

COURSE RECORD

Code	BA 475
Name	Corporate Strategy
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course explores key concepts and methodologies that guide strategic decision-making in contemporary organizations. Emphasis is placed on the formulation, evaluation, and execution of corporate strategies with a focus on competitive positioning, capability assessment, and sustainability integration. Through case studies and real-world applications, students learn how to align corporate vision with long-term goals and drive strategic initiatives. Special topics include ESG-driven sustainability, strategic feasibility analysis, and the role of cross-functional collaboration in shaping strategic direction. The course blends theoretical foundations with applied strategy development tools used by strategic planning teams.
Objectives	Equipping students with a thorough understanding of corporate-level strategy formation and execution processes. Developing strategic thinking skills for analyzing markets, competition, internal capabilities, and long-term growth opportunities. Enhancing the ability to design, evaluate, and prioritize strategic initiatives across key functions such as R&D, operations, marketing, finance, and sales. Examining how corporate strategy integrates with sustainability (ESG) objectives, stakeholder interests, and core organizational values. Introducing methods for preparing feasibility studies to support data-driven strategic decisions. Exploring the role of cross-functional collaboration, including sales, operations, and product management, aligning strategic direction with market realities and organizational goals.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify the foundational frameworks for corporate and business strategy formulation with a focus on ESG context. LO2. Apply strategic assessment methods to internal and external environments, including capability evaluations and stakeholder analyses. LO3. Propose strategic initiative roadmaps aligned with organizational mission, vision, and long-term goals with executive-level stakeholders through structured presentations and reports. LO4. Apply strategic tools such as SWOT, PESTEL, Porter's Five Forces, and Feasibility analysis to real-world scenarios.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	5	0	2	3	5	4	5	2	1
LO2	5	5	2	3	5	4	2	2	1	2
LO3	3	5	1	3	5	5	2	1	5	0
LO4	5	5	1	3	5	2	1	1	5	0

* 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	2	4	4	3	5	2
LO2	5	1	2	2	5	4	1
LO3	3	5	2	2	5	5	5

L04	5	5	1	1	5	2	5
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* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Co-Creating the North Star and Strategic Objectives with the Strategy Committee	L01, L04
Strategic Assessment – Market, Competition, Growth, and Regulatory Landscape	L01, L02
Strategic Assessment – Internal Competency Evaluation	L01, L02, L04
Growth Strategy (Domestic and International Markets) and Priority Areas	L01, L02, L03
Mid- and Long-Term Strategic Goals and Initial Initiative List	L02, L03, L04
Feasibility Study Preparation and Evaluation	L01, L02, L03
Prioritized Strategic Initiatives and Roadmap Development	L02, L03, L04

DERS BİLGİLERİ

Kodu	BA 475
İsmi	Kurumsal Strateji
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, çağdaş örgütlerde stratejik karar verme süreçlerini yönlendiren temel kavramları ve yöntemleri ele alır. Kurumsal stratejilerin oluşturulması, değerlendirilmesi ve uygulanmasına odaklanılır; özellikle rekabet konumlandırması, yetkinlik değerlendirmesi ve sürdürülebilirlik entegrasyonu gibi alanlar vurgulanır. Vaka analizleri ve gerçek dünya uygulamaları aracılığıyla öğrenciler, kurumsal vizyonu uzun vadeli hedeflerle uyumlu hale getirmeyi ve stratejik girişimleri yönetmeyi öğrenirler. Öne çıkan konular arasında ESG odaklı sürdürülebilirlik, stratejik fizibilite analizi ve stratejik yönün belirlenmesinde fonksiyonlar arası iş birliğinin rolü yer alır.