AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Strategic Management							
Course Code		İŞT255		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to enable students to learn the general framework of how to develop and implement management strategies in enterprises.							
Course Content		How strategic management process takes place, features of strategic decisions, internal and external environmental analysis, industry branch analysis, aim, target, mission, purpose structure and hierarchy, swot analysis, strategy types, and portfolio analysis.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	ÜLGEN, Hayri ve MİRZE, Kadri, İşletmelerde Stratejik Yönetim, Beta Basım Yayım.
2	EREN, Erol, Stratejik Yönetim ve İşletme Politikası, Beta Yayınları.
3	DİNÇER, Ömer (2013). Stratejik Yönetim ve İşletme Politikası. İstanbul: Alfa Yayınları.
4	Ders Notları

Week	**Weekly Detailed Course Contents**	
1	Theoretical	Terms and concepts related to strategic management
2	Theoretical	Strategic management process and its elements
3	Theoretical	General environmental analysis
4	Theoretical	Sectoral environmental analysis
5	Theoretical	Business analysis
6	Theoretical	Measurement of environmental elements and status determination matrices
7	Theoretical	Strategic direction determination
8	Theoretical	Basic strategies and subgroups
9	Intermediate Exam	Midterm Exams
10	Theoretical	Strategic Management Techniques
11	Theoretical	Management in Crisis Periods
12	Theoretical	Firm analysis
13	Theoretical	Competition strategies
14	Theoretical	Diversification strategies
15	Theoretical	Strategic Leadership
16	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	2	4	0	8
Midterm Examination	1	4	1	5

Final Examination	1	5	1	6
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Explain the basic concepts of strategic management
2	To be able to analyze the internal and external environment of the enterprise
3	To have knowledge about management strategies for innovation, information and communication technologies
4	To be able to explain the issues of analysis of strategies and decision making
5	Express the necessary conditions for the successful implementation of strategies

Programme Outcomes *(Business Administration Management)*	
1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values ??sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	4	4	4	4	4
P2	4	4	4	4	4
P3	1	1	1	1	1
P4	1	1	3	1	1
P5	4	4	4	4	4
P6	1	1	1	1	1
P7	3	3	3	3	3
P8	2	2	2	2	2
P9	1	1	1	1	1
P10	1	1	1	1	1
P11	5	5	5	5	5
P12	4	4	4	4	4