



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Planning							
Course Code		ÜKK114		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to introduce strategies to help organizations achieve the goals identified by analyzing (analyzing) the stakeholders within and outside the organization and gaining the competence to be included in the process as they carry out these strategies.							
Course Content		External environment analysis. Strategic management process. External environment analysis. Strategic management process. Internal environment analysis and strategic direction. Internal environment analysis and strategic direction. Formulation of business strategies. Midterm. Strategic discussions for the 21st century. Application of business strategies. Corporate strategy. Strategy application. Strategic control. Restructuring. Formulation of business strategies.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Ümit NARİNCE							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecture Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	External Environment Analysis
2	Theoretical	External Environment Analysis
3	Theoretical	Strategic Management Process
4	Theoretical	Strategic Management Process
5	Theoretical	Internal Environment Analysis and Strategic Management
6	Theoretical	Internal Environment Analysis and Strategic Management
7	Intermediate Exam	Midterm
8	Theoretical	Formulation of Business Strategies
9	Theoretical	Strategic Debates for the 21st Century
10	Theoretical	Implementation of Business Strategies
11	Theoretical	Corporate Strategy
12	Theoretical	Strategy Application
13	Theoretical	Strategy Application
14	Theoretical	Strategy Application
15	Theoretical	Restructuring
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	At the end of the course the student; will be able to define strategic management process.
2	will be able to compare internal and external environmental analysis.
3	Will be able to have information about corporate strategies.
4	will be able to explain the basics of strategic planning with case studies.
5	Comprehend the basic principles and relationships between business functions such as marketing.

Programme Outcomes (*Quality Control in Production*)

1	To be able to be bounded to the Atatürk nationalism, adopted to the national, ethic, spiritual and cultural value of the Turkish Nation, opened to the universal and modern development, adopted the richness, deep seated and productive properties of the Turkish language, having language sympathy and awareness, having reading pleasure and habit and having sufficient foreign language for their vocational necessities, In the directions of the Atatürk Principles and Revolutions,
2	To be able to comprehend social, cultural and societal responsibility and keep up with national and international up contemporary issues and developments.
3	Utilizes together mathematics, science and theoretical and applied knowledge in their field for engineering solutions.
4	Determines, identifies formulates and solves the problems. For this purpose selects and applies analytical methods and modeling techniques.
5	Selects and utilizes the necessary modern techniques and equipment for industrial applications.
6	Designs and performs experiments, collects data and analyzes and elaborates results.
7	Works effectively as an individual or in multidisciplinary teams.
8	Collects information and makes literature survey for this purpose, utilizes databases and other information sources.
9	Be aware of lifelong learning; follows the developments in science and technology and continuously renews himself.
10	Analyzes and designs under realistic constraints a system, a system component or a process for meeting the required needs, for this purpose applies modern design methods.
11	Acquires professionalism and ethical responsibility in the profession.
12	Communicates by using technical drawing and manufacturing knowledge.
13	Be aware of the universal and social effects of industrial solutions and applications; is aware of entrepreneurship and innovation and has idea about the problems of the era.
14	Has knowledge about quality assurance and standardization and possess skills of execution of operations. In the same time, has the professional and ethical responsibility.
15	Is conscious of project management, business administration, health of the workers, environment and work safety; is aware of the legal consequences of industrial applications.

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

	L1	L2	L3	L4	L5
P2			2		
P4					2
P5	2				
P6		2			
P8	2	2		2	
P9	2			2	
P13	1			2	
P14	2				
P15		2			

