

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTERNATIONAL COMPETITION POLICY	ULY3154020	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Metin GÜRLER				
Name of Lecturer(s)	Assist.Prof. Metin GÜRLER				
Assistant(s)					
Aim	To gain critical insight into strategic and competitive analysis, together with the theoretical and operational tools necessary to analyse competition between firms, sectors, cities, regions and countries; to develop the ability to identify current and possible competitive scenarios in an industry; to determine an effective and efficient competitive strategy according to the structure of the sector and the position of the company; to provide the necessary concepts and tools for the analysis of sector characteristics and evolutionary characters.				
Course Content	This course contains; The Concept of Competitor and Competition, Introduction to Competitive Analysis,Global Indices About Competitiveness,Absolute Advantage, Comparative Advantage, Revealed Comparative Advantage (RCA),Supply Chain, Value Chain, Global Supply Chain, Global Value Chain , Backward Participation, Forward Participation, Globalization,Establishing Competitiveness Index For a Given Country Set Using Different Macroeconomic Indicators by Min-Max Methodology and Ranking the Countries,Foreign Exchange Earning Services, Central Bank Reserves and Balance of Payments (BOP), Calculating Real Effective Exchange Rate (REER) and Terms of Trade (TOT) For the Countries,Measurement of the Countries' Performance in Macroeconomic Indicators by Indexing Using the Base Year (Base Year=100),Economic Growth, Economic Development (Development), Middle Income Trap, Economic Policies Aimed to Escape From the Middle Income Trap,The Difference Between Invention and Innovation, the Importance of Innovation in Competition, Creative Destruction,Development Stages, Industrial Revolutions, Business Cycles,Mergers and Acquisitions (M&A), the Importance of Foreign Direct Investments (FDI) for Development,Methods to Measure Competitive Advantage: Porter's Five Factor Model, SWOT, PESTEL, Brainstorming/Brainwriting (635 Method), Porter's Diamond Model,R&D, Productivity, Efficiency, Manufacturing Industry and Foreign Trade According to the Technology Intensity (Llow, Medium-low, Medium-high, High Technology),The analysis of measuring the competitiveness of HS-6 digit coded products that are subject to export (Revealed Comparative Advantages "RCA" Method).				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
3.1.Develops strategic options within the framework of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
1. Will be able to follow International Competition Policies within an organization based on the concept of competition			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
1.1. Interprets the conditions and requirements for the formation of International Competition Policies.			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
1.2. Makes situational analysis of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2. Will be able to conduct situational evaluations of competitors in the sector both nationally and internationally, within the framework of international competition policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2.1. Analyses the competition within the framework of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
2.2. Defines suitable sectoral investment areas within the framework of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
3. Will be able to evaluate the concept of strategy within the framework of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
3.2. Evaluates strategic options in the context of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
4. Will be able improve competitive opportunities within the framework of International Competition Policy			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
4.1. Defines the processes of International Competition Policy.			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
4.2. Defines alternative competitive conditions for developing the International Competition Policy			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
5. Will be able to apply Strategic Decisions in the context of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
5.1. Determines strategy implementations in the context of International Competition Policies.			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
5.2. Establishes appropriate decision-making tools in strategies within the framework of International Competitiveness Policies.			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
6. Will be able to identify the areas of risk and responsibility of international competition policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
6.1. Analyses the economic sector profile within the framework of International Competition Policies			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
6.2. Determines growth strategies within the framework of International Competition Policies.			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
7. Will be able to analyze the data (indicators) obtained from International Economic Organizations			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
7.1. Matches the webpages/links to obtain the data from the International Economic Organizations			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
7.2. Interprets the data, which are obtained from the International Economic Organizations			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	
7.3. Rearranges data, which are obtained from the International Economic Organizations by creating (establishing/generating) tables and figures			10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E	

Course Learning Outcomes		Teaching Methods	Assessment Methods
7.4. Compares (benchmarks) the data, which are obtained from the International Economic Organizations for Türkiye and the other countries		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8. Will be able to compare (benchmark) Türkiye's competitiveness performance with the other countries in areas such as economy and innovation		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8.1. Accesses the global indices that measure countries' competitiveness performance in areas such as economy and innovation		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8.2. Comments on global indices that measure the competitiveness performance of countries in areas such as economy and innovation		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8.3. Rearranges the global index scores (values), which measure the competitiveness performance of countries in areas such as economy and innovation, by creating tables and figures		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
8.4. Compares (benchmarks) global index scores (values) that measure the competitiveness performance of Türkiye and the other countries in areas such as economy and innovation		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
9. Will be able to create an index using the minimum-maximum method with macroeconomic indicators to compare Türkiye's competitiveness performance with the other countries		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
9.1. Determines the indicators for the index to be created to compare Türkiye's competitiveness performance with the other countries		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
9.2. Creates an index using the minimum-maximum method with the macroeconomic indicators, which are obtained in order to compare Türkiye's competitiveness performance with the other countries		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
9.3. Ranks the countries in the indicators, which are obtained to compare Türkiye's competitiveness performance with the other countries (measures the performance of countries in the indicators)		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
9.4. Ranks the countries with the General Overall Competitiveness Index, which is created to compare Türkiye's competitiveness performance with the other countries (measures the overall performance of the countries)		10, 12, 13, 14, 16, 19, 4, 5, 6, 8, 9	A, E
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method		
Assessment Methods	A: Traditional Written Exam, E: Homework		
Lecture Schedule			
Sequence	Topics	Preliminary Preparation	
1	The Concept of Competitor and Competition, Introduction to Competitive Analysis		
2	Global Indices About Competitiveness		
3	Absolute Advantage, Comparative Advantage, Revealed Comparative Advantage (RCA)		
4	Supply Chain, Value Chain, Global Supply Chain, Global Value Chain , Backward Participation, Forward Participation, Globalization		
5	Establishing Competitiveness Index For a Given Country Set Using Different Macroeconomic Indicators by Min-Max Methodology and Ranking the Countries		
6	Foreign Exchange Earning Services, Central Bank Reserves and Balance of Payments (BOP), Calculating Real Effective Exchange Rate (REER) and Terms of Trade (TOT) For the Countries		
7	Measurement of the Countries' Performance in Macroeconomic Indicators by Indexing Using the Base Year (Base Year=100)		
8	Economic Growth, Economic Development (Development), Middle Income Trap, Economic Policies Aimed to Escape From the Middle Income Trap		
9	The Difference Between Invention and Innovation, the Importance of Innovation in Competition, Creative Destruction		
10	Development Stages, Industrial Revolutions, Business Cycles		
11	Mergers and Acquisitions (M&A), the Importance of Foreign Direct Investments (FDI) for Development		
12	Methods to Measure Competitive Advantage: Porter's Five Factor Model, SWOT, PESTEL, Brainstorming/Brainwriting (635 Method), Porter's Diamond Model		
13	R&D, Productivity, Efficiency, Manufacturing Industry and Foreign Trade According to the Technology Intensity (Low, Medium-low, Medium-high, High Technology)		
14	The analysis of measuring the competitiveness of HS-6 digit coded products that are subject to export (Revealed Comparative Advantages "RCA" Method)		
Evaluation Methods		Weight(%)	
(Midterm Exam) Assignment		100	
Midterm Exam		40	
(General Exam) Multiple choice exam		100	
(General Exam) Assignment (consists of 50% of the overall exam grade)		50	
General Exam		60	

