



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |   |                      |                            |   |                                |   |            |   |
|--|---|---|----------------------|----------------------------|---|--------------------------------|---|------------|---|
| Course Title                                     |   | Strategic Management  |                      |                            |   |                                |   |            |   |
| Course Code                                      |   | İŞLE531   |                      | Course Level               |   | Second Cycle (Master's 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)                              |   | Lec. Başak DOĞAN  |                      |                            |   |                                |   |            |   |

### 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. |
|---|---|

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | The concept of Strategic Management            |
| 2    | Theoretical                     | Development of strategic management            |
| 3    | Theoretical                     | Theoretical approaches to strategic management |
| 4    | Theoretical                     | Resource-based approach                        |
| 5    | Theoretical                     | The company's vision and mission               |
| 6    | Theoretical                     | Industry analysis                              |
| 7    | Theoretical                     | Industry analysis                              |
| 8    | Theoretical                     | Midterm Exams                                  |
| 9    | Theoretical                     | Differentiation strategies                     |
| 10   | Theoretical                     | Strategic Decision-making                      |
| 11   | Theoretical                     | Human resources and strategy                   |
| 12   | Theoretical                     | Strategic planning                             |
| 13   | Theoretical                     | Strategic alliances and networks of relations  |
| 14   | Theoretical                     | Global Strategies                              |
| 15   | Theoretical                     | Implementation of strategies                   |

### 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 |  |
|---|--|



|   |  |
|---|--|
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |

**Programme Outcomes (Business Administration Master's Without Thesis)**

|   |  |
|---|--|
| 1 | To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative methods)    |
| 2 | Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.               |
| 3 | Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods                                 |
| 4 | To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.  |
| 5 | Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of internationalization |

**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  | 2  | 4  | 3  | 5  |
| P2 | 3  | 3  | 5  | 2  | 3  |
| P3 | 4  | 4  | 3  | 4  | 2  |
| P4 | 2  | 3  | 2  | 3  | 4  |
| P5 | 3  | 3  | 3  | 5  | 3  |

