Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G421	Strategic Management	7	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The objective of the course is to enhance the students' ability to comprehend major issues in strategic management. The purpose is thus, to familiarize them with the theories, tools and principles of strategic management. Trough lectures, experiential exercises, case studies and strategic analysis of the enterprises, the course provides the opportunity to develop skills for strategic thinking and analysis, leadership, and cross-functional integration.
Content	Week 1. Basic Concepts in Strategic Management Week 2. Internal Scanning: Organizational Analysis Week 3. Internal Scanning: Organizational Analysis Week 4. External Environment Analysis Week 5. External Environment Analysis Week 6. Strategy Formulation Week 7. Strategy Formulation & Implementation Week 8. MIDTERM EXAM Week 9. Strategic Positioning & Decision Making Week 10. Blue Ocean Strategy Week 11. Case Study 1 Week 12. Case Study 2 Week 13. Case Study 3 Week 14. Project Presentations & Discussions
References	Contemporary Strategy Analysis R.M. Grant Wiley 2010. Exploring Corporate Strategy G.Johnson, K.Scholes, R.Whittington Prentice Hall 2009. Strategic Management & Business Policy T.L.Wheleen & J.D.Hunger Pearson International Edition 2008.

Theory Topics

Week	Weekly Contents
1	Introduction
2	Basic Concepts in Strategic Management
3	Environmental Scanning and Industry Analysis
4	Internal Scanning: Organizational Analysis

Week	Weekly Contents
5	Strategy Formulation: Situation Analysis and Business Strategy
6	Strategy Formulation: Corporate Strategy
7	Strategy Formulation: Functional Strategy and Strategic Choice
8	Strategy Implementation: Organizing for Action
9	Simulation
10	Mid term exam
11	Presentation
12	Presentation
13	Presentation
14	Presentation