

STRATEGIC MANAGEMENT IN MODERN BUSINESSES

1	Course Title:	STRATEGIC MANAGEMENT IN MODERN BUSINESSES	
2	Course Code:	YBS5119	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	6.00	
8	Theoretical (hour/week):	2.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. BAŞAK AYDEM ÇİFTÇİOĞLU	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Prof.Dr.B.Aydem Çiftioğlu aydemaydemir@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	Defining the strategic point of view in business management and transferring the theories and models related to the strategic management approach to the students	
19	Contribution of the Course to Professional Development:	Gain a strategic perspective in organizational, individual and professional (occupational) decisions made in business life.	
20	Learning Outcomes:		
		1	To gain strategic thinking skills
		2	Defining the strategic management philosophy
		3	Understanding the strategic perspective in organizational decisions
		4	Understanding the organization-environment relationship
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21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	management and strategy concepts		
2	The concept, scope and importance of the strategy		
3	The concept and scope of strategic management		
4	Strategic management schools-1		
5	Strategic management schools-2		

6	History of strategic management	
7	Strategic management and business management relationship	
8	Competition strategies	
9	resource dependency approach	
10	Change and strategy	
11	The concept of strategic planning and its elements	
12	Strategic planning -Analysis	
13	Strategic planning - environment	
14	Strategic planning examples	
22	Textbooks, References and/or Other Materials:	<p>1-Prof. Dr. Hayri ÜLGEN ve Dr. S. Kadri MİRZE, "İşletmelerde Stratejik Yönetim, Ülgen, Hayri. İstanbul : Beta, 2010. XVI, 691 s. : şkl. , tbl. ; 27 cm. Language: Turkish, Veritabanı: Bursa Uludağ Üniversitesi Kütüphanesi</p> <p>2- Prof.Dr. Erol Eren İşletmelerde Stratejik yönetim ve işletme politikası Eren, Erol. İstanbul : Beta, 2010. XVII, 578 s. : tbl. , grf. ; 24 cm. Language: Turkish, Veritabanı: Bursa Uludağ Üniversitesi Kütüphanesi</p> <p>3- Ömer Dinçer : Stratejik yönetim ve işletme politikası Dinçer, Ömer. İstanbul : Beta Basım Yayım, 2003 XVII, 583 s. : grf. , tbl. ; 25 cm Language: Turkish, Veritabanı: Bursa Uludağ Üniversitesi Kütüphanesi</p>
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
		WEIGHT
Midterm Exam		0
Quiz		0
Home work-project		1
Final Exam		1
Total		2
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		case study and essay type exam
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	2.00	28.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	1	20.00	20.00
Homeworks	1	20.00	20.00
Projects	1	40.00	40.00
Field Studies	0	0.00	0.00
Midterm exams	0	0.00	0.00
Others	0	0.00	0.00
Final Exams	1	70.00	70.00
Total Work Load			178.00
Total work load/ 30 hr			5.93
ECTS Credit of the Course			6.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	5	5	5	5	5	5	5	5	5	0	0	0	0	0	0
ÖK2	4	5	5	4	4	5	5	5	5	4	0	0	0	0	0	0
ÖK3	5	5	5	5	5	5	5	5	5	5	0	0	0	0	0	0
ÖK4	5	5	5	5	5	5	5	5	5	5	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							