

Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	JOB107		
Course Name:	HISENSE International Business Management: HISENSE Case		
Semester:	Spring		
Course Credits:	ECTS 5		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	Bachelor TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree		
Mode of Delivery:	E-Learning		
Course Coordinator:	Doç. Dr. OKAN YAŞAR		
Course Lecturer(s):	Assoc. Prof. Okan Yaşar		
Course Assistants:			

Course Objective and Content

Course Objectives:	• To understand the international business strategies of HISENSE company. • Evaluating competitive advantages in global markets. • To analyze HISENSE's supply chain management strategies. • Examining global market entry and expansion strategies. • Evaluate international business strategies through real-world examples and case studies.

Course Content:	This course offers students the opportunity to understand and analyze the dynamics of the global business world by examining the international business strategies of the HISENSE company. The course focuses on topics such as HISENSE's success factors in international markets, global competitive strategies and global supply chain management, leading students to understand the international business strategies of a real company.
-----------------	---

Learning Outcomes

The students who have succeeded in this course;

- 1) Understanding the international business strategies of international companies
- 2) Learning to evaluate opportunities and competitive advantages in global markets
- 3) Be able to analyze supply chain management methods and strategies
- 4) Learning how to enter global markets and expand in these markets, examining strategies
- 5) Evaluate international business strategies through case studies and real examples

Course Flow Plan

Week	Subject	Related Preparation
1)	History and Global Presence of HISENSE	
2)	HISENSE's Position in the Global Business Environment	
3)	HISENSE's Competitive Strategies in International Markets	
4)	Innovation and Product Development Processes	
5)	HISENSE's Global Supply Chain and Logistics Strategies	
6)	Supply Chain Sustainability and Risk Management	
7)	Entry Models to Foreign Markets	
8)	HISENSE's Expansion Experiences into Foreign Markets	
9)	Midterm	

Sources

Course Notes / Textbooks:	-
References:	-

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					

Course Learning Outcomes	1	2	3	4	5
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.					
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.					
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.					
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.					
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.					
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.					
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.					
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.					
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.					
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.					
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.					
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society					
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within					

the framework of scientific, ethical, and quality processes.	1	2	3	4	5
Course Learning Outcomes					
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.					
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
9)	By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.	

10)	During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	
11)	Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.	
12)	In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society	
13)	Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.	
14)	Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.	
15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
total		% 100
PERCENTAGE OF SEMESTER WORK		% 40
PERCENTAGE OF FINAL WORK		% 60
total		% 100