

İşletme ve Yönetim Bilimleri Fakültesi / İşletme Programı (İngilizce)
2019 - 2020 Eğitim Öğretim Yılı
UYGULAMALI İŞLETME
Ders Tasarımı (Syllabus)

Dersin Tanımı					
Adı	Kodu	Yarıyıl	T+U Saat	Kredi	AKTS
UYGULAMALI İŞLETME	BUS3271520	Bahar Dönemi	4+0	4	5
Ön Koşul Dersleri					
Önerilen Seçmeli Dersler	Management Skills LabStrategic ManagementOperations Management				
Dersin Dili	İngilizce				
Dersin Seviyesi	Lisans				
Dersin Türü	Zorunlu				
Dersin Koordinatörü	Dr.Öğr.Üye. Muhsin Fuat BAYIK				
Dersi Verenler	Dr.Öğr.Üye. Muhsin Fuat BAYIK				
Dersin Yardımcıları					
Dersin Amacı	In this course, it is aimed to improve students' managerial abilities by simulating a company ecosystem in a competitive market. It is also aimed to keep our students capable of analysing the outputs of their strategic decisions and measure the effect of strategies adopted over the company performance. In this simulation based course, students will be able to apply business concepts, strategy, and tactics, as they make a series of decisions that will directly impact the financial well being of their simulated company.				
Dersin İçeriği	Bu ders; Orientation a: Introduction to Course,Orientation b: Introduction to Interface of CAPSIM GLOBAL DNA Simulation pack,Orientation c: Introduction to Interface of CAPSIM GLOBAL DNA Simulation Pack,Team Assignment, Business Environment Assessment, User Interface and creation of departments,Decision Making Rounds: Choosing Business Units, Teams and Regional Settling, Mapping Customers for Company as perceptual maps, Determining Pricing Strategy, Determining Financing Strategy, assessing the impact on financials.,Round in Practice 2,Round in Practice 3,Round in Practice 4,Round in Practice 5,Performance Assessment of Teams,Round in Practice 6,Round in Practice 7,Round in Practice 8,Performance Assessment: Overall Evaluation and Team Presentations; konularını içermektedir.				
Dersin Öğrenme Çıktıları			Öğretim Yöntemleri	Ölçme Yöntemleri	
Students will be able to assess the markets conditions during a volatile environment, and revize the marketing strategy			1, 13, 4	D, F	
Students will be able to develop a master plan for a business operations, decide on market positioning and set perceptual maps.			1, 13, 4	D, F	
Students will be able to analyze the impact of company products on market and determine performance parametre.			1, 13, 4	D, F	
Students will be able to utilize the firm capacity and seeks answer on how a firm should revize the capacity in changing market condition			1, 13, 4	D, F	
students will be able to assess the impact of shipping cost, variable costs, MOH, and pricing strategy on contribution margin			1, 13, 4	D, F	
students will be able to decide on financing and investment strategy			1, 13, 4	D, F	
Students will be able to assess the financial reports of their firm.			1, 12, 13, 4	D, F	
Öğretim Yöntemleri	1: Anlatım, 12: Örnek Olay, 13: Deney / Laboratuvar, 4: Alıştırma ve Uygulama				
Ölçme Yöntemleri	D: Proje / Tasarım, F: Performans Görevi				
Ders Akışı					
Sıra	Konular	Ön Hazırlık			
1	Orientation a: Introduction to Course	Capsim Training Package			
2	Orientation b: Introduction to Interface of CAPSIM GLOBAL DNA Simulation pack	Capsim DNA Training Package Round 2			
3	Orientation c: Introduction to Interface of CAPSIM GLOBAL DNA Simulation Pack	Capsim DNA Training Round 3			
4	Team Assignment, Business Environment Assessment, User Interface and creation of departments				
5	Decision Making Rounds: Choosing Business Units, Teams and Regional Settling, Mapping Customers for Company as perceptual maps, Determining Pricing Strategy, Determining Financing Strategy, assessing the impact on financials.				
6	Round in Practice 2				
7	Round in Practice 3				
8	Round in Practice 4				
9	Round in Practice 5				
10	Performance Assessment of Teams				
11	Round in Practice 6				
12	Round in Practice 7				
13	Round in Practice 8				
14	Performance Assessment: Overall Evaluation and Team Presentations				
Kaynaklar					
CAPSIM DNA GLOBAL Simulation PackCAPSIM DNA GLOBAL Simulation Pack Course Materials					