

COURSE RECORD

Code	BA 436
Name	Non-Market Strategy
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Type	Elective
Prerequisites	BA 203
Description	This course introduces students to the broader non-market environment in which businesses operate, encompassing political, social, and institutional influences. It explores the strategic implications of lobbying, activism, corporate social responsibility, and public policy. Students will develop critical skills to analyze non-market actors and institutions that affect competitive dynamics beyond economic logic. Through case studies and active learning, the course prepares students to design and evaluate effective non-market strategies across various sectors.
Objectives	Introducing the formal and informal institutional rules that shape competitive landscapes. Exploring external forces beyond economic rationale that influence firms' strategic decisions. Enhancing students' capacity to analyze real-world cases involving non-market challenges. Developing awareness of stakeholder pressures and political dynamics affecting market behavior.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify political, cultural, and institutional factors shaping business environments. LO2. Recognize non-market stakeholders and assess their impact on organizational decisions. LO3. Assess the impact of non-market stakeholders on organizational decisions. LO4. Evaluate non-market dynamics across sectors and global contexts using real-world case examples.

CONTRIBUTION TO PROGRAMME OUTCOMES*

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

* 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	5	4	3	4	3	3	4
LO2	5	4	4	4	3	3	5
LO3	5	4	4	4	4	3	4
LO4	5	4	5	4	3	3	5

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

COURSE CONTENT DETAILS

Topic	Outcomes
Public Relations and Companies	LO2, LO3
Stakeholders and Business environment	LO3
Political Landscape of Business	LO1, LO2, LO4

Managing Scandals in Business Environment	L02, L03, L04
Public Pressure on Companies and Reputations Risks	L04
Politics of Nationalism in Business Environment	L01, L04
Business Lobbying and Public Policy	L01, L02, L04

DERS BİLGİLERİ

Kodu	BA 436
İsmi	Pazar Dışı Strateji
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	Bu ders, işletmelerin faaliyet gösterdiği piyasa dışı çevreyi, siyasal, toplumsal ve kurumsal faktörleri kapsamlı şekilde ele alır. Lobicilik faaliyetleri, toplumsal hareketler, kurumsal sosyal sorumluluk ve kamu politikaları gibi konuların stratejik etkilerini inceler. Öğrenciler, ekonomik bakış açısının ötesindeki rekabet dinamiklerini etkileyen aktörleri ve kurumları analiz etme becerisi kazanırlar. Vaka analizleri ve uygulamalı öğrenme yöntemleri ile ders, farklı sektörlerde etkili piyasa dışı stratejiler geliştirmeye yönelik yetkinlik kazandırır.