



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management							
Course Code		İŞLE606		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course aims to familiarize students with major theories of strategic management issues and. A doctorate course students are expected processing seminar format of strategic management issues related to classroom discussion and exchange of information aimed to improve the visibility and understanding. Need to know the concepts of strategic management in business life as well as to academic field studies can contribute to bring constructive solutions to problems facing businesses.							
Course Content		This course of objectives and targets identified business concepts and practices of strategic management process, including doctoral seminar course. This course will cover the major concepts and theories of strategic management.							
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	60

Recommended or Required Reading

1	Philip Sadler, Strategic Management, Kogan Page Publishers, 2003.
2	Dinçer, Ö. (2007). Stratejik Yönetim ve İşletme Politikası. Alfa yayınları, İstanbul.
3	Eren, E. (2010). Stratejik Yönetim ve İşletme Politikası. Beta Basım, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of Strategic Management
	Preparation Work	Dinçer, Ö. (2007). Stratejik Yönetim ve İşletme Politikası. Alfa yayınları, İstanbul. Eren, E. (2010). Stratejik Yönetim ve İşletme Politikası. Beta Basım, İstanbul. Porter, Michael 1996. What is Strategy? Harvard Business Review, 74- 61.
2	Theoretical	Development of strategic management
	Preparation Work	Hussey D. (1998). Strategic Management. From Theory to implementation. Butterworth-Heinemann, Oxford, İngiltere.
3	Theoretical	Theoretical approaches to strategic management
	Preparation Work	Hoskisson R. E., Hitt, M. A. Pan, W. P. (1999). Theory and Research in Strategic Management: Swings of a Pendulum. Journal of Management, 25(3), 417-456. Lengnick-Hall, C. ve Wolff, J. (1999). Similarities and contradictions in the core logic of three st
4	Theoretical	Resource-based approach
	Preparation Work	Wernerfelt, B. (1984). A resource –based view of the firm. Strategic Management Journal, 5, 171-186. Barney, J. (1984). Firm resources and sustained competitive advantage. Journal of Management, 17, 99-120.
5	Theoretical	The company's vision and mission
	Preparation Work	Westley, F ve Mintzberg, H. (1989). Visionary Leadership and strategic management. Strategic Management Journal, 10, 17-32. Campell A. ve Yeung S. (1999). Creating as sense of mission. Long Range Planning Hamel G. ve Prahalad C. K. (1989). Strategic i
6	Theoretical	Industry analysis
	Preparation Work	Eren, E. (2010). Stratejik Yönetim ve İşletme Politikası. Beta Basım, İstanbul. Hussey D. (1998). Strategic Management. From Theory to implementation. Butterworth-Heinemann, Oxford, İngiltere. Lieberman, M.B., D.B. Montgomery. 1988. First-mover advanta
7	Theoretical	Industry analysis
	Preparation Work	Eren, E. (2010). Stratejik Yönetim ve İşletme Politikası. Beta Basım, İstanbul. Hussey D. (1998). Strategic Management. From Theory to implementation. Butterworth-Heinemann, Oxford, İngiltere. Lieberman, M.B., D.B. Montgomery. 1988. First-mover advanta
8	Intermediate Exam	Midterm Exams



9	Theoretical	Differentiation strategies
	Preparation Work	Chatterjee ve Wernerfelt., B.(1991).The link between resources and type of diversification: Theory and evidence. Strategic Management Journal. 12(1), 33-48. Hoskisson R. E ve Hitt, M. A. (1990) Antecedents and performance of diversification. A review
10	Theoretical	Strategic Decision-making
	Preparation Work	Miller C. C. ve Ireland R. D. (2005). Intuition in strategic decision making. Friend or foe in the fast-paced 21st century? Academy of Management Executive, 19(1), 19-30. Priem, R. L. ve Rasheed, A. M. A. ve Kotilic, A. G. (1995). Rationality in strategi
11	Theoretical	Human resources and strategy
	Preparation Work	Gratton, L ve Truss, C (2003) 'The three-dimensional people strategy: Putting human resource policies into action', Academy of Management Executive, 17(3), 74–86. Tripsas M, Gavetti G. 2000. Capabilities, cognition, and inertia: Evidence from digital i
12	Theoretical	Strategic planning
	Preparation Work	Gratton, L ve Truss, C (2003) 'The three-dimensional people strategy: Putting human resource policies into action', Academy of Management Executive, 17(3), 74–86. Tripsas M, Gavetti G. 2000. Capabilities, cognition, and inertia: Evidence from digital i
13	Theoretical	Strategic alliances and networks of relations
	Preparation Work	Koka, B. R. and Prescottt, J. E. 2002. Strategic alliances as social capital: A multidimensional view. Strategic Management Journal, 23, 795-816. Thorelli , H. B. (1986). Networks between markets and hierarchies. Strategic Management Journal, 7(1), 37-51.
14	Theoretical	Global Strategies
	Preparation Work	Kim W. C. ve Mauborgne, R. A. (1993). Making global strategies work. Sloan Management Review, bahar, 11-27. Yu, T. ve Cannella, A. 2007. Rivalry between multinational enterprises: An event history approach. Academy of Management Journal, 50, 665–686. G
15	Theoretical	Implementation of strategies
	Preparation Work	Dinçer, Ö. (2007). Stratejik Yönetim ve İşletme Politikası.Alfa yayınları, İstanbul. Hussey D. (1998). Strategic Management. From Theory to implementation. Butterworth-Heinamann, Oxford,İngiltere.
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Understand the basic concepts and theories of strategic management,
2	Companies understand the strategic management processes and practices,
3	Critically evaluate theories and approaches to strategic management,
4	
5	

Programme Outcomes (Business Administration Doctorate)

1	To be able do and report scientific research and acquire skills for doing independent work
2	Have ethical sensitivity in planning and carrying out a scientific work
3	Be able to use the qualitative and quantitative research techniques appropriately in scientific work
4	Acquire team working skills to carry out disciplinary and interdisciplinary work
5	Develop competencies for preparing projects for business
6	Acquire skills for initiative, creativity and acting independent
7	Be able to adjust to new circumstances and gain problem solving skills
8	Be able to convey thoughts and suggestions supported by the qualitative and quantitative data effectively to the experts and non-experts of the area using written, verbal and non-verbal communication skills
9	Gain the necessary experience and capabilities for a productive and competent career in teaching and research



10 Be able to select and use the appropriate mathematical and statistical methods in scientific work.

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

