

# AGRIBUSINESS ANALYSIS AND STRATEGIC MANAGEMENT

1	Course Title:	AGRIBUSINESS ANALYSIS AND STRATEGIC MANAGEMENT	
2	Course Code:	TEK4742-S	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	4	
6	Semester:	8	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	1.00	
9	Practice (hour/week):	2.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	Non	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Doç.Dr. ŞULE TURHAN	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Yrd. Doç. Dr. Şule Turhan U.Ü. Ziraat Fakültesi tarım Ekonomisi Bölümü Görükle Bursa Tel:2242941594 e-mail:sbudak@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	The strategy, policy, long-term planning, tactics, methods, strategic management, operational management and program management, strategic analysis (analysis of the external environment, business in-house analysis, SWOT and PEST analysis) identification of goals and objectives and operating policies, regulation and organizational structure determination of this issue of food examination of industry enterprises	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Enhance students' communication skills and the ability to win.
		2	Acquire the ability to think commercially.
		3	Team work, leadership and management skills.
		4	Establish a cause-effect relationships.
		5	Having the ability to prepare strategic business plans.
		6	Business and corporate level strategies to learn what is happening.
		7	Do the SWOT and PEST analysis of the food industry.
		8	Make the relevant applications in food industry.
		9	
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<b>21</b>	Course Content:	
	<b>Course Content:</b>	
<b>Week</b>	<b>Theoretical</b>	<b>Practice</b>
<b>1</b>	Introduction to strategic management course, course description, importance and method of handling lessons.	
<b>2</b>	Strategic management, and related terms and concepts, phases and elements of the strategic management process, strategic management model.	
<b>3</b>	Example of the application events in the external environment analysis. Examination of food industry enterprises.	
<b>4</b>	Work / External Environment Analysis of the near, close to the facility and the limitations of the work environment and the food sector.	
<b>5</b>	Business Analysis, Measurement of environmental elements, SWOT and PEST Analysis.	
<b>6</b>	The definition and explanation of organizational Routing.	
<b>7</b>	Repeating courses and midterm exam	
<b>8</b>	Subgroups of basic strategies and the application examples (food industry enterprises).	
<b>9</b>	Senior Management Strategies: Corporate Strategies developed at the company Peak Management.	
<b>10</b>	Developed Enterprise Business Management (Competitive) Strategy: Cost Leadership, Differentiation, Strategies focus on	
<b>11</b>	The functional strategies, techniques used in practice.	
<b>12</b>	Business Structures and Systems. In practice, the techniques used in	
<b>13</b>	Porter's competitive strategies. Food industry applications.	
<b>14</b>	Strategic applications, management style, strategic evaluation and control of shared values.	

<b>22</b>	Textbooks, References and/or Other Materials:	Çetin,B., 2008, Gıda Sanayi İşletme Ekonomisi, Nobel Yayınları No:1296, ISBN 978-605-395-092-9, Nobel Yayın Dağıtım, Ankara, 172s. Güneş, E., Albayrak, M., Gