



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management in Banks							
Course Code		BFN563		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To enable students understand and analyze the current strategic management knowledge by observing them trough projects in practice.							
Course Content		Basic Concepts of Strategic Management, Strategic Management Process and Model; Developing a Strategic Mission and Vision, Setting Objectives and Crafting a Strategy, Levels of Strategy, Strategy and Competitive Advantage; Types of Strategies (integration, intensive, diversification, defensive strategies), Porter's Generic Strategies, Strategy Formulation; Environment Analysis, Industry and Competitive Analysis, Resources, Competences and Strategic Capability, Strategy Development with Analytical Techniques, Dimensions and Policy of Strategic Choice, Strategies for Competing in emerging Industries, Strategies for Competing in Maturing Industries and High Velocity Markets, Strategies for Competing in Fragmented Industries, Strategies for Competing in Declining Industries, Strategies for Competing in International Markets, Implementing Strategy; Creating Resource Capability and Structuring the Organization, Evaluation of Strategy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hayri Ülgen ve Kadri Mirze, Stratejik Yönetim, 5.bası, 2010 Beta Yayınları, İstanbul
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Week	Weekly Detailed Course Contents	
1	Theoretical	Term and concepts about Strategic Management
2	Theoretical	Strategic Management Process and Factors
3	Theoretical	External Enviroment Analysis
4	Theoretical	Management Analysis
5	Theoretical	Measurment and Situation Definition Matrix of Enviroment Factors
6	Theoretical	Strategic Guidance
7	Theoretical	Basic Strategies and Subgroups
8	Intermediate Exam	Midterm Exam
9	Theoretical	Senior Management Strategies
10	Theoretical	Competition Strategies
11	Theoretical	Functional Strategies
12	Theoretical	Techniques used to apply management strategies
13	Theoretical	Application of Strategies
14	Theoretical	Strategic Valuation and Control
15	Theoretical	Applications
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	7	2	2	28
Midterm Examination	1	10	1	11



Final Examination	1	15	1	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Are able to develop strategy and performance
2	Are able to express Vertical Integration, Cost Leadership, Product Differentiation, Creating Elasticity
3	Know Corporate Strategies, Strategic Cooperations
4	To be able to identify strategic objectives and goals
5	To be able to understand the stages of strategic evaluation, strategic implementation and control

Programme Outcomes (Economics - Finance and Banking Interdisciplinary Master's Without Thesis)

1	To be able to use correctly the basic concepts in the field of economics, finance and banking
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics, finance and banking
3	To be able to analyze economical, financial and bank-related events theoretically and empirically
4	To be able to evaluate any economical, financial or banking-related problem in accordance with scientific principles
5	To be able to prepare solutions for an economical, financial or banking-related problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications in economics, finance and banking
7	To be able to prioritize scientific methods and ethical principles in economics, finance and banking while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics, finance and banking
9	To be able to create value for economics-finance and banking profession as an occupational identity

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

