Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
IND 551	Strategic Management	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Masters 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	1. hafta: Introduction 2. hafta: Basic Principles 3. hafta: Internal Analysis - I 4. hafta: Internal Analysis - II 5. hafta: External Analysis - I 6. hafta: External Analysis - II 7. hafta: Strategy Formulation 8. hafta: MIDTERM 9. hafta: BCG Matrix - GE Matrix 10. hafta: SPACE Matrix - Ansoff Matrix 11. hafta: Blue Ocean Strategy - I 12. hafta: Blue Ocean Strategy - II 13. hafta: Project Presentations - I 14. hafta: Project Presentations - II
References	Contemporary Strategy Analysis R.M. Grant Wiley 2013. 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
5	Strategy Formulation: Situation Analysis and Business Strategy

Week	Weekly Contents
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