

**School of Engineering and Natural Sciences / Industrial Engineering (English)**

**2023 - 2024 Academic Year**

**STRATEGIC MANAGEMENT**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
STRATEGIC MANAGEMENT	IND4268250	Spring Semester	3+0	3	6
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Yasin GÖÇGÜN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Filiz MIZRAK				
<b>Assistant(s)</b>					
<b>Aim</b>	Explain the interaction of the various components of a business,Analyze the environment and identify strategic issues and options,Integrate financial, managerial, accounting, marketing, and human resources decisions into a coherent business strategy,Explain how to implement strategic plans,Explain how to evaluate strategic plan outcomes and how to adjust strategies in response to environmental contingencies				
<b>Course Content</b>	This course contains; Introduction to Strategic Management,Strategic Management: Creating Competitive Advantages,Analyzing the External Environment of the Firm,Assessing the Internal Environment of the Firm,Recognizing a Firm's Intellectual Assets: Moving beyond a Firm's Tangible Resources,Business-Level Strategy: Creating and Sustaining Competitive Advantages,Corporate-Level Strategy: Creating Value through Diversification,International Strategy: Creating Value in Global Markets,Entrepreneurial Strategy and Competitive Dynamics,Strategic Control and Corporate Governance,Creating Effective Organizational Designs,Strategic Leadership: Creating a Learning Organization and an Ethical Organization,Managing Innovation and Fostering Corporate Entrepreneurship,Overview.				
<b>Course Learning Outcomes</b>				<b>Teaching Methods</b>	<b>Assessment Methods</b>
1. Explain a range of strategic management theories				16, 9	A, E
2. Analyze the internal and external environments of an organization by applying appropriate theories, models and heuristics.				14, 16, 9	A, E
3. Undertake an applied research project in the field of strategic management				10, 14, 16, 9	F
4. Explain how to apply evidence-based best practice strategy analysis and execution				16, 9	A, E
5. Demonstrate a critical understanding of strategic management theories and current empirical research associated with the topics covered in this course				10, 14, 16, 9	A, E
6. Communicate effectively in oral and written forms about strategic management theories and their application using appropriate concepts, logic and rhetorical conventions				9	A, E
<b>Teaching Methods</b>	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Strategic Management				
2	Strategic Management: Creating Competitive Advantages	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 1			
3	Analyzing the External Environment of the Firm	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 2			
4	Assessing the Internal Environment of the Firm	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 3			
5	Recognizing a Firm's Intellectual Assets: Moving beyond a Firm's Tangible Resources	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 4			
6	Business-Level Strategy: Creating and Sustaining Competitive Advantages	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 5			
7	Corporate-Level Strategy: Creating Value through Diversification	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 6			
8	International Strategy: Creating Value in Global Markets	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 7			
9	Entrepreneurial Strategy and Competitive Dynamics	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 8			
10	Strategic Control and Corporate Governance	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 9			
11	Creating Effective Organizational Designs	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 10			
12	Strategic Leadership: Creating a Learning Organization and an Ethical Organization	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 11			
13	Managing Innovation and Fostering Corporate Entrepreneurship	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 12			
14	Overview				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		30			
General Exam		70			

<b>Resources</b>
Textbook: Strategic Management: Creating Competitive Advantages, 10th Edition By Gregory Dess, Gerry McNamara, Alan Eisner, Seung-Hyun Lee and G.T. Lumpkin