

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:		
		Course Content:	
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		

4	The decisive and basic factors of the international competitiveness	
5	The approach of Porter	
6	The comparative advantages and the competitive advantages	
7	The stages of the competitive development	
8	Mid Term Exam	
9	Globalization and the changing competition	
10	International competitiveness based on the quality	
11	The measurement techniques to international competition	
12	International competition indexes	
13	The sustainability of competitive advantage	
14	Final exam	
22	Textbooks, References and/or Other Materials:	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.
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
		WEIGHT
Midterm Exam		0
Quiz		0
Home work-project		0
Final Exam		1
Total		1
Contribution of Term (Year) Learning Activities to Success Grade		0.00
Contribution of Final Exam to Success Grade		100.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	3.00	42.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	0	0.00	0.00
Others	0	0.00	0.00
Final Exams	1	100.00	100.00
Total Work Load			184.00
Total work load/ 30 hr			6.13
ECTS Credit of the Course			6.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	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
LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							