



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategical Management							
Course Code		PSY205		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Today, rapidly changing environmental conditions create new threats and opportunities for enterprises at any time. In the face of these threats and opportunities, the company has advantages and weaknesses over its competitors. In order to survive in the environment in which it operates, it should conduct various situation analyzes, produce strategies and become superior to its competitors. In other words, in order to sustain life, the company must provide competitive advantage to its competitors and maintain it in the long term. In this course, the strategies and related methods for the long term survival of the enterprise will be discussed and examined.							
Course Content		Basic Strategies, Lower and Upper Group Strategies							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İşletmelerde Stratejik Yönetim, 5 Bası. H.Ülgen.; S.K.Mirze BETA, İstanbul, 2010
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Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Theoretical	.
9	Intermediate Exam	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	2	14	32
Midterm Examination	1	5	12	17
Final Examination	1	5	21	26
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (*Retail Sale and Store Management*)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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	5	4	4	5	3
P2	4	4	5	3	3
P3	3	3	3	4	4
P4	5	4	4	5	4
P5	4	4	5	4	3
P6	2	3	4	5	5
P7	4	4	5	4	4
P8	5	5	4	5	3
P9	5	4	5	5	4
P10	4	3	4	4	5

