## Course Syllabus

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| **Code - Course Title** | **İŞL103U - Strategic Management** |
| **Course Type** | VII. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **6.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Required Courses |
| **Course Instructor(s)** | PROF. DR. NURAY TOKGÖZ |

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| **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** |