

COURSE RECORD

Code	BA 401
Name	Strategic Management
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Type	Compulsory
Prerequisites	-
Description	Strategic management examines an organization's long-term direction, scope, and performance. This course explores how strategies are conceived, evaluated, and implemented across functions. Students learn environmental analysis, goal setting, competitive positioning, resource allocation, and execution. Cases develop practical skills for aligning capabilities with opportunities and sustaining advantage amid uncertainty.
Objectives	Understanding strategic concepts, tools, and techniques. Analyzing complex strategic situations. Applying strategy frameworks to real-world contexts. Evaluating strategic alternatives and outcomes.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the nature and components of the strategic management process, including vision, mission, internal, and external assessments. LO2. Evaluate external and internal environments. LO3. Develop strategies in areas like management, marketing, finance, and accounting. LO4. Justify ethical and sustainable decisions. LO5. Formulate global business strategies. LO6. Demonstrate proficiency in formal presentations and teamwork.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	4	3	3	2	2	2	2	2	2	5
LO2	2	4	3	2	2	2	3	2	2	5
LO3	5	3	4	2	2	2	4	3	3	5
LO4	2	1	2	4	2	2	5	3	5	5
LO5	5	3	4	3	2	2	4	3	3	5
LO6	2	2	2	2	3	5	2	2	2	2

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	2	2	2	2	2	2	2
LO2	2	3	2	3	2	2	2
LO3	5	3	2	4	3	3	2
LO4	2	3	4	3	3	3	5
LO5	3	3	2	5	3	3	2
LO6	1	1	1	1	4	5	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
The nature of strategic management	LO1, LO2, LO6
Strategies in action	LO3, LO5, LO6
Strategic analysis, choice, and implementation	LO3, LO5, LO6
Strategy evaluation and governance	LO3, LO5, LO6
Business ethics, sustainability, and corporate social responsibility	LO4, LO6

DERS BİLGİLERİ

Kodu	BA 401
İsmi	Stratejik Yönetim
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Stratejik yönetim, bir kuruluşun stratejilerinin uzun vadeli yönünü, kapsamını ve performansını inceler. Bu ders, stratejilerin farklı birimler arasında nasıl tasarlandığını, değerlendirildiğini ve uygulandığını ortaya koyar. Öğrenciler, çevre analizi, hedef belirleme, rekabetçi konumlandırma, kaynak tahsisi ve uygulama gibi konuları öğrenirler. Sunulan vaka çalışmaları, yetenekleri fırsatlarla uyumlu hale getirme ve belirsizlik ortamında avantajı sürdürme konusunda pratik beceriler geliştirir.