

COMPETITIVE ANALYSIS AND STRATEGIC DECISION MAKING

1	Course Title:	COMPETITIVE 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 face	
14	Course Coordinator:	Prof. Dr. YÜCEL SAYILAR	
15	Course Lecturers:	Prof.Dr. Mehmet Eryılmaz,	
16	Contact information of the Course Coordinator:	mehmetery@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.
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21	Course Content:		
		Course Content:	
Week	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		

[illegible]

ÖK3	4	4	4	0	0	0	0	0	0	0	0	0	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			