

COURSE RECORD

Code	BA 411
Name	Business Model Planning 3
Hour per week	1 (0 + 1)
Credit	1
ECTS	3
Level/Year	Undergraduate/4
Type	Compulsory
Prerequisites	BA 313
Description	This course intends to teach the students to develop their business ideas that they initiated in Business Model Planning I and analyze them in Business Model Planning II. The course covers the following topics: Internal & External Operations and Logistics, Inventory Issues, Resource Planning, Demand, Financial Plans, Profitability, Laws and Regulations, etc. This course will include a variety of teaching and learning styles, including lecturing, field research, student presentations, and intense feedback.
Objectives	Exploring new technological approaches in distribution networks. Analyzing new technological approaches in manufacturing. Understanding laws and regulations related to business operations.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Discuss new trends in supply chain. LO2. Apply new technological approaches in distribution networks. LO3. Identify new technological approaches in manufacturing. LO4. Explain laws and regulations.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	4	4	3	2	2	2	2	3	2	4
LO2	4	4	3	2	2	2	2	5	2	4
LO3	4	4	3	2	2	2	1	4	2	4
LO4	3	3	4	1	1	2	5	2	5	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	5	4	4	2	3	3	3
LO2	5	5	3	2	3	3	3
LO3	5	4	2	1	2	2	2
LO4	4	3	5	2	2	3	5

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Summary of Topics and Objectives of Business Model Planning III	LO1, LO2, LO3
Internal Operations, Inventory & Production	LO1, LO3, LO4
Internal & External Logistics and Understanding Distribution Networks	LO1, LO2, LO4
Demand and profit analysis and forecasting	LO1, LO2, LO4

DERS BİLGİLERİ

Kodu	BA 411
İsmi	İş Modeli Planlaması 3
Haftalık Saati	1 (0 + 1)
Kredi	1
AKTS	3
Seviye/Yıl	Lisans/4
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	BA 313
İçerik	Bu ders, öğrencilerin İş Modeli Planlaması I dersinde başlattıkları iş fikirlerini geliştirmelerini ve İş Modeli Planlaması II dersinde analiz ettikleri bu fikirleri derinleştirmelerini sağlamayı amaçlamaktadır. Ders kapsamında; iç ve dış operasyonlar ile lojistik, stok yönetimi, kaynak planlaması, talep, finansal planlar, kârlılık, kanunlar ve düzenlemeler gibi konular ele alınacaktır. Ders; anlatım, saha araştırması, öğrenci sunumları ve yoğun geribildirim gibi çeşitli öğretim ve öğrenme yöntemlerini içermektedir.