Course Syllabus

Code - Course Title	**İŞL457U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	ASSOC. PROF. DR. RIDVAN KOCAMAN

Mode of Delivery	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	N/A
Work Placement	N/A

Course Syllabus

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

Learning Outcomes

#	Learning Outcome
1	Will ibe able to identify the basic concepts of strategic management
2	Will be able to discuss the elements of the strategic intent.
3	Will be able to define the types of external environments.
4	Will be able to summarize the internal analysis approaches.
5	Will be able to compare and contrast underlying strategies.
6	Will be able to describe the three-stage strategy formulation analytical framework.
7	Will be able to relate the strategy implementation and formulation
8	Will be able to describe the nature of strategic evaluation and control.

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	30
Final Exam	1	70
	Sum (%)	**100**