Course Syllabus

Code - Course Title	**İŞL712 - Strategic Management in Businesses**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. İBRAHİM CEMİL ULUKAN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Courses on business management
Recommended Resources	Stratejik Yönetim. Anadolu Üniversitesi, Açıköğretim Fakültesi Yayını (2021).Eskişehir.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Foundation of Strategic Management	
Week - 2		Foundation of Strategic Management	
Week - 3		Formulation of Strategic Intent	
Week - 4		Formulation of Strategic Intent	
Week - 5		Analysis of External Environment	
Week - 6		Analysis of External Environment	
Week - 7		Analysis of Internal Environment	
Week - 8		Analysis of Internal Environment	
Week - 9		Types of Strategies	
Week - 10		Types of Strategies	
Week - 11		Generation of Strategy Alternatives and Strategy Selection	
Week - 12		Generation of Strategy Alternatives and Strategy Selection	
Week - 13		Implementation of Strategies	
Week - 14		Strategic Evaluation and Control	

Learning Outcomes

#	Learning Outcome
1	Will be able to explain the characteristics of strategic management.
2	Will be able to describe strategic management process.
3	Will be able to list the elements of strategic intent.
4	Will be able to discuss the generation, selection and implementation process of possible strategies.
5	Will be able to explain the tools and methods in the evaluation and control of strategies.

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.