

Radio, Television and Cinema (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:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
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:	<ul style="list-style-type: none"> • 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.
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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) By providing both theoretical and practical education, it prepares students for academic and business life.	1	2	3	4	5
	2) It provides a critical perspective on mass media.					
	3) With the English curriculum, it allows students to follow the international market and academic studies from original sources.					
	4) Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.					
	5) Thanks to the media professionals, the students will be ready for the sector.					
	6) Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.					
	7) Have the basic knowledge and experience of image technologies.					
	8) Thanks to sectoral cooperation, professional business life will be started.					
	9) Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.					
	10) With the technical training to be taken in studio environment, students gain experience in the sector.					
	11) They will have skills such as negotiating with the group, taking initiative.					
	12) Acquire basic values related to media and business ethics.					
	13) Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.					
	14) Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	By providing both theoretical and practical education, it prepares students for academic	

	and business life.	
2)	It provides a critical perspective on mass media.	
3)	With the English curriculum, it allows students to follow the international market and academic studies from original sources.	
4)	Students will be an expert in front of the camera, behind-the-scenes, news center, light, sound, editing, directing, cinematography, screenwriting.	
5)	Thanks to the media professionals, the students will be ready for the sector.	
6)	Acquires production skills such as short and medium films, screenplays, documentaries and TV programs.	
7)	Have the basic knowledge and experience of image technologies.	
8)	Thanks to sectoral cooperation, professional business life will be started.	
9)	Through an applied curriculum, students gain an interdisciplinary perspective on different media studies.	
10)	With the technical training to be taken in studio environment, students gain experience in the sector.	
11)	They will have skills such as negotiating with the group, taking initiative.	
12)	Acquire basic values related to media and business ethics.	
13)	Follow the developments in the field and communicate with colleagues by using a foreign language at least at the level of European Language Portfolio B1.	
14)	Students use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	

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
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