CC	MPETITIVE ANALYSI	S AND	STRATEGIC DECISION MAKING							
1	Course Title:	COMPE	TITIVE ANALYSIS AND STRATEGIC DECISION MAKING							
2	Course Code:	ISL5327								
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:	Prof. Dr.	YÜCEL SAYILAR							
15	Course Lecturers:	Prof.Dr.	Mehmet Eryılmaz,							
16	Contact information of the Course Coordinator:	mehmete	ery@uludag.edu.tr							
17	Website:									
18	Objective of the Course:	Understanding the competitive analysis and strategic decision making								
19	Contribution of the Course to Professional Development:	Gaining an experience about practice side.								
20	Learning Outcomes:									
		1	Understanding the competitive analysis							
		2	Strategic decision making process.							
		3	Learning recent cases.							
		4								
		5								
		6								
		7								
		8								
		9								
		10								
21	Course Content:									
		Со	urse Content:							
	Theoretical		Practice							
1	Introduction to main concepts I									
2	Introduction to main concepts II									
3	Introduction to main concepts III									
4	Competitive analysis I									
5	Competitive analysis II									
6	Competitive analysis III									
7	Competitive analysis IV									

8	Competitive analysis V							
9	Strategic Decision Making I							
10	Strategic Decision Making II							
11	Strategic Decision Making III							
12	Strategic Decision Making IV							
13	Cases I							
14	Cases II							
22	Textbooks, References and/or Other Materials:		Erol Eren (1995) İşletme Politikası ve Stratejik Yönetim. İstanbul: Der Yayınları.					
23	Assesment							
TERM I	LEARNING ACTIVITIES	NUMBE R	WEIGHT					
Midterr	m Exam	0	0.00					
Quiz		0	0.00					
Home	work-project	0	0.00					
Final E	xam	1	100.00					
Total		1	100.00					
	oution of Term (Year) Learning Activitions Grade	es to	0.00					
Contrib	oution of Final Exam to Success Grade	9	100.00					
Total			100.00					
Measu Course	rement and Evaluation Techniques Use	sed in the	Multiple Choice					
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	27	5.00	135.00
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	3.00	3.00
Total Work Load			180.00
Total work load/ 30 hr			6.00
ECTS Credit of the Course			6.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ1 0	PQ11	PQ12	PQ1 3	PQ14	PQ15	PQ16
ÖK1	4	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	4	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0

ÖK3	4	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications Contrib 1 very low 2 low 3 Medium 4 High 5 Very High ution Level:																