



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management							
Course Code		İKY203		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Evaluation of internal and external environmental factors that affect businesses, knowing the advantages and weaknesses, identify opportunities and threats faced in the business to provide the knowledge needed to identify strategies and policies to follow							
Course Content		Strategies for planning the necessary research, investigation, review and implementation phase of reviews before applying any kind within the organization and top management concerning the processes of structural precautions include covering							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Instructor Lecture Notes
2	Prof.Dr. Erol Eren-Stratejik Yönetim ve İşletme Politikası
3	Prof.Dr. Esin Ergin-İşletme Politikası

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Strategic Management Course, Course Description and Strategic Management Process Phases and Elements
	Preparation Work	instruction book
2	Theoretical	Related Terms and Concepts in Strategic Management
	Preparation Work	instruction book
3	Theoretical	External Environment Analysis
	Preparation Work	instruction book
4	Theoretical	Business Environment and Opportunity close to the industry and
	Preparation Work	instruction book
5	Theoretical	Limitations
	Preparation Work	instruction book
6	Theoretical	Components of Environmental Measurement, SWOT Analysis Organizational Orientation
	Preparation Work	instruction book
7	Theoretical	Work Week
	Preparation Work	instruction book
8	Preparation Work	instruction book
	Intermediate Exam	Midterm
9	Theoretical	Developed Enterprise Business Management (Competitive) Strategy
	Preparation Work	instruction book
10	Theoretical	The functional strategies, techniques used in practice the work week
	Preparation Work	instruction book
11	Theoretical	Techniques used in the application of Business Structures and Systems
	Preparation Work	instruction book
12	Theoretical	In practice, the techniques used in Business Structures and Systems



12	Preparation Work	instruction book
13	Theoretical	Strategic Applications, Management Style, Shared Values
	Preparation Work	instruction book
14	Theoretical	Strategic Evaluation and Control
	Preparation Work	instruction book
15	Theoretical	Work Week
	Preparation Work	instruction book
16	Preparation Work	Preparation for final exam
	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	9	2	0	18
Midterm Examination	1	19	1	20
Final Examination	1	19	1	20
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	competitive advantage to sustain life and provide long-term business with the concepts, theoretical and practical management processes, identify, and the application will be able to comprehend the relationships
2	Taking into account the external environment and internal environment where businesses operate with the systems approach to analyze, comprehend, and long-term solutions to problems that can generate the
3	Accepted in business and corporate governance principles of professional ethics and responsibility in the light of their business and long-term management will be able to comprehend.
4	Learns Business Management (Competition) Strategies Developed at Business Level.
5	Business Structures and Systems Learns the techniques used in practice.

Programme Outcomes (Human Resources and Management)

1	To use theoretical and applied knowledge in the field of human resources management
2	To examine various concepts and opinions in the field of human resources management, and evaluate related data.
3	To undertake individual and group responsibility in order to solve unforeseen complex problems and issues which are confronted in application process.
4	To be able to transmit self opinions and solutions to problems in the field of human resources management via written and oral channels.
5	To support self opinions and solutions to problems by qualitative and quantitative data and share this with other professionals or nonprofessionals.
6	To benefit from other disciplines which are related to human resources management and be acknowledged about these disciplines.
7	Legislation relevant to the profession and to follow the basic law to have knowledge in the field of public administration
8	To have societal, scientific and ethical values in gathering data, planning, executing and controlling human resources management issues.
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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

	L1	L2	L3
P1	4	4	5
P2	5	5	5
P3	3	3	3
P4	4	5	5
P6	3	3	3
P7	3	3	4



P8	5	5	5
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