Course Syllabus

Code - Course Title	**İŞY539 - Strategic Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. NURAY TOKGÖZ

Mode of Delivery	The mode of delivery of this course is distance education
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, H. ve Mirze, K. (2010), İşletmelerde Stratejik Yönetim, 5. Baskı, Beta Yayınları. Fred R. David (2011), Strategic Management, 14. B., NY: Pearson.Carpenter, M. and Sanders, Wm. G. (2007), Strategic Management A Dynamic Perspective Concepts, Prentice Hall.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Basic concepts of strategic management	
Week - 2		Basic concepts of strategic management (con't)	
Week - 3		Scope of strategic management	
Week - 4		Scope of strategic management (con't)	
Week - 5		The process of strategic management	
Week - 6		The process of strategic management (con't)	
Week - 7		Analysis of external environment	
Week - 8		Analysis of external environment (con't)	
Week - 9		Analysisof internal enviroment	
Week - 10		Evaluation of available strategies	
Week - 11		Evaluation of available strategies (con't)	
Week - 12		Selection of strategies	
Week - 13		Implementation of strategies	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Evaluation of Strategic outcomes and control	

Learning Outcomes

#	Learning Outcome
1	Completing this course, students will be able to have knowledge and skills to formulate, implement, and evaluate strategic plans of businesses, operating in complex and continuously changing environment, that wish to have strategic advantage over their rivals.
2	Recognize successful implementation dynamics of strategic plan (structure, systems, people, culture, governance, business ethics).

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.