

COURSE RECORD

Code	BA475
Name	Corporate Strategy
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate
Type	Elective
Description	<p>This course explores the key concepts, frameworks, and methodologies that guide strategic decision-making in contemporary organizations. Emphasis is placed on how corporate strategies are formulated, evaluated, and executed across diverse sectors, with practical focus on strategic growth, competitive positioning, capability assessment, and sustainability integration. Through case studies, simulations, and real-world applications, students will learn how to align corporate vision with long-term goals, drive strategic initiatives, and assess internal and external strategic environments. Special topics include strategic feasibility analysis, sustainability (ESG), and the role of sales and cross-functional collaboration in shaping strategic direction. The course blends theoretical grounding with applied strategy development techniques used by senior leadership and strategic planning teams.</p>
Objectives	<p>Equipping students with a thorough understanding of corporate-level strategy formation and execution processes.</p> <p>Developing strategic thinking skills for analyzing markets, competition, internal capabilities, and long-term growth opportunities.</p> <p>Enhancing the ability to design, evaluate, and prioritize strategic initiatives across key functions such as R&D, operations, marketing, finance, and sales.</p> <p>Examining how corporate strategy integrates with sustainability (ESG) objectives, stakeholder interests, and core organizational values.</p> <p>Introducing methods for preparing feasibility studies to support data-driven strategic decisions.</p> <p>Exploring the role of cross-functional collaboration—including sales, operations, and product management, aligning strategic direction with market realities and organizational goals.</p>
Learning Outcomes	<p><i>By the end of the course, the student will be able to</i></p> <p>LO1. Describe the foundational frameworks for corporate and business strategy formulation with a focus on ESG context.</p> <p>LO2. Practice internal and external strategic assessments, including capability evaluations and stakeholder analyses.</p> <p>LO3. Propose strategic initiative roadmaps aligned with organizational mission, vision, and long-term goals with executive-level stakeholders through structured presentations and reports.</p> <p>LO4. Apply strategic tools such as SWOT, PESTEL, Porter's Five Forces, and Feasibility analysis to real-world scenarios.</p>

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	5	5	0	2	3	5	4	5	2	1
L02	5	5	2	3	5	4	2	2	1	2
L03	3	5	1	3	5	5	2	1	5	0
L04	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

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	BA475
İsmi	Kurumsal Strateji
Haftalık Saati	3 (3 + 0) (Teori + Uygulama)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, günümüz organizasyonlarında stratejik karar alma süreçlerini yönlendiren temel kavramları, çerçeveleri ve metodolojileri incelemektedir. Kurumsal stratejilerin farklı sektörlerde nasıl formüle edildiği, değerlendirildiği ve uygulandığına odaklanılır. Stratejik büyüme, rekabetçi konumlandırma, yetkinlik analizi ve sürdürülebilirlik entegrasyonu gibi uygulamalı konulara öncelik verilir. Vaka analizleri, simülasyonlar ve gerçek dünya uygulamaları aracılığıyla öğrenciler; kurumsal vizyonu uzun vadeli hedeflerle nasıl uyumlu hale getireceklerini, stratejik inisiyatifleri nasıl yöneteceklerini ve iç-dış stratejik çevreyi nasıl değerlendireceklerini öğrenirler. Derste özel konular olarak stratejik fizibilite analizi, sürdürülebilirlik (ESG) ve stratejik yön belirlemede satış ve fonksiyonlar arası iş birliğinin rolü de ele alınır. Teorik altyapı, üst yönetim ve stratejik planlama ekipleri tarafından kullanılan uygulamalı strateji geliştirme teknikleriyle harmanlanır.