Course Syllabus

Code - Course Title	**İŞL103U - Strategic Management**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. NURAY TOKGÖZ

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	E-learning portal
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Fundamentals of Strategic Management	
Week - 2		Establishing strategic intent	
Week - 3		External Environment Analysis	
Week - 4		Internal Environment Analysis	
Week - 5		Questions and Answers - 1	
Week - 6		Questions and Answers - 2	
Week - 7		Midterm	
Week - 8		Types of Strategies	
Week - 9		Generation of strategy alternatives and strategy selection	
Week - 10		Implementation of strategies	
Week - 11		Strategic evaluation and control	
Week - 12		Questions and Answers - 1	
Week - 13		Questions and answers - 2	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Explain the basic concepts of strategic management,
2	Will be discuss the critical elements in the analysis of the internal and external environment of the business,
3	Explain the types of strategies that can be applied in all kinds of businesses,
4	Will be able to list the methods used in choosing among alternative strategies.
5	Will be able to express the necessary conditions for the successful implementation of strategies,
6	Will be able to explain the strategic evaluation and control process

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**