

Course number and name	END 374/ Competition Management
Credits, contact hours, categorization of credits	3 credits / 42 hours / Engineering topic
Instructor or course coordinator	Gaye KARAÇAY AYDIN, Cahit Ali BAYRAKTAR
Text book and other supplemental materials	<ul style="list-style-type: none"> • Hamel G., Heene. A. (1994), <i>Competence-based Competition</i>, Wiley, New York • Luftman, J.N. (1996), <i>Competing in the Informational Age, Strategic Alignment in Practice</i>, Oxford University Press, London • Cobral, L.M.B. (2000), <i>Readings in Industrial Organization</i>, Black Well, New York

Course information	
Content	Defining and highlighting the importance of competition and organizational nature concepts. Explaining the development of competition conception and the requirements to be done for competitiveness of organizations. Explaining the philosophy and infrastructure that stands behind the new paradigms and approaches in management by the competition point of view.
Prerequisites	None
Type	Selected elective

Course learning outcomes
<p>Students who pass the course will:</p> <ol style="list-style-type: none"> I. Understand the concepts of organizational nature and competition II. Understand the factors and sources that affect the competitiveness of the organization III. Learn to measure competitiveness IV. Generate new strategies by assessing the new concepts in management from the competition point of view. V. Apply team work in their homework and projects.

Student outcomes	Level of contribution
SO1. An ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics.	Not applicable
SO2. An ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors.	Partial
SO3. An ability to communicate effectively with a range of audiences.	Not applicable
SO4. An ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts.	Not applicable
SO5. An ability to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives.	Partial
SO6. An ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions.	Partial
SO7. An ability to acquire and apply new knowledge as needed, using appropriate learning strategies.	Partial

Week	Topics	Learning outcome(s)
1	Introduction of the course plan and Organizational Nature	I, II
2	Nature and Chance of Nature	II
3	Competition Concept	II
4	Competition Concept and Competition Criteria	II, III
5	Competition Criteria and Competition Sources	II, III
6	Strategic Management and Competition	II, IV
7	Competition Strategies	II, IV
8	Competition Strategies	II, IV
9	Process Management and Competition	II, IV
10	Process Management and Competition	II, IV
11	Culture Management and Competition	II, IV, V
12	Knowledge Management and Competition	II, IV, V
13	Reengineering, Change Management and Competition	II, IV, V
14	Competency Based Management and Competition	II, IV, V