

İşletme ve Yönetim Bilimleri Fakültesi / İşletme Programı (İngilizce)**2019 - 2020 Eğitim Öğretim Yılı****BLOK ZİNCİRİ VE İŞ STRATEJİSİ****Ders Tasarımı (Syllabus)**

Dersin Tanımı					
Adı	Kodu	Yarıyıl	T+U Saat	Kredi	AKTS
BLOK ZİNCİRİ VE İŞ STRATEJİSİ	BUS3271530	Bahar Dönemi	3+0	3	5
Ön Koşul Dersleri					
Önerilen Seçmeli Dersler	Strategic ManagementMIS				
Dersin Dili	İngilizce				
Dersin Seviyesi	Lisans				
Dersin Türü	Programa Bağlı Seçmeli				
Dersin Koordinatörü	Dr.Öğr.Üye. Arafat Salih AYDINER				
Dersi Verenler	Dr.Öğr.Üye. Arafat Salih AYDINER				
Dersin Yardımcıları					
Dersin Amacı	The aim is to teach our students to understand strategies of information systems and underlying technologies of Blockchain. Also, this course makes the students learn the impacts of Blockchain on business models and its strategies.				
Dersin İçeriği	Bu ders; Information systems (IS), Information Technology (IT), and Digitalization,Digital Disruption: The impact of IS/IT,A Three- era Model of Evolving IT Application in Organizations,An Introduction to Cloud Computing,A Classification of the Strategic Uses of IS/IT,Success Factors in Strategic Information Systems,Examples of IS/IT and competitive advantage ,A Portfolio Management Perspective on IS/IT Investment,What is an IS/IT or Digital Strategy ?,What is Blockchain?,Obstacles, Challenges, and Mental Blocks,New Business Models: Making it rain on the Blockchain,Blockchain in Financial Services,Case Studies; konularını içermektedir.				
Dersin Öğrenme Çıktıları	Öğretim Yöntemleri	Ölçme Yöntemleri			
Defines the Crypto-Finance and its market conditions in Blockchain Environment	1, 2, 3, 4	A, C, E			
evaluate the role of Information Systems and Technology	1, 2, 3, 4	A, C, E			
Defines the Blockchain Ecosystems	1, 2, 3, 4	A, C, E			
Identifies obstacles, challenges and mental blocks in Blockchain Ecosystems	1, 2, 3, 4	A, C, E			
Evaluates the new business models	1, 2, 3, 4	A, C, E			
Evaluates the use of Blockchain in Financial Services Industry	1, 12, 2, 3, 4	A, C, E			
Öğretim Yöntemleri	1: Anlatım, 12: Örnek Olay, 2: Soru - Cevap, 3: Tartışma, 4: Alıştırma ve Uygulama				
Ölçme Yöntemleri	A: Yazılı sınav, C: Ödev, E: Kısa Sınav				
Ders Akışı					
Sıra	Konular	Ön Hazırlık			
1	Information systems (IS), Information Technology (IT), and Digitalization	The strategic management of information systems			
2	Digital Disruption: The impact of IS/IT	The strategic management of information systems			
3	A Three- era Model of Evolving IT Application in Organizations	The strategic management of information systems			
4	An Introduction to Cloud Computing	The strategic management of information systems			
5	A Classification of the Strategic Uses of IS/IT	The strategic management of information systems			
6	Success Factors in Strategic Information Systems	The strategic management of information systems			
7	Examples of IS/IT and competitive advantage	The strategic management of information systems			
8	A Portfolio Management Perspective on IS/IT Investment	The strategic management of information systems			
9	What is an IS/IT or Digital Strategy ?	The strategic management of information systems			
10	What is Blockchain?	The Business Blockchain			
11	Obstacles, Challenges, and Mental Blocks	The Business Blockchain			
12	New Business Models: Making it rain on the Blockchain	Blockchain Revolution			
13	Blockchain in Financial Services	Blockchain Revolution			
14	Case Studies	Crypto-Markets			
Kaynaklar					
Mougayar, W. (2016). The Business Blockchain. Hoboken: John Wiley & Sons. Peppard, J., & Ward, J. (2016). The Strategic Management of Information Systems Building A Digital Strategy. West Sussex, UK: John Wiley & Sons. Tapscott, D., & Tapscott, A. (2018). Blockchain Revolution . New York: Penguin Random House					