



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|----------------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Strategic Management | | | | | | | |
| Course Code | | İKY203 | | Couse 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 affectbusinesses, knowing the advantages and weaknesses, identifyopportunities 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 ofstructural 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

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| 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 |



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| 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

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|---|--|
| 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 (Business Administration Management)

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| 1 | Define their fundamental information and capabilities related to the Business management. |
| 2 | Command on the management functions and accounting practices theoretically and will be able to implement them practically. |
| 3 | Determine managerial/structural/legal components required to found an effective business. |
| 4 | Shall dissolve financial situation of business on basic level. |
| 5 | Use the economical information obtained in micro and macro scale, in their occupational lives. |
| 6 | Implement the developed package programs together with the fundamental information technologies related to their field. |
| 7 | Have the professional ethics in business life and business relations. |
| 8 | Reveal office order, working conditions, ability of coherence to the team work in business establishment |
| 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 | L4 | L5 |
|-----|----|----|----|----|----|
| P1 | 4 | 4 | 3 | 4 | 4 |
| P2 | 4 | 4 | 3 | 4 | 4 |
| P3 | 4 | 4 | 3 | 4 | 4 |
| P7 | 4 | 4 | 3 | 4 | 4 |
| P8 | 4 | 4 | 3 | 4 | 4 |
| P9 | 4 | 4 | 3 | 4 | 4 |
| P10 | 4 | 4 | 3 | 4 | 4 |

