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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Uluslararası İşletmecilik** | |  | 2 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu derste, işletmelerin uluslararası alanda faaliyetlerinin anlaşılması, yönetim tarzları, organizasyon yapıları, uyguladıkları muhtelif stratejiler, iş birliğe türleri ele alınmakta ve örneklerle açıklamaktır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. İşletme alanında kazanılan teorik, pratik bilgi ve becerileri araştırma, uygulama ve saha analizlerinde nasıl kullanıldığını belirler ve uygular. 2. Kobi’lerin yabancı ülke pazarlarına giriş stratejilerini bilir 3. Franchising lisans anlaşmaları ve Ortak Girişimler (Joint Venture) uygulamalarını bilir 4. Uluslararası işletmecilikte ülke riskleri hakkında bilgi sahibi olur. 5. Uluslararası ekonomik, politik, sosyal ve kültürel çevre hakkında bilgi sahibi olur. 6. Uluslararası işletmelerin ülke ekonomilerine katkılarını analiz eder. | | | | | | | Dersin İçeriği | Uluslararası işletmecilik kavramı, uluslararası işletmeciliğin tarihsel gelişimi, uluslararası işletmecilikle ilgili teoriler, uluslararası ekonomik, politik, sosyal ve kültürel çevre, uluslararasılaşma sürecini etkileyen faktörler, uluslararası işletmecilik ve kalkınma. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Uluslararası işletmecilik kavramı. | | | | | | | 2 | Uluslararası işletmeciliğin tarihsel gelişimi. | | | | | | | 3 | Uluslararası işletmecilikle ilgili teoriler | | | | | | | 4 | Uluslararası ekonomik, politik, sosyal ve kültürel çevre | | | | | | | 5 | Uluslararasılaşma sürecini etkileyen faktörler | | | | | | | 6 | Uluslararası işletmecilik ve kalkınma. | | | | | | | 7 | Uluslararası pazarlara giriş ve potansiyel pazar seçme stratejileri. | | | | | | | 8 | Uluslararası işletmecilikte ülke riskleri: | | | | | | | 9 | Politik risk ve politik risk yönetimi, riskten kaçınma yöntemleri | | | | | | | 10 | Uluslararası yönetim ve çokuluslu şirketler | | | | | | | 11 | Ortak girişimler (Joint Venture) | | | | | | | 12 | Kobi’lerin yabancı ülke pazarlarına giriş stratejileri | | | | | | | 13 | Franchising, Lisans Anlaşmaları | | | | | | | 14 | Sözleşmeli Üretim; tanım, kapsam. avantaj ve dezavantajlar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden, bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Demirci, E.A. Uluslararası İşletmecilik. Anadolu Üniversitesi- Açıköğretim Fakültesi Yayını No: 2142 | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | **PÇ4** | | **PÇ5** | | **PÇ6** | **PÇ7** | **PÇ8** | | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | 4 | 3 | 3 | | 3 | | 3 | 3 | 1 | | 3 | | 2 | | **ÖÇ2** | 2 | | 2 | 3 | 2 | | 3 | | 3 | 2 | 2 | | 4 | | 2 | | **ÖÇ3** | 1 | | 1 | 3 | 1 | | 2 | | 1 | 2 | 1 | | 3 | | 2 | | **ÖÇ4** | 1 | | 1 | 1 | 2 | | 2 | | 1 | 2 | 1 | | 4 | | 2 | | **ÖÇ5** | 1 | | 1 | 1 | 1 | | 3 | | 2 | 2 | 1 | | 1 | | 1 | | **ÖÇ6** | 1 | | 1 | 1 | 1 | | 3 | | 2 | 2 | 1 | | 2 | | 1 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı Düzeyi** | | **1 Çok Düşük** | | | | **2 Düşük** | | **3 Orta** | | | | **4 Yüksek** | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | Uluslararası İşletmecilik | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 2 | |