

GLOBAL COMPETITIVENESS POWER

1	Course Title:	GLOBAL COMPETITIVENESS POWER	
2	Course Code:	IMD5127	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	6.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Dr. Öğr. Üyesi ESRA GÜLER	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Yard. Doç. Dr. Esra GÜLER esrag@uludag.edu.tr İnegöl İşletme Fakültesi 0224-2962713	
17	Website:		
18	Objective of the Course:	To have knowledge about the measurement and decisive factors of international competitiveness and be able to compare on a global scale.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To understand the decisive factors of global competitiveness
		2	To recognize and be able to read the global competitiveness indexes
		3	To be able to compare the international competitiveness
		4	To learn the techniques of competitive advantages
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21	Course Content:		
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Week	Theoretical	Practice	
1	The concept of international competitiveness		
2	The descriptions of competitiveness at a level of nation, sector and firm		
3	The theories on global competitiveness		

Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High
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