



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2
Course Code	M A N 4 3 7	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	-
		Number of Credit Hours	3
Course Web Site	http://man437.cankaya.edu.tr		ECTS Credit
			0 5

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

English Name	Competition in Business
Turkish Name	İşletmelerde Rekabet
Mode of Delivery	Face to face
Language of Instruction	English

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

Although competitiveness encompasses a wide range of issues extending from corporate level to industry and national level; this course focuses basically on competitiveness from micro perspective. The course covers micro, mezzo, and macro levels of competitiveness, theoretical foundations of competitiveness and additionally main aspects of innovation, networking, internationalization and organizational culture, which are the main tools to build a firm's competitive position.

Prerequisites (if any) <small>Give course codes and check all that are applicable.</small>	1 st	2 nd	3 rd	4 th
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any. <input style="width: 100%;" type="text"/>	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <small>Check all that are applicable</small>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input checked="" type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other dept.(s)			

Part II. Detailed Course Information**Course Objectives***Maximum 100 words.*

The objectives of the course are:

- To develop an understanding of the concept, main aspects and determinants of competitiveness,
- To create awareness and common understanding of competitive strategies,
- To improve the ability of the students in identifying, analyzing and managing firm-level resources and capabilities,
- To enhance the students' skills to develop strategic analysis and preparation of long-term strategic plans for firms,
- To encourage the students (as future managers and policy makers) to develop collaboration between various institutions in order to increase competitiveness.

Learning Outcomes*Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will:

1. Be able to describe and critically analyze the concept of competitiveness.
2. Be able to understand the theoretical basis of competitiveness.
3. Be able to develop and understanding of different dimensions of competitiveness of nations.
4. Be able to differentiate relative differences of the competitiveness of industries.
5. Be able to identify main aspects of both controllable and uncontrollable determinants of firm competitiveness.
6. Be able to evaluate different types of firm resources and competencies.
7. Be able to comprehend basics of innovation, R&D and internationalization as key drivers of success.
8. Be able to analyze critically the network relations.
9. Be able to learn different organizational culture types.
10. Be able to understand strategic foundations of competitiveness.

Textbook(s)*List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Michael A Hitt, R. Duane Ireland, Robert E. Hoskisson	Strategic Management: Competitiveness and Globalization – Concepts and Cases	Cengage Learning	2014	978- 1285425177
Paul De Grauwe (Editor)	Dimensions of Competitiveness	MIT Press	2010	978- 0262013963

Reference Books*List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Michael E. Porter	Competitive Advantage: Creating and Sustaining Superior Performance	New York: Free Press	1985	978- 068484146-5
Michael E. Porter	The Competitive Advantage of Nations	New York: Free Press	1998	978- 068484147-2

Teaching Policy*Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of lecturing. Case Studies about competitiveness of firms will be provided to students in order to foster discussion. Students are expected to read these cases before each lecture.

Laboratory/Studio Work*Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

N/A

Computer Usage

Briefly describe the computer usage and the hardware/software requirements for the course.

N/A

Course Outline

List the weekly topics to be covered.

Week	Topic(s)
1	Concepts Related with Competitiveness (absolute/comparative advantage, productivity, efficiency, profitability)
2	National-Level Competitiveness: Competitiveness Level of Turkey and Other Countries
3	Ability to Sell: Costs and Trade Performance
4	Ability to Earn: Productivity and Performance Orientation
5	Ability to Adjust: Innovation and Flexibility
6	Ability to Attract: Place Attractiveness
7	Midterm Exam
8	The Competitive Advantage of Nations: Porter's Diamond Model
9	Firm-Level Competitiveness: Market-based View (I/O Theory)
10	Firm-Level Competitiveness: Resource-based View
11	Internationalization
12	R&D and Innovation
13	Network Relations
14	Organizational Culture

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Case Discussion	10	10%						
Term Project	1	25%						
Midterm Exam	1	25%						
Final Exam	1	40%						

ECTS Workload

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	13	3	39
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	-
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	13	0,5	6,5
Collection and selection of relevant material (<i>once</i>)	1	1,5	1,5
Self study of relevant material (<i>weekly basis</i>)	14	1	14
Take-home assignments	10	2	20
Preparation for quizzes	-	-	-

Preparation for mid-term exams (including the duration of the exams)	1	8	8
Preparation of term paper/case-study report (including oral presentation)	1	20	20
Preparation of term project/field study report (including oral presentation)	-	-	
Preparation for final exam (including the duration of the exam)	1	12	12
TOTAL WORKLOAD / 25			121
ECTS Credit			5

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.					X
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.				X	
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.	X				
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.				X	
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.					X
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.			X		
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.					X
8	Be thereby qualified to conduct research in business administration and management.			X		
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.				X	
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.					X
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.			X		
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.			X		
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.					X

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest