

## 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							
Course Type							
Course Level	Masters Degree						
Objective							
Content							
References							

## 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
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