	GLOBAL COMPETITOIN POWER									
1	Course Title:	GLOBAL	COMPETITOIN 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 f	ace							
14	Course Coordinator:	Dr. Ögr. 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 competititvenesses							
		4	To learn the techniques of competitive advantages							
		5								
		7								
		8								
		9								
		10								
21	Course Content:									
Most	Theoretical	Co	purse Content:							
vveek 1	Theoretical The concept of international competi	tiveness	Practice							
2	The descriptions of competitiveness									
	of natio, sector and firm									
3	The theories on global competitivene	:55								

4	The decisive and basic factors of the nternational competitiveness																
5	The app	e approach of Porter						T									
6		ne comparative advantages and the ompetitive advantages															
7	The stag	e stages of the competitive development															
8	Mid Terr	d Term Exam															
9	Globaliza	obalization and the changing competition															
	Internation	ernational competitiveness based on the ality															
		ne measurement techniques to international ompetition															
12	Internation	ternational competition indexes															
13	The sust	ne sustainability of competitive advantage															
14	Final exa	am															
22	Materials:						Fa M Y M	Muhittin Adıgüzel, Uluslararası Rekabet Gücü: Belirleyici Faktörler ve Ölçülmesi, Nobel Yay.,Ankara:2011 Michael Porter, Rekabet Üzerine, Optimist Yay.,İstanbul:2010 Murat Dulupçu, Küresel Rekabet Gücü, Nobel Yay.,Ankara:2011.									
	Assesme																
Activites						- Isa	Number			Dura	Duration (hour)			Total Work Load (hour)			
	Theoretical						V.	14			3.00			42.00			
	acticals/Labs						-10	0			0.00			0.00			
Self stu	f study and preperation								14			3.00			42.00		
Homew	otal 1 lomeworks							111	0			0.00			0.00		
Broisess	868 Grade							70	0			0.00			0.00		
	Studies Studies								0			0.00			0.00		
Midtern	erm exams							1/	100.00			0.00			0.00		
Others	rs								0		0.00			0.00			
Course	<u>arement and ⊏valuation rechiliques osed in the</u> <sub>E</sub> xams								1			100.00			100.00		
Total W	Work Load															184.00	
Total wo	work load/ 30 hr													6.13			
ECTS C	Credit of the Course													6.00			
25	25 CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS																
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ	8 PQ9	PQ1 0	PQ11	PQ12	PQ1	PQ14	PQ15	PQ16	
ÖK1	2	3	3	4	5	4	4	4	4	1	4	3	0	0	0	0	
ÖK2	2	3	3	4	5	4	4	4	4	1	4	3	0	0	0	0	
ÖK3	2	3	3	4	5	4	4	4	4	1	4	3	0	0	0	0	
ÖK4	2	3	3	4	5	4	4	4	4	1	4	3	0	0	0	0	
		Ī	LO: L	earr	ning C	)bjec	tives	5	PQ: P	rogra	ım Qu	alifica	tions	;			

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