

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G522	Strategic Management Approaches	2	3	0	0	3	7

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	The objective of the course is to familiarize the students with different approaches, tools and principles of strategic management.
Content	Week 1. Introduction Week 2. Basic Concepts in Management Week 3. The Evolution of “Strategy” Concept Week 4. Strategic Segmentation Week 5. Environmental Scanning and Industry Analysis Week 6. Internal Scanning: Organizational Analysis Week 7. Synthesis Week 8. Strategy Formulation Week 9. Strategy Formulation Week 10. Strategy Implementation Week 11. Mid term exam Week 12. Presentation Week 13. Presentation Week 14. Presentation
References	Exploring Corporate Strategy, 2009. G.Johnson, K.Scholes, R.Whittington Prentice Hall. Strategy: Theory and Practice, 2012. S.R.Clegg, C. Carter, M. Kornberger & J. Schweitzer. Sage Whipp,1999 “Creative deconstruction: Strategy and organizations” (Eds) S.R.Clegg, C.Hardy & W.R. Nord Managing Organizations : Current Issues Sage:UK. Handy, C. 2002 « What’s a business for ? » Harvard Business Review, 49-55. Anthony, P.D. 2005. « Management Ideology »(Eds) C.Grey& H. Willmott Critical Management Studies Oxford :UK

Theory Topics

Week	Weekly Contents
1	Introduction
2	Basic Concepts in Management
3	The Evolution of “Strategy” Concept
4	Strategic Segmentation
5	Environmental Scanning and Industry Analysis
6	Internal Scanning: Organizational Analysis
7	Synthesis
8	Strategy Formulation
9	Strategy Formulation
10	Strategy Implementation
11	Mid term exam
12	Presentation
13	Presentation
14	Presentation