

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

**2022 - 2023 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. Melis Almula KARADAYI				
<b>Name of Lecturer(s)</b>	Lect. 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; 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: Creatingand Sustaining Competitive Advantages,Corporate-Level Strategy: Creating Value through Diversification,Midterm,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. Define, explain and illustrate a range of strategic management theories					
2. Analyze an organization's internal and external strategically relevant environmentsby applying appropriate theories, models and heuristics					
3. Undertake an applied research project in the field of strategic management					
4. Explain how to apply evidence-based best practice strategy analysis and execution					
5. Demonstrate a critical understanding of strategic management theories and currentempirical research associated with the topics covered in this course					
6. Communicate effectively in oral and written forms about strategic managementtheories and their application using appropriate concepts, logic and rhetoricalconventions					
<b>Teaching Methods</b>					
<b>Assessment Methods</b>					
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Strategic Management: Creating Competitive Advantages	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 1			
2	Analyzing the External Environment of the Firm	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 2			
3	Assessing the Internal Environment of the Firm	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 3			
4	Recognizing a Firm's Intellectual Assets: Moving beyond a Firm's Tangible Resources	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 4			
5	Business-Level Strategy: Creatingand Sustaining Competitive Advantages	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 5			
6	Corporate-Level Strategy: Creating Value through Diversification	Strategic Management: Creating Competitive Advantages, 10th Edition CHAPTER 6			
7	Midterm				
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>
Teaching Materials : Lecture, Discussion, Case Study / Lecture, Discussion, Case Study Textbook: Strategic Management: Creating Competitive Advantages, 10th Edition By Gregory Dess, Gerry McNamara, Alan Eisner, Seung-Hyun Lee and G.T. Lumpkin