



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|----------------------|--|---|---------------------------------|---|------------|---|
| Course Title | | Strategic Management and Business Policy | | | | | | | |
| Course Code | | İK419 | | Course Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 6 | Workload | 151 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | The main aim of the course is to develop knowledge and mastery of students related to scanning of business environment, detecting problems requiring strategic decision making, suggesting strategic alternatives and implementing strategic management techniques. | | | | | | | |
| Course Content | | General Principles and Management Process, Strategic Management Theories, External Environmental Analysis, Business Analysis,tatus Determination Matrix, Strategic Orientation, Basic and Senior Management Strategies, Competitive Strategies (Cost Leadership and concentration), Competitive Strategies (differentiation), Functional Strategies, Techniques Used in the application of Management Strategy,application of management strategies, Corporate Governance... | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Individual Study | | | | | |
| Name of Lecturer(s) | | Prof. Mustafa KESEN | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

Recommended or Required Reading

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| 1 | Hayri ÜLGEN ve Kadri MİRZE, İşletmelerde Stratejik Yönetim, 4.baskı |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | General Principles and Management Process |
| 2 | Theoretical | Theories of Strategic Management |
| 3 | Theoretical | External Environment Analysis |
| 4 | Theoretical | Business Analysis |
| 5 | Theoretical | Status Determination Matrices |
| 6 | Theoretical | Strategic Direction |
| 7 | Theoretical | Basic and Senior Management Strategies |
| 8 | Theoretical | Competitive Strategies (Cost Leadership and Focus) |
| 9 | Intermediate Exam | Midterms |
| 10 | Intermediate Exam | Midterms |
| 11 | Theoretical | Competitive Strategies (Differentiation) |
| 12 | Theoretical | Functional Strategies |
| 13 | Theoretical | Management Techniques in the Implementation Strategies |
| 14 | Theoretical | Strategy Implementation |
| 15 | Theoretical | Corporate Governance |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---|----------|-------------|----------|----------------|
| Lecture - Theory | 13 | 2 | 3 | 65 |
| Individual Work | 13 | 0 | 3 | 39 |
| Midterm Examination | 1 | 20 | 1 | 21 |
| Final Examination | 1 | 25 | 1 | 26 |
| Total Workload (Hours) | | | | 151 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 6 |
| *25 hour workload is accepted as 1 ECTS | | | | |



Learning Outcomes

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|---|---|
| 1 | To be able to identify strategic management, develop vision and mission for a business. |
| 2 | To be able to implement all the stages of strategic planning process. |
| 3 | To be able to enhance knowledge about corporate, business unit and functional level strategies. |
| 4 | To make internal and external environmental analysis (SWOT analysis). |
| 5 | Summarize strategic valuation and applications. |

Programme Outcomes (Human Resources Management)

| | |
|----|--|
| 1 | Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences |
| 2 | Thinking critically and analytically |
| 3 | Having knowledge of communication and information technologies |
| 4 | In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects |
| 5 | In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together. |
| 6 | Ability to interpret basic Business concepts from Human Resource Management perspective |
| 7 | Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues |
| 8 | Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills |
| 9 | Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people |
| 10 | Enriching result oriented working approach with continuous learning approach |
| 11 | Strong oral and written communication skills and ability to present ideas and information effectively |
| 12 | Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level |
| 13 | Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills |
| 14 | Being conscious on social, academic and professional ethical values |
| 15 | Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life |

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

| | L1 | L3 | L5 |
|-----|----|----|----|
| P1 | 3 | 3 | |
| P3 | 3 | 3 | |
| P5 | 2 | 5 | 4 |
| P7 | 5 | | |
| P9 | | | 5 |
| P10 | | 5 | |
| P11 | 4 | | 4 |
| P13 | | | 4 |
| P14 | 4 | | 4 |
| P15 | 5 | 1 | 5 |

