Course Syllabus

Code - Course Title	**İŞL436 - Strategic Management**
Course Type	VIII. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses

Mode of Delivery	Face-to-face
Prerequisites	It is strongly suggested that students should take courses such as Introduction to Business, Management & Organization before taking this course.
Courses Recomended	Courses that cover marketing strategies.
Recommended Resources	David, Fred (2013), Strategic Management Concept and Cases, 14th E, NY:Pearson
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The nature of strategic management	
Week - 2		The nature of strategic management (Con't)	
Week - 3		Vision and mission statements	
Week - 4		External assessment	
Week - 5		Internal assessment	
Week - 6		Types of strategies	
Week - 7		Strategic analysis and choice	
Week - 8		Implementing strategies: Management and operations issues	
Week - 9		Implementing strategies: marketing, finance issues	
Week - 10		Implementing strategies: R&D, and MIS issues	
Week - 11		Strategy review, evaluation, and control	
Week - 12		Business ethics, social responsibility, environmental sustainability	
Week - 13		Global/international issues	
Week - 14		Global/international issues (Con't)	

Learning Outcomes

#	Learning Outcome
1	The student will be able to explain the phases of strategy development and implementation in order businessess to compete effectively.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.