

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
Mİ608	Strategic Management	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 enhance the students' ability to comprehend major issues in strategic management. The purpose is thus, to familiarize them with the theories, tools and principles of strategic management. Through lectures, experiential exercises, case studies and strategic analysis of the enterprises, the course provides the opportunity to develop skills for strategic thinking and analysis, leadership, and cross-functional integration.
Content	<p>Week 1. Introduction</p> <p>Week 2. Basic Concepts in Strategic Management</p> <p>Week 3. Environmental Scanning and Industry Analysis</p> <p>Week 4. Internal Scanning: Organizational Analysis</p> <p>Week 5. Strategy Formulation: Situation Analysis and Business Strategy</p> <p>Week 6. Strategy Formulation: Corporate Strategy</p> <p>Week 7. Strategy Formulation: Functional Strategy and Strategic Choice</p> <p>Week 8. Strategy Implementation: Organizing for Action</p> <p>Week 9. Simulation</p> <p>Week 10. Mid term exam</p> <p>Week 11. Presentation</p> <p>Week 12. Presentation</p> <p>Week 13. Presentation</p> <p>Week 14. Presentation</p>
References	<p>Contemporary Strategy Analysis R.M. Grant Wiley 2010.</p> <p>Exploring Corporate Strategy G.Johnson, K.Scholes, R.Whittington Prentice Hall 2009.</p> <p>Strategic Management & Business Policy T.L.Wheelen & J.D.Hunger Pearson International Edition 2008.</p>

Theory Topics

Week	Weekly Contents
------	-----------------