Content

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

Prerequisites	
Admission Requirements	

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

Week	Weekly Contents
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