

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

Course Introduction and Application Information

Course Code:	UNI106						
Course Name:	Global Business Trends						
Semester:	Spring Fall						
Course Credits:	<table border="1"> <tr> <td>ECTS</td> </tr> <tr> <td>5</td> </tr> </table>			ECTS	5		
ECTS							
5							
Language of instruction:	English						
Course Condition:							
Does the Course Require Work Experience?:	No						
Type of course:	University Elective						
Course Level:	<table border="1"> <tr> <td>Bachelor</td> <td>TR-NQF-HE:6. Master`s Degree</td> <td>QF- EHEA:First Cycle</td> <td>EQF-LLL:6. Master`s Degree</td> </tr> </table>			Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	EQF-LLL:6. Master`s Degree
Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	EQF-LLL:6. Master`s Degree				
Mode of Delivery:	Face to face						
Course Coordinator:	Prof. Dr. GÖKHAN TORLAK						
Course Lecturer(s):	Dr. Öğr. Üy. Gülsüm Gökgöz						
Course Assistants:							

Course Objective and Content

Course Objectives:	To understand the impacts of globalization and to develop the ability to think strategically about global business issues. To equip students with the basic facts of globalization, the economic underpinnings of globalization, and the major trends and institutions shaping the global economy and the future of international management. To understand macroeconomic concepts and issues, the role of government policies in determining macroeconomic outcomes, and the implications of
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	the economic environment for global and international business. To provide students with a framework for assessing a country's prospects for global business and its competitiveness in the global business and economic environment. To learn to assess the business environment in other countries, including economic and financial structures, institutions and institutional voids, business practices, regulatory systems, and cultural and social conditions.
Course Content:	Global business trend from past to today, the history of business, industry revolutions, industry 4.0, digitalization and the new business models and trends in the new century

Learning Outcomes

The students who have succeeded in this course;

- 1) Knowledge of business processes from past to today
- 2) Learning the impact of the industry 4.0 on the changes in business life
- 3) Learning the effects of industry 4.0 and digitalization on global business trends.
- 4) Having an idea about global business trends in the lights of political, economic and technological developments

Course Flow Plan

Week	Subject	Related Preparation
1)	Course Description and Global Economic Outlook	
2)	History of Business	
3)	The History of Industry Revolutions	
4)	Industry 4.0	
5)	Globalization	
6)	Digital Transformation	
7)	Branding	
8)	Technological Trends	
9)	Project Presentations	
10)	Project Presentations	
11)	Project Presentations	
12)	Project Presentations	
13)	New Business Models	
14)	Summary and Overview of the Course	

15)	Final Exam	
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Sources

Course Notes / Textbooks:	Öğretim üyesi notları Lecturer's notes
References:	Öğretim üyesi notları Lecturer's notes

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				
1) She/he gains knowledge of and develops values on technical, aesthetic, cultural, historical, social and ethical dimensions of architecture with a scientific and critical approach.				
2) She/he integrates architectural practice with environmental, economic and social sustainability principles.				
3) She/he has the knowledge and ability to provide and implement interactions between urban planning, urban design and architectural projects.				
4) Gains the ability to identify architectural potentials and problems based on data collection, analysis, interpretation and critical thinking, in order to cultivate concepts and determine strategies for action.				
5) She/he is able to interrelate theory, design and construction practices.				
6) She/he will be able to produce architectural design, presentation, implementation, management and supervision stages both independently and collectively for different contexts and scales and through a responsive approach to social, functional, technical and aesthetic requirements.				
7) In addition to traditional methods, she/he interactively uses the emerging information technologies required by the field.				
8) To analyze and document the historical and conservation characteristics of the built environment; taking into account of the balance between protection and use, she/he has the ability and necessary knowledge in renovation and restoration issues.				
9) She / he gains the ability to cooperate with different disciplines on the conception and design of the built environment, as an individual and/or as a team member.				

Course Learning Outcomes	1	2	3	4
10) Has knowledge on and comprehension of professional ethics and codes of conduct, legal and managerial regulations, standards, rights and responsibilities and processes in the field of architecture.				
11) Can produce design, know-how and knowledge for the improvement of different and changing social needs, and for the enhancement of life quality.				
12) She/he has the knowledge and responsibility to design solidly built structures and takes into account of the risks of natural disaster.				
13) She/he monitors new developments in architectural theory and practice and is open to lifelong learning.				
14) She/he takes responsibility for the improvement of social consciousness in the field of architecture, and for the endorsement and defense of ecological and urban rights.				
15) Has architectural communication skills in a foreign language.				

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	She/he gains knowledge of and develops values on technical, aesthetic, cultural, historical, social and ethical dimensions of architecture with a scientific and critical approach.	
2)	She/he integrates architectural practice with environmental, economic and social sustainability principles.	
3)	She/he has the knowledge and ability to provide and implement interactions between urban planning, urban design and architectural projects.	
4)	Gains the ability to identify architectural potentials and problems based on data collection, analysis, interpretation and critical thinking, in order to cultivate concepts and determine strategies for action.	
5)	She/he is able to interrelate theory, design and construction practices.	
6)	She/he will be able to produce architectural design, presentation, implementation, management and supervision stages both independently and collectively for different contexts and scales and through a responsive approach to social, functional, technical and aesthetic requirements.	

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Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Project	1	% 50
Final	1	% 50
total		% 100
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of	Preparation for	Spent for the	Completing the Activity	Workload
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	Activities	the Activity	Activity Itself	Requirements	
Course Hours	14	1	3		56
Study Hours Out of Class	14	1			14
Project	1	25			25
Final	1	25			25
Total Workload					120