

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

STRATEGIC MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
STRATEGIC MANAGEMENT	BUS3270470	Spring Semester	3+0	3	5
Prerequisites Courses	YÖNETİM VE ORGANİZASYON				
Recommended Elective Courses	Current issues in Business				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Elif BAYKAL				
Name of Lecturer(s)	Lect.Dr. Bahar DİVRİK				
Assistant(s)					
Aim	The aim of the course; to provide students with a perspective of strategic thinking, research, analysis and interpretation, as well as to accumulate knowledge about strategic management, one of the basic tools for enterprises to provide / maintain competitive structures.				
Course Content	This course contains; Introduction to Strategic Management,External Environmental Analysis: General Environment,Internal Environmental (Business) Analysis,Strategic Direction Determination: Vision, Mission, Values, Aims and Targets,Corporate Strategies,Competition (Business Unit) Strategies,Functional Strategies,Global Strategies,Techniques Used in the Implementation of Management Strategies: Mergers, Purchases, Strategic Cooperation and Partnerships,Implementation of Strategies: Structure, Culture and Resource Allocation,Strategic Evaluation and Control,Corporate Governance, Social Responsibility, Business Ethics and Managerial Ethics,Strategic Leadership,Innovative Business Strategies and Strategic Entrepreneurship.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1 The student will be able to explain the basic concepts related to Strategic Management.			10, 16, 9	A	
1.1 The student describes the stages of strategic thinking and strategic planning.					
1.2 The student understands the importance of leadership in strategic management.					
1.3 The student explains the benefits of Strategic Management together with the reasons for possible failures.					
2 The student will be able to explain the strategic management process and its elements.			10, 16, 9	A	
2.1 The student defines the processes of strategy formulation, implementation and evaluation.					
2.2 The student explains the strategic management process and its effectiveness.					
2.3 The student explains how vision and mission can be improved.					
3 The student will be able to analyze the internal and external environment of businesses.			10, 16, 9	A	
3.1 The student realizes and solves problems related to the internal and external business environment.					
3.2 The student defines the methods used in the external environment analysis.					
3.3 The student both makes and comments on the core competencies, value chain and SWOT analysis.					
4 The student will be able to explain the relationship between strategic management, organizational structure and human resources.			10, 16, 9	A	
4.1 The student explains the importance of different organizational structures and their importance to strategic management practices.					
4.2 The student defines the importance of human resources in terms of strategic management.					
4.3 The student explains strategic human resources management practices.					
4.4 The student explains how human resources strategies and organizational strategies can be integrated.					
5. The student will be able to explain corporate, competitive and operational strategies.			10, 16, 9	A	
5.1 The student describes the corporate strategies.					
5.2 The student explains the methods used in determining corporate strategies.					
5.3 The student defines the hierarchical relationship between corporate, competitive and operational strategies.					
6 The student will be able to explain the application of the strategies and how the resources should be distributed in the application process.			10, 16, 9	A	
6.1 The student describes the strategy implementation models and their variables.					
6.2 The student defines the role of organizational structures and systems in strategy implementation.					
6.3 The student explains how the strategies will be adapted to the skills of the employees.					
7 The student will be able to explain how strategies can be assessed.			10, 16, 9	A	
7.1 The student explains the evaluation process of the strategies.					
7.2 The student describes the characteristics of an effective evaluation system.					
8 The student will be able to explain the importance of corporate governance, social responsibility and business ethics practices in terms of strategic management.			10, 16, 9	A	
8.1 The student explains the theoretical infrastructure, purpose and benefits of corporate governance together with its internal and external mechanisms and models.					
8.2 The student defines social responsibility strategies.					
8.3 The student explains the development and implementation of ethical strategies.					
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Strategic Management				
2	External Environmental Analysis: General Environment				
3	Internal Environmental (Business) Analysis				
4	Strategic Direction Determination: Vision, Mission, Values, Aims and Targets				
5	Corporate Strategies				

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Lecture Schedule		
Sequence	Topics	Preliminary Preparation
6	Competition (Business Unit) Strategies	
7	Functional Strategies	
8	Global Strategies	
9	Techniques Used in the Implementation of Management Strategies: Mergers, Purchases, Strategic Cooperation and Partnerships	
10	Implementation of Strategies: Structure, Culture and Resource Allocation	
11	Strategic Evaluation and Control	
12	Corporate Governance, Social Responsibility, Business Ethics and Managerial Ethics	
13	Strategic Leadership	
14	Innovative Business Strategies and Strategic Entrepreneurship	
Evaluation Methods		Weight(%)
(Midterm Exam) Written Exam		100
Midterm Exam		40
(General Exam) Written Exam		100
General Exam		60

Resources

Foundations of Strategy. Robert M. Grant& Judith Jordan. 2014.
Strategy Management.: Formulation, Implementation and Control. John A. Pearce , Richard B. Robinson.
Amazon.com: Concepts in Strategic Management and Business Policy: 9780133126129: Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Chuck Bamford: Books.The
New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating & Sustaining Brand Equity) 5th Edition