

**SAKARYA UNIVERSITY OF APPLIED SCIENCES**  
**APPLIED SCIENCES FACULTY**  
**LOGISTICS COMPANY GRADUATION STUDY GUIDE**

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

The following points are essential for your study:

1. Your study should be a minimum of 50 pages in total (excluding appendices, bibliography, and table of contents).
2. Graduation Theses must be conducted under the guidance of a faculty member. It is imperative that your work is submitted on the specified evaluation dates and revised according to feedback. Additionally, the final thesis must be uploaded to the LMS by the deadline set by the department head.
3. Your study should be prepared in accordance with the content covered in your Research Methods course. The guidelines to maintain integrity in form, content, and writing style are explained in the Graduation Thesis Preparation Guide. You can access this guide at: <https://ubf.subu.edu.tr/tr/ogrenci-dilekce-ve-formlari>
4. Supporting your study with relevant literature—both general and company-specific—is crucial for the successful evaluation of your research. Our university’s online library offers a wide range of resources. Visit: <https://kutuphane.subu.edu.tr/>
5. Prior to the defense exam, which will be conducted in front of a three-person jury, your work will be screened for plagiarism. Please note that 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 logistics company.

# **CONTENT OF LOGISTICS 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. Global Logistics Networks.
- 1.1.4. Technologies Used in the Sector.
- 1.1.5. Global Regulations in the Sector.

### **1.2. ... Sector in Turkey**

- 1.2.1. History and Development of the Sector in Türkiye.
- 1.2.2. Strong Companies in Türkiye.
- 1.2.3. Türkiye's Strategic Position in the Sector.
- 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. Transportation Modes Served by the Company.
  - 2.3.1. Land Transportation.
  - 2.3.2. Sea Transportation.
  - 2.3.3. Air Transportation.
  - 2.3.4. Railway Transportation.
  - 2.3.5. Multimodal and Intermodal Transportation.
- 2.4. Partnership and Organizational Structure of the Company.
- 2.5. Position in Turkey and the World Market.
- 2.6. Digitalization and Use of Technology.
  - 2.6.1. Tracking Systems.
  - 2.6.2. IoT, Big Data, Artificial Intelligence and Smart Sensors.
  - 2.6.3. Cloud-Based Logistics Applications.

## **3. ANALYSIS OF THE COMPANY'S INTERNATIONAL ACTIVITIES**

### **3.1. Operations and Transportation Management**

- 3.1.1. Shipment Planning and Management.
- 3.1.2. Planning and Optimization of Transportation Routes.
- 3.1.3. Urgent Transportation and Fast Cargo Management.

3.1.4. Carbon Footprint Reduction and Green Transportation Strategies.

### **3.2. Storage and Inventory Management**

3.2.1. Organization of Storage Processes.

3.2.2. Warehouse Management Systems.

### **3.3. Foreign Trade Accounting and Financial Management**

3.3.1. Accounting for International Activities.

3.3.2. Operational Cost Analyses.

3.3.3. Benefiting from Service Sector Incentives.

3.3.4. Exchange Rate Risk Management.

### **3.4. Sales and Marketing Department**

3.4.1. Market Segmentation and Target Market Determination Strategies.

3.4.2. Marketing Mix (4P) Strategies.

3.4.3. Digital Marketing Solutions.

### **3.5. Customer Service and Support Operations**

3.5.1. Customer Satisfaction and Communication Management.

3.5.2. Complaint Management and Resolution Processes.

### **3.6. Operational Performance Indicators (KPIs)**

### **3.7. Crisis Management Practices and Case Study**

3.7.1. Crisis Types and Their Effects on Businesses.

3.7.2. Crisis Management Strategies and Models.

3.7.3. Financial and Operational Measures Applied by Businesses During Crisis.

3.7.4. Case Study: Successful and Unsuccessful Crisis Management Examples.

3.7.5. Post-Crisis Restructuring and Sustainability.

### **3.8. SWOT Analysis**

### **3.9. Conclusion and Evaluation**