## Course Syllabus

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| **Code - Course Title** | **İŞL629 - Business Policy and Strategic Management** |
| **Course Type** | I. SEMESTER |
| **Laboratory + Practice** | 3+0 |
| **ECTS** | **7.5** |
| **Language of Instruction** | İngilizce |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | PROF. DR. İBRAHİM CEMİL ULUKAN |

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| **Mode of Delivery** | Face to face |
| **Prerequisites** | No prerequisite or co-requisites. |
| **Courses Recomended** | İŞY 516 Managing and Leading Global Business İŞY 520 Managerial Decision Making |
| **Recommended Resources** | Thomas L. Wheelen- J. David Hunger, Strategic Management and Business Policy, 12. B. Pearson, 2012 Fred R. David Strategic Management, NY:Pearson, 2013 |
| **Work Placement** | No work placement requirements |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Introduction of the course and course content. | |
| **Week - 2** | | Reviewing strategic management model. | |
| **Week - 3** | | Environmental Scanning and Industry Analysis, and Case Analysis | |
| **Week - 4** | | Internal Scanning, Case Analysis | |
| **Week - 5** | | Business Strategy Formulation, Case Analysis | |
| **Week - 6** | | Corporate Strategy Formulation, Case Analysis | |
| **Week - 7** | | Functional Strategy Formulation, Case Analysis | |
| **Week - 8** | | Implementing Strategies I , Case Analysis | |
| **Week - 9** | | Implementing Strategies II , Case Analysis | |
| **Week - 10** | | Evaluation of Strategies, Case Analysis | |
| **Week - 11** | | Case Analysis | |
| **Week - 12** | | Case Analysis | |
| **Week - 13** | | Case Analysis | |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| Week - 14 | | Case Analysis | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Completing this course, students will be able to generate reasonable and feasible solutions to the problems addressing part or all of the business, with the information given to them, having a strategic and holistic perspective. |

## 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.*