

SAKARYA UNIVERSITY OF APPLIED SCIENCES

APPLIED SCIENCES FACULTY

FOREIGN TRADE COMPANY GRADUATION STUDY GUIDE

Undergraduate graduation studies are research projects conducted under the supervision of a faculty advisor, demonstrating that students have attained a certain level of professional competence. For the International Trade and Finance Department, the Graduation Thesis involves analyzing the business where the compulsory internship is carried out as part of the Vocational Training in Business program, using a holistic approach to research.

The following points are essential for your study:

1. Your study should be no less than 50 pages in total (excluding appendices, bibliography, and table of contents).
2. Graduation Theses must be completed under the supervision of a faculty member. It is crucial that you submit your work on the deadlines provided for evaluation and incorporate any feedback received. Additionally, the final thesis must be uploaded to the LMS by the department head's specified dates.
3. Your study must be prepared within the framework of the material covered in your Research Methods course. The rules to maintain integrity in formatting, content, and writing style are detailed in the Graduation Thesis Preparation Guide. You can access this guide at: <https://ubf.subu.edu.tr/ogrencidilekce-ve-formlari>
4. Supporting your study with relevant literature—both general and company-specific—will be a key factor in the successful evaluation of your research. Our university's online library provides access to a wide range of resources. Visit: <https://kutuphane.subu.edu.tr/>
5. Prior to the defense exam, which will be conducted by a three-member jury, your work will be scanned for plagiarism. Therefore, you must be very cautious about citing sources; the maximum acceptable plagiarism rate is 30%.

The following content outline is provided for the Graduation Thesis to be prepared by students who complete their compulsory internship in a foreign trade company.

CONTENT OF FOREIGN TRADE COMPANY COMPLETION STUDY

1. SECTOR INTRODUCTION

1.1. Sector in the World

- 1.1.1. History and Development of the Sector.
- 1.1.2. Prominent Strong Companies in the Sector.
- 1.1.3. Analysis of Production and Foreign Trade Data of the Sector from a 10-Year Perspective.
- 1.1.4. Global Regulations and Compliance Issues.
- 1.1.5. Future Trends and Innovation.

1.2. Sector in Turkey

- 1.2.1. History and Development of the Sector.
- 1.2.2. Strong Companies in Turkey.
- 1.2.3. Analysis of Production and Foreign Trade Data of the Sector from a 10-Year Perspective.
- 1.2.4. Regulations Specific to Turkey.

2. COMPANY INTRODUCTION

- 2.1. History of the Company.
- 2.2. Mission and Vision of the Company.
- 2.3. Products and Services of the Company.
- 2.4. Partnership and Organizational Structure of the Company.
- 2.5. Digitalization and Use of Technology.
- 2.6. Sustainability and Social Responsibility Strategies.

3. ANALYSIS OF THE COMPANY WITHIN THE SCOPE OF INTERNATIONAL TRADE

3.1. Import - Export Processes

- 3.1.1. Intra-Company Export Processes and Management.
- 3.1.2. Intra-Company Import Processes and Management.
- 3.1.3. Documents and Legislation Used in Import and Export.
- 3.1.4. Customs Processes.

3.2. International Marketing

- 3.2.1. International Market Entry Strategy.
- 3.2.2. Market Segmentation and Target Market Identification Strategies.
- 3.2.3. Marketing Mix (4P) Strategies.
- 3.2.4. Management of Cultural Differences.
- 3.2.5. Digital Marketing and E-Commerce Applications.

3.3. Supply Chain and Logistics Management

- 3.3.1. Logistics Solutions Used in Foreign Trade.
- 3.3.2. Storage and Distribution Strategies.
- 3.3.3. Cooperation Processes with International Distributors and Dealers.
- 3.3.4. Supplier Selection and Management.
- 3.3.5. Carbon Footprint Management in International Logistics.

3.4. Foreign Trade Accounting and Financing

- 3.4.1. Accounting Process of Foreign Trade Transactions.
- 3.4.2. Banking Transactions and Exchange Obligations Process.
- 3.4.3. Exchange Rate Risk Management.
- 3.4.4. Benefiting from Export Supports and Incentive Programs.
- 3.4.5. Foreign Trade Financing Techniques Applied.

3.5. Crisis Management Practices and Case Studies

- 3.5.1. Types of Crisis and Their Effects on Businesses.
- 3.5.2. Crisis Management Strategies and Models.
- 3.5.3. Financial and Operational Measures Applied by Businesses During Crisis.
- 3.5.4. Case Studies: Successful and Unsuccessful Crisis Management Examples.
- 3.5.5. Post-Crisis Restructuring and Sustainability.

3.6. SWOT Analysis

3.7. Conclusion and Evaluation