

Ders Kodu	Ders Adı	Teorik	Uygulama	Laboratuvar	Yerel Kredi	AKTS
IKC-GID.06	MARITIME BUSINESS ANALYTICS	2,00	0,00	0,00	2,00	3,00
Ders Detayı						
Dersin Dili	: İngilizce					
Dersin Seviyesi	: Lisans					
Dersin Tipi	: Seçmeli					
Ön Koşullar	: Yok					
Dersin Amacı	: The objective of this course is to equip students with fundamental knowledge of maritime business analytics including statistical data analysis, decision making concepts, system thinking and architecture, system dynamics and system simulations, and competition analysis models in maritime.					
Dersin İçeriği	: The course will start with the definition of maritime business and its role in economic development. The economic dynamics of the shipping business will be analyzed with fundamental statistical analysis. Maritime decision making concepts & design and analysis of maritime systems will be covered in depth. Besides maritime business analytics issues, maritime innovation and technology management topics will also be covered in the lectures.					
Dersin Kitabı / Malzemesi / Önerilen Kaynaklar	: TEXTBOOKS: 1.Visvikis, I. D., & Panayides, P. M. (Eds.). (2017). Shipping operations management (Vol. 4). Springer. 2.Kimbrough, S. O., & Lau, H. C. (2015). Business analytics for decision making. CRC Press.					
Planlanan Öğrenme Etkinlikleri ve Öğretim Yöntemleri	: Lectures will be delivered theoretically in classroom. PPT presentations,board and supportive videos will be used.					
Ders İçin Önerilen Diğer Hususlar	: Students should allocate some time weekly basis or self-studying to obtain a clear understanding of the lecture contents in details.					
Dersi Veren Öğretim Elemanları	: Arş. Gör. Dr. Murat Aymelek					
Dersi Veren Öğretim Elemanı Yardımcıları	: There is not any teaching assistant for this module.					
Dersin Verilişi	: Theory, Problem sets, Visual Learning.					
En Son Güncelleme Tarihi:	:					

Ders Öğrenme Çıktıları

Bu dersi tamamladığında öğrenci :

- 1 The students will learn fundamental maritime business concepts and will be familiar with industrial maritime practices
- 2 Shipping operation management concepts will be understood by students clearly.
- 3 Students will comprehend basics of technical and commercial ship management.
- 4 Students will be able to do basic statistical data analysis regarding the maritime business.
- 5 Students will be familiar with innovation and technology management in maritime business.
- 6 Sustainable ocean governance concept will be well understood by students.
- 7 Students will be able to generate basic decision-making models for ship managements and maritime transport management sector.
- 8 Students will be familiar with optimisation methods and simulation applications in maritime business
- 9 Students will be able to basic competition analysis for maritime business intelligence.

Ön Koşullar

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