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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Dijital İşletme** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Teknolojik gelişmeler ışığında işletme yönetiminde yaşanan değişimlerin irdelenerek farkındalık yaratılması ve dijital dönüşüm kapsamındaki yeni teknolojileri ve trendleri anlatmak. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Dijital dönüşüm metodolojilerini anlar. 2. Yeni teknolojilerin gelişimini ve teknoloji trendlerini yorumlar. 3. İş hayatının geleceği ve dijital dönüşüm trendleri ile ilgili öngörüsü artar. 4. Dijital işletme konusundaki temel konuları ve teknolojileri anlar. 5. Dijital işletme için yönetilmesi gereken donanım, yazılım ve telekomünikasyon altyapısını anlar. 6. Dijital girişimcilik konusunda bilgi sahibi olur. | | | | | | | Dersin İçeriği | Yeni ekonomi, internet, Dijital dönüşüm, Dijital işletme kavramı, Sosyal Medya ve işletme yönetimi, İşletmeler için oyunlaştırma kavramı ve teorileri, E-Ticaret: dijital pazarlar ve dijital ürünler, Dijital pazarlama stratejileri | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Yeni ekonomi, internet | | | | | | | 2 | Dijital dönüşüm | | | | | | | 3 | Dijital işletme kavramı | | | | | | | 4 | Sosyal Medya ve işletme yönetimi | | | | | | | 5 | İşletmeler için oyunlaştırma kavramı ve teorileri | | | | | | | 6 | E-Ticaret: dijital pazarlar ve dijital ürünler | | | | | | | 7 | Dijital pazarlama stratejileri | | | | | | | 8 | Halkla ilişkilerin dijitalleşmesi | | | | | | | 9 | Endüstri 4.0 ve nesnelerin interneti | | | | | | | 10 | İşletmelerde yapay zeka | | | | | | | 11 | İşletmelerde iş zekası uygulamaları | | | | | | | 12 | Büyük veri ve iş analitiği | | | | | | | 13 | **Bulut Bilişim Teknolojileri, Siber Güvenlik** | | | | | | | 14 | **Dijital girişimcilik** | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden, bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Aksel, İ. ve diğerleri (2013), Dijital İşletme, İstanbul, Cinius Yayınları | | **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 | - | | - | | 5 | 1 | - | | - | | - | | **ÖÇ2** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **ÖÇ3** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **ÖÇ4** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **ÖÇ5** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **ÖÇ6** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | 2 | | - | | **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** | | Dijital İşletme | 5 | - | 4 | - | - | 5 | 1 | - | - | - | |