

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G576	Strategic Management Approaches	2	3	0	0	3	6

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	<p>Week 1. Introduction</p> <p>Week 2. Basic Concepts in Management</p> <p>Week 3. The Evolution of "Strategy" Concept</p> <p>Week 4. Strategic Segmentation</p> <p>Week 5. Environmental Scanning and Industry Analysis</p> <p>Week 6. Internal Scanning: Organizational Analysis</p> <p>Week 7. Synthesis</p> <p>Week 8. Strategy Formulation</p> <p>Week 9. Strategy Formulation</p> <p>Week 10. Strategy Implementation</p> <p>Week 11. Mid term exam</p> <p>Week 12. Presentation</p> <p>Week 13. Presentation</p> <p>Week 14. Presentation</p>
References	<p>Exploring Corporate Strategy, 2009. G.Johnson, K.Scholes, R.Whittington Prentice Hall.</p> <p>Strategy: Theory and Practice, 2012. S.R.Clegg, C. Carter, M. Kornberger &amp; J. Schweitzer. Sage</p> <p>Whipp,1999 "Creative deconstruction: Strategy and organizations" (Eds) S.R.Clegg, C.Hardy &amp; W.R. Nord</p> <p>Managing Organizations : Current Issues Sage:UK.</p> <p>Handy, C. 2002 « What's a business for ? » Harvard Business Review, 49-55.</p> <p>Anthony, P.D. 2005. « Management Ideology »( Eds) C.Grey&amp; H. Willmott Critical Management Studies Oxford :UK</p>

## Theory Topics

<b>Week</b>	<b>Weekly Contents</b>
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