Course Syllabus

Code - Course Title	**İŞL436 - Strategic Management**
Course Type	VIII. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. AVNİ BARIŞ BARAZ, PROF. DR. HATİCE ZÜMRÜT TONUS

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Ülgen Hayri (2014) İşletmelerde stratejik Yönetim.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		course introduction	
Week - 2		Development of Strategic Management Thinking	
Week - 3		strategic management concepts	
Week - 4		Strategic Management Concepts	
Week - 5		strategic management process	
Week - 6		Strategic management thinking	
Week - 7		Analyze of External Environment 1	
Week - 8		Analyze of External Environment 2	
Week - 9		Analyze of Internal Environment	
Week - 10		Analyze of Internal Environment	
Week - 11		Strategy Formulations	
Week - 12		Implementation of Strategies 1	
Week - 13		Implementation of Strategies 2	
Week - 14		Strategic Control	

Learning Outcomes

#	Learning Outcome
1	internalize about concepts about strategic management,
2	learn knowledge about strategic management process, business analyses.
3	explain strategy classifications and characteristics of strategies.
4	explain the steps and application of the strategic management process.

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.