Course Syllabus

Code - Course Title	**İŞL703 - Strategic Management and Business Policies**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. MESUT KURULGAN

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.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Development of Strategic Management Theory	
Week - 3		Ecols and Perspectives of Strategic Management	
Week - 4		Basic Concepts of Strategic Management, Perspectives and Strategic Management Process	
Week - 5		Strategic Analysis: External Environment Analysis	
Week - 6		Strategic Analysis: Internal Envionment Analysis	
Week - 7		Strategy Analysis	
Week - 8		Strategy Formulation: Basic Strategies and Instituational Strategies	
Week - 9		Competitive Strategies	
Week - 10		Functional Strategies	
Week - 11		Strategy Implementation	
Week - 12		Strategic Control	
Week - 13		Presentations	

Learning Outcomes

#	Learning Outcome
1	Learn the process of formulating, implementing and evaluating strategic decisions in order to achieve the business goals.

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.