



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management							
Course Code		LYM503		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To explain, interpret and manage the set of managerial decisions and actions, reactions as well as interactions which all determine the long term , midterm and short terms performance of a corporation whether it is local, national or international and to guide business leaders seek, find and adapt most unique way of working for each organization for corporate success. Also, to establish understanding for transforming knowledge from different cases experienced to new cases of businesses and organizations.							
Course Content		This course covers topics related with business policy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Strategy Safari: A Guided Tour Through The Wilds of Strategic Management; Henry Mintzberg, Joseph Lampel, Bruce Ahlstrand
---	---

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to course syllabus Strategic management;
2	Theoretical	What is strategy?; Basic Concepts of Strategic Management
3	Theoretical	Environmental Scanning and Industry Analysis
4	Theoretical	Internal Scanning; Organizational Analysis; Group and in-class discussions
5	Theoretical	Environmental Scanning PESTEL ANALYSIS
6	Theoretical	Strategy Formulation: Situation Analysis and Business Strategy; SWOT/TOWS Matrix & Business Strategies; Mission/Vision Statement
7	Theoretical	Strategy Formulation: Corporate Strategy, Organizational Culture
8	Theoretical	Strategy Formulation : BCG Matrix
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Intermediate Exam	Strategy Implementation: Organizing for Action; Group and in-class discussions
12	Intermediate Exam	Evaluation and Control; Group and in-class discussions
13	Intermediate Exam	Balance Score Card
14	Intermediate Exam	STUDENT PRSENTATIONS: STRATEGIC MANAGEMENT PROJECT
15	Intermediate Exam	STUDENT PRSENTATIONS: STRATEGIC MANAGEMENT PROJECT
16	Final Exam	Finals

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Reading	13	0	2	26
Quiz	1	25	1	26



Midterm Examination	1	35	1	36
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	will be able to explain the major determinants of getting competitive advantage in today's changing and complicated business environment
2	will be able to define organizational goals
3	will be able to develop strategic tools to achieve organizational goals
4	will be able to use strategic tools that will help the firm to reach its organizational goals
5	will be able to define organizational goals

### Programme Outcomes (Logistics Management Interdisciplinary Master)

1	Being able to contribute to the institution the participant works for and the logistics sector by the use of the knowledge and abilities gained during the education period; and manage change in the institution and the sector;
2	Reaching a competency about contemporary business and technology applications in the area of logistics and supply chain management and analysis and strategy development methods;
3	Being able to create opportunities by combining supply chain management with information technologies and innovative processes by the use of the interdisciplinary courses the participants take;
4	Having the ability to develop creative solutions by working on global logistics and supply chain subjects and realizing these by the use of their project management knowledge;
5	Having the knowledge, abilities and capabilities required for effective logistics and supply chain management by the use of a problem and case analysis based learning;
6	Being able to examine logistics and supply chain processes with the management science viewpoint, analyze related concepts and ideas by scientific methods;
7	If continuing to work in the academia, having the necessary information on logistics applications; if continuing to work in the sector, having the necessary knowledge on conceptual subjects;
8	Being able to specify appropriate research questions about his/her research area, conduct an effective research with the use of necessary methods and apply the research outcomes in the sector or the academia;
9	Being able to follow the changes and developments in the sector the participant works in, in order to keep his/her personal and professional competence updated and develop himself/herself when necessary;
10	Have the necessary capabilities to pursue doctoral studies in national and foreign institutions

### 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	4	4	3	4
P2	5	5	2	3	3
P3	3	3	3	3	3
P4	3	2	3	4	2
P5	2	5	2	4	3
P6	1	4	1	5	3
P7	2		2		3
P8	3	2	2	2	3
P9	3	1	3	2	2
P10	5	2	3	2	3

