

COURSE RECORD

Code	BA 401
Name	Strategic Management
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	Strategic management is concerned with the long-term direction, scope and performance of an organization. This course focuses on how strategy is formulated and implemented at the organizational level.
Objectives	Endow students with concepts, tools and techniques related to strategy formulation and implementation Improve the critical thinking and assessment skills of students in strategic situations Enable students to apply strategy related concepts to real life scenarios
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Demonstrate an understanding of the key dimensions of strategic management LO2. Distinguish generic, interactive competitive strategies and business models LO3. Describe how organizations design strategies for international competitiveness LO4. Explain strategy development processes inside an organization LO5. Discuss the relationship between organizational structure and strategy practice LO6. Describe how strategic change is implemented in organizations

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	4	3	3	2	2	3	2	4	3
L02	4	4	5	2	2	2	1	2	3	2
L03	4	4	5	3	2	1	1	2	3	4
L04	4	4	4	3	2	2	2	2	3	2
L05	5	4	4	2	2	1	4	2	3	2
L06	5	4	3	3	2	2	3	2	4	2

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

COURSE CONTENT DETAILS

Topics	Outcomes
Macro-environment and Industry Analysis	L01, L02
Resources and Capabilities Analysis	L01, L03, L05
Corporate and International Strategy	L02, L03
Evaluating Strategies	L04, L05
Strategy Development Process	L04, L05
Leadership and Strategic Change	L06

DERS BİLGİLERİ

Kodu	BA 401
İsmi	Stratejik Yönetim
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Stratejik yönetim dersi, organizasyonun uzun vadede yönetimi, faaliyetleri ve performansı ile ilgilenmektedir. Bu ders organizasyon stratejilerinin nasıl oluşturulması ve uygulanması gerektiğine odaklanır.