Resources

Books and reports related with the course

1. Lecture notes, Case studies, Power point presentations
2. The Impact of Competitiveness on Exiting the Middle Income Trap: Türkiye Analysis (Metin Gürler, Marmara University Doctoral/PhD Thesis)
3. International Economics by Dominick Salvatore
4. Principles of Economics/ Chapter 9/ Application: International Trade by N. Gregory Mankiw
5. Review of Maritime Transport (UNCTAD report series)
6. World Investment Report (UNCTAD report series)
7. IMF World Economic Outlook Report series (2 main publications and 2 updates per year)
.April (updated in July of the same year)
.October (updated in January of the following year)
8. OECD Economic Outlook report series.
9. Global Innovation Index (WIPO report series)
10. UNIDO Competitive Industrial Performance report series
11. UNDP Human Development Report series
12. IMD World Competitiveness Ranking
13. UK Target Market Country Analysis, Dr. Metin Gürler (Turkish Exporters' Assembly "TİM" reports)
14. World Economic Forum (WEF), Global Competitiveness Report series

Additional resources for the course

1. Business and Competitive Analysis: Effective Application of New and Classic Methods Craig S. Fleisher Babette E. Bensoussan ISBN-10: 0132161583 • ISBN-13: 9780132161589 ©2007 • FT Press, 2nd edition, 2015.
2. Michael Porter, Competitive Strategies: Sector and Competitor Analysis Techniques, System Publications, 2003, İstanbul
3. Michael Porter, On Competition, MARKA East Marmara Development Agency Publications, 2011, Istanbul
4. Michael Porter, Competitive Advantage, 1998, Free Press
5. Michael Porter, Competitive Advantage of Nations, 1990, Free Press
6. International Trade Centre , ITC/Intracen, <https://intracen.org/about-us>
7. TradeMap web page, https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c
8. MacMap web page, <https://www.macmap.org/>
9. UNCTAD web page, <https://unctadstat.unctad.org/wds/ReportFolders/reportFolders.aspx> [vehttps://trains.unctad.org/Default.aspx](https://trains.unctad.org/Default.aspx)
10. Comtrade web page, <https://comtrade.un.org/data/>
11. WTO web page, https://www.wto.org/english/res_e/statis_e/statis_e.htm
12. The World Bank web page, <https://data.worldbank.org/>
13. IMF web page, <https://www.imf.org/en/Home>
14. EU, https://european-union.europa.eu/principles-countries-history/history-eu_en
15. Eurostat web page, <https://ec.europa.eu/eurostat/web/main/data>
16. OECD web page, <https://www.oecd.org/>
17. OECD statistics web page, <https://stats.oecd.org/>
18. BIS web page, <https://www.bis.org/about/index.htm>
19. BIS data, <https://stats.bis.org/statx/toc/LBS.html>
20. UNCTAD web page, <https://unctad.org/about>
21. United Nations Industrial Development Organization, UNIDO, <https://www.unido.org/>
22. The International Telecommunication Union (ITU), <https://www.itu.int/en/about/Pages/default.aspx>
23. The International Telecommunication Union (ITU) statistics, <https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>
24. The World Intellectual Property Organization (WIPO), <https://www.wipo.int/about-wipo/en/>
25. The World Intellectual Property Organization (WIPO) statistics <https://www3.wipo.int/ipstats/key-search/indicator>
26. UNESCO web page, <https://www.unesco.org/en>
27. UNESCO data, <http://data.uis.unesco.org/>
28. UNDP web page, <https://www.undp.org/ethiopia/about-us>
29. UNDP Human Development Index, <https://hdr.undp.org/data-center/human-development-index#/indicies/HDI>
30. International Labour Organization (ILO) web page, <https://www.ilo.org/global/lang-en/index.htm>
31. International Labour Organization (ILO) statistics, <https://ilostat.ilo.org/>
32. IMF statistics web page, <https://data.imf.org/?sk=388dfa60-1d26-4ade-b505-a05a558d9a42>