Course Syllabus

Code - Course Title	**İLT641 - Strategic Communication Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. DENİZ TAŞCI

Mode of Delivery	The mode of delivery of this course is Face to face
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	Ülgen, Hayri ve Mirze, Kadri (2010), İşletmelerde Stratejik Yönetim, 5. Baskı, Beta Yayınları.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Basic concepts of strategic management	
Week - 2		Strategic management process and components	
Week - 3		External context of strategy	
Week - 4		Examining the internal environment	
Week - 5		Strategic direction	
Week - 6		Creating business strategies	
Week - 7		Developing Corporate Strategy	
Week - 8		International strategies	
Week - 9		Alliances and cooperative strategies	
Week - 10		Mergers and Acquisitions	
Week - 11		Strategy implementation levers	
Week - 12		Strategic evaluation and control	
Week - 13		Corporate governance	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Managerial ethics	

Learning Outcomes

#	Learning Outcome
1	They will be able to understand what strategic management is.
2	explain the internal and external context of strategy.
3	express business /competitive, corporate and international strategies.
4	evaluate the forming, implementing and controlling of strategies in the companies.

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	40
Final Exam	1	60
	Sum (%)	**100**