



**AYDIN ADNAN MENDERES UNIVERSITY
SULTANHISAR VOCATIONAL SCHOOL
MANAGEMENT AND ORGANIZATION
BUSINESS ADMINISTRATION MANAGEMENT
COURSE INFORMATION FORM**

Course Title	Strategic Management								
Course Code	İKY203			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (Hours)	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)	Ins. Özge YILDIRIM								

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 (Business Administration Management)

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

