

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
STRATEGIC PLANNING and MANAGEMENT	SAYD2167640	Fall Semester	3+0	3	8
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Third Cycle (Doctorate Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Yeter USLU				
Name of Lecturer(s)	Prof.Dr. Yeter USLU				
Assistant(s)	Res. Ass. Yaşar GÖKALP				
Aim	The aim of this course is to enable students to develop their skills and knowledge of strategy development from the perspective of senior management and to learn about business policies. In addition, it is one of the objectives of this course to introduce the general terms and concepts required by the strategic management process.				
Course Content	This course contains; Overview of Strategic Management, Determining Direction to Enterprises: Mission and Vision, Strategic Decisions in Enterprises, Strategic Planning and Objectives System, Main Objectives of the Enterprises, Social Responsibilities, Organization of Governance and Strategic Management Efforts, General, International and Industrial Environment Analysis, Business Valuation, Strengths and Weaknesses Compared to Competitors, Strategic Alternative Types of Business and Strategic Business Units, Business and Strategic Business Unit Strategies, Strategy Selection in Companies with Diversified Investments: Strategic Benefit and Portfolio Analysis Techniques, Business and Selection Analysis, Analysis of the Foundation as an Educational Tool in Strategic Management and Business Policy, Determination of Business Level Strategies or Policies, Strategy and Organizational Structure, Resource Distribution, Organizational Culture and Strategy, Case Studies, Leadership Form, Case Studies, Evaluation and Control of Strategy, Case Studies.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Students in this course:					
To give the students the information they can use in the peak management level					
To introduce business relations with the environment					
Define strategy levels					
To gain analytical and strategic thinking skills					
Teaching Methods					
Assessment Methods					
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Overview of Strategic Management, Determining Direction to Enterprises: Mission and Vision, Strategic Decisions in Enterprises				
2	Strategic Planning and Objectives System, Main Objectives of the Enterprises, Social Responsibilities				
3	Organization of Governance and Strategic Management Efforts				
4	General, International and Industrial Environment Analysis				
5	Business Valuation, Strengths and Weaknesses Compared to Competitors				
6	Strategic Alternative Types of Business and Strategic Business Units				
7	Business and Strategic Business Unit Strategies				
8	Strategy Selection in Companies with Diversified Investments: Strategic Benefit and Portfolio Analysis Techniques				
9	Business and Selection Analysis				
10	Analysis of the Foundation as an Educational Tool in Strategic Management and Business Policy, Determination of Business Level Strategies or Policies				
11	Strategy and Organizational Structure, Resource Distribution				
12	Organizational Culture and Strategy, Case Studies				
13	Leadership Form, Case Studies				
14	Evaluation and Control of Strategy, Case Studies				
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources	
<p>Ülgen, Hayri ve Mirze, S. Kadri (2010). İşletmelerde Stratejik Yönetim. Akgemci, Tahir (2008). Stratejik Yönetim. Dinger, Ömer (2013). Stratejik Yönetim ve İşletme Politikası. Avinash K. Dixit, Barry J. Nalebuff, Stratejik Düşünme, Stratejik Yönetim ve İşletme Politikası, Prof. Dr. Erol Eren</p>	