AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Optimization Research Techniques						
Course Code	İŞLE540		Couse Level	Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The course aims to increase students' knowledge optimization issues.						
Course Content	Processing issues related to optimization and Research Techniques.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation)				
Name of Lecturer(s)							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Ahmet Öztürk, Yöneylem Araştırması, Ekin Basım Yayın Dağıtım, Bursa-2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	Linear Programming and setting up models
2	Theoretical	Graphical Solutions in Models
3	Theoretical	Duality
4	Theoretical	Sensitivity Analysis
5	Theoretical	Parametric and Goal Programming
6	Theoretical	Integer Programming
7	Theoretical	WINQSB
8	Intermediate Exam	Midterm Exams
9	Theoretical	Transportation Models
10	Theoretical	Network Analysis
11	Theoretical	Inventory Models
12	Theoretical	Game Theory
13	Theoretical	Waiting Line Models
14	Theoretical	Markov Analysis and Decision Making
15	Theoretical	Markov Analysis and Decision Making

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
			Total Workload (Hours)	127
			[Total Workload (Hours) / 25*] = **ECTS**	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	
2	
3	Implementation of the qualification program WİNQSP
4	

5	

Programme Outcomes *(Business Administration Master's Without Thesis)*

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitavie me
2	Be able to make finacial analysis in micro and macro level and develop skills in the analyis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of internation

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	3	5	5	5	3
P2	2	3	5	4	2
P3	3	4	3	2	3
P4	4	2	4	3	3
P5	3	4	2	4	5