INTRODUCTION TO STRATEGIC MANAGEMENT									
1	Course Title:	INTROD	UCTION TO STRATEGIC MANAGEMENT						
2	Course Code:	ISL5304							
3	Type of Course:	Optional							
4	Level of Course:	Second	Cycle						
5	Year of Study:	1							
6	Semester:	2							
7	ECTS Credits Allocated:	6.00							
8	Theoretical (hour/week):	3.00							
9	Practice (hour/week):	0.00							
10	Laboratory (hour/week):	0							
11	Prerequisites:	None							
12	Language:	Turkish							
13	Mode of Delivery:	Face to f	ace						
14	Course Coordinator:	Prof. Dr.	Mehmet ERYILMAZ						
15	Course Lecturers:	Prof. Dr.	Mehmet Eryılmaz						
16	Contact information of the Course Coordinator:	mehmete	ery@uludag.edu.tr						
17	Website:								
18	Objective of the Course:	Provide t	theorical and practical knowledge related with startegic ment						
19	Contribution of the Course to Professional Development:	he Course to Gaining an experience about practice side.							
20	Learning Outcomes:								
		1	Theorical knowledge about						
		2	Practice of Strategic Management						
		3	Gaining skill of adaptation straytegic management knowledge to practice						
		4	Research and disscuss best strategic management practices						
		5							
		6							
		7							
		8							
		9							
		10							
21	Course Content:								
	Course Content:								
	Theoretical		Practice						
1	Main concepts of SM I								
2	Main concepts of SM II								
3	Strategic planning 1								
4	Strategic planning 2								
5	Strategic planning 3								
6	Strategic planning 4								

7	Stra	teaic	planr	nina 5														
8	Strategic planning 5 Strategic implementation 1																	
9		Strategic implementation 1 Strategic implementation 2																
10		5 ,																
11		Strategic implementation 3 Strategic implementation 4																
12			contr		- 11011	·												
13																		
_	Strategic control 2																	
14	Strategic control 3																	
22	Textbooks, References and/or Other Materials:							Ho an So 2. ma NJ 3.	Michael A. Hitt, R. Duane Ireland ve Robert E. Hoskisson 2005. Strategic management: competitiveness and globalization concepts. Mason, Ohio: Thompson South Western. Thomas L. Wheelen ve J. David Hunger 2004. Strategic management and business policy. Upper Saddle River, NJ: Pearson Prentice Hall. Alex Miller ve Gregory Dess 1996. Strategic management. New York: McGraw-Hill.									
23	Asse	esme	nt															
TERM L	LEAR	NING	ACTI	VITIES				NUMBE R	WI	EIGHT								
Midtern	n Exa	am						0	0.0	00								
Quiz								0	0.0	00								
Activites							Number Duration (hour) Total W Load (h											
Theoretical Contribution of Term (Year) Learning Activities to					50	50.00 3.00 42.00				42.00								
Practic	als/La	abs	<u>emi (</u>	<u>rearr</u>	Leaiii	IIIU ACI	<u>ivilie</u>	<u> </u>		0 0.00 0.00								
Colf talls	PIGIFIO PAI	n elf li pr	ialae Ea	stian to	o Suc	cess G	rade		50	50160 2.00			2.00	28.00				
Homew	vorks									0.00 0.00				0.00				
Project	ls romo	nt an	d Eva	duatio	n Too	hniguo	c I Ic	od in the		Multiple Choice				30.00			90.00	
	Projects Measurement and Evaluation Techniques Used in the Field Studies											0.00			0.00			
M 24 err	24errr E©aFSs / WORK LOAD TABLE							0			0.00	0.00			0.00			
Others	ers							0.0			0.00	0.00			0.00			
Final E	Exams							1 20.00						20.00				
Total V	Work Load													180.00				
Total w	al work load/ 30 hr												6.00					
ECTS (S Credit of the Course												6.00					
25	25 CONTRIBUTION OF LEARNING OUTCOMES TO PRO								PROC	GRAM	ME							
QUALIFICATIONS																		
		PQ1	PQ2	PQ3	PQ4	PQ5	PQ	PQ7	PQ8	PQ9	PQ1	PQ11	PQ12	PQ1	PQ14	PQ15	PQ16	
ÖK1		4	5	4	4	0	0	0	0	0	0	0	0	0	0	0	0	
ÖK2		5	4	5	4	0	0	0	0	0	0	0	0	0	0	0	0	
ÖK3		5	4	5	5	0	0	0	0	0	0	0	0	0	0	0	0	
		J	4	3	5	٥	U	U	U	٥	[ال	ا	U		
ÖK4		4	4	4	4	0	0	0	0	Ю	0	0	0	0	0	0	0	

LO: Learning Objectives PQ: Program Qualifications

Contrib	1 very low	2 low	3 Medium	4 High	5 Very High
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Level:					