Course Syllabus

Code - Course Title	**İŞL315 - Strategic Management**
Course Type	VII. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. DR. UFUK ÇEVİK

Mode of Delivery	Face to face education
Prerequisites	-
Courses Recomended	İŞL151 Introduction to Business
Recommended Resources	Stratejik Yönetim, T.C. Açıköğretim Fakültesi YayınlarıÜlgen, H. & Mirze, K. (2014) İşletmelerde Stratejik Yönetim. Beta Yayınları.
Work Placement	-

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Strategic Management	
Week - 2		Development of Strategic Management	
Week - 3		Leadership in strategic management	
Week - 4		Components of strategic management process	
Week - 5		Vision	
Week - 6		Mission	
Week - 7		Analysis of external environment	
Week - 8		Analysis of internal environment	
Week - 9		Swot Anlysis	
Week - 10		Organizational Structures and Strategic Management	
Week - 11		Strategic Management and Human Resources	
Week - 12		Strategic Partnerships	
Week - 13		Strategic cooperation process	
Week - 14		Overall view of the semester	

Learning Outcomes

#	Learning Outcome
1	Students will be able to define strategic management and related concepts
2	Students will be able to explain the strategic management process and its elements,
3	Students will be able to define the vision and mission development process
4	Students will be able to explain external environment analysis
5	Students will be able to explain internal environment analysis
6	Students will be able to explain the types of strategy
7	Students will be able to explain the strategy implementation and strategic control process
8	Students will be able to explain types of strategic alliances

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**