beta Yayıncılık.  Canıtez, M. (2016). *Uygulamalı ihracat - ithalat işlemler ve dokümantasyon*. Ankara: Gazi Kitabevi.  **Websiteleri**  Türkiye Cumhuriyeti Ticaret Bakanlığı – ticaret.gov.tr  Financial Times – www.ft.com  Bloomberg BusinessWeek - http://www.businessweek.com/  Global Trade Magazine - http://globaltrademag.com/  The Economist – [www.economist.com](http://www.economist.com/)  EXIMBANK - <https://www.eximbank.gov.tr/>  Güneydoğu İhracatçı Birlikleri- <http://www.gaib.org.tr/> | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | 4 | 4 | | 5 | 2 | | 2 | 2 | | 4 | 3 | | 3 | | **ÖÇ2** | 5 | | 4 | 4 | | 5 | 2 | | 2 | 2 | | 4 | 3 | | 3 | | **ÖÇ3** | 5 | | 4 | 4 | | 5 | 2 | | 2 | 2 | | 4 | 3 | | 3 | | **ÖÇ4** | 5 | | 4 | 4 | | 5 | 2 | | 2 | 2 | | 4 | 3 | | 3 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | **İthalat ve İhracat Uygulamaları** | 5 | 4 | 4 | 5 | 2 | 2 | 2 | 4 | 3 | 3 | |