



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management Models in International Markets							
Course Code		UTB503		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	124 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The fundamentals of strategic management in international markets, strategic analysis, strategy formulation, environmental analysis, implementation and control strategies, and other topics in strategic management (leadership, organizational culture, business ethics, crisis management and unplanned change, strategic management in small enterprises, strategic management issues, case studies).							
Course Content		Will have a basic knowledge about strategic management in international markets. Develops the ability to think strategically. Gain a holistic perspective on business management. You can perform a basic analysis used in strategic management. Get informed about the issues that the Strategic Plan of an enterprise should contain.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Problem Solving					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	R. Bakoğlu, Çağdaş Stratejik Yönetim F. David, Strategic Management H. Ülgen & K. Mirze, Stratejik Yönetim Johnson & Scholes, Exploring Corporate Strategy M. Porter, Rekabet Stratejisi Thompson & Strickland, Strategic Management
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Week	Weekly Detailed Course Contents	
1	Theoretical	General introduction to the course and basic concepts
2	Theoretical	"The strategic management process and model; the development of a strategic vision and mission; strategy formulation, strategy in Levels
3	Theoretical	Strategy and competitive advantage: 5 overall strategy, vertical integration strategies, Collaboration Strategies, defensive and offensive strategies
4	Theoretical	Strategy formulation, environmental analysis, industry
5	Theoretical	Assessment of the resources and capacity of the business to compete.
6	Theoretical	Alternative Analytical Techniques, Strategy Development
7	Theoretical	The choice of strategy
8	Theoretical	Strategy Selection(Midterm)
9	Theoretical	Competitive Analysis Techniques
10	Theoretical	Strategies and policies in international markets
11	Theoretical	Strategies and policies in international markets
12	Theoretical	Evaluation Of The Strategy
13	Theoretical	Dimensions of Strategy Selection and Sample Applications of Strategy Selection Policies
14	Theoretical	Dimensions of Strategy Selection and Sample Applications of Strategy Selection Policies

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	3	9	10	57
Midterm Examination	1	40	1	41
Final Examination	1	25	1	26
Total Workload (Hours)				124
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Get informed about the issues that the Strategic Plan of an enterprise should contain
2	National and international dimensions of social, economic and legal structures and analyzes their impact on changes of business and Economics .
3	Students will be able to learn Alternative Strategy Development with Analytical Techniques.
4	Have knowledge about Strategy and Policies in International Markets.
5	Learn the dimensions of strategy selection and strategy selection policies.

**Programme Outcomes** (*International Trade Master's Without Thesis*)

1	To be able to comprehend and solve economic issues using other social sciences and the basic principles of economic science.
2	To be able to access information, evaluate, interpret, and implement in the processes of the scientific research processes related to International economy.
3	To be able to predict the effects of economic and political developments on the Turkish financial markets and foreign trade sector, to be able to view, comprehend and interpret national and international financial markets, to be able to apply the innovative methods.
4	To be able to communicate with all private firms showing activity in the countryside at the required level of behavior science, to detect problems, and to be able to conduct joint project.
5	To be able to lead multi-disciplinary studies in foreign trade, to be able to enhance solutions in complex situations and to be able to take responsibility.
6	To be able to raise awareness about the new and developing practices of the job, to be able to review and learn these when needed.
7	To be able to use theoretical and practical information in International economics and foreign trade
8	To be able to design innovative solutions integrating the original ideas and methods in administrative sciences and the international economy with the system, part or process designs.
9	To be able to articulate the idea, and the findings about the research topic verbal and written in an effective way.

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

	L2
P4	4
P5	5
P6	5

