

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------------------|----------|--------|----------|-----|--------|------|
| G426 | Applied Management Strategy | 8 | 3 | 0 | 0 | 3 | 5 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | English |
| Course Type | Elective |
| Course Level | Bachelor Degree |
| Objective | The objective of the course is to enhance the students' ability to practice concepts of strategic management. The course provides the opportunity to develop skills through the use of business simulation and company analysis. |
| Content | <p>Week 1. Introduction</p> <p>Week 2. Basic Concepts</p> <p>Week 3. Internal Scanning: Organizational Analysis</p> <p>Week 4. Internal Scanning: Organizational Analysis</p> <p>Week 5. Environmental Scanning and Industry Analysis</p> <p>Week 6. . Environmental Scanning and Industry Analysis</p> <p>Week 7. Strategy Formulation</p> <p>Week 8. Midterm</p> <p>Week 9. Strategy Implementation: Organizing for Action</p> <p>Week 10. Strategy Implementation: Organizing for Action</p> <p>Week 11. Risk Management</p> <p>Week 12. Decision Analysis</p> <p>Week 13. Presentations</p> <p>Week 14. Presentations</p> |
| References | Corporation A Global Business Simulation J.R. Smith& P.A. Golden Contemporary Strategy Analysis 2008 R.M. Grant Wiley :UK |

Theory Topics

| Week | Weekly Contents |
|------|--|
| 1 | Introduction |
| 2 | Basic Concepts |
| 3 | Environmental Scanning and Industry Analysis |
| 4 | Internal Scanning: Organizational Analysis |
| 5 | Strategy Formulation |
| 6 | Strategy Formulation |
| 7 | Strategy Formulation |
| 8 | Strategy Implementation: Organizing for Action |
| 9 | Case Study |
| 10 | Guest speaker |
| 11 | Presentation |
| 12 | Presentation |
| 13 | Presentation |
| 14 | Presentation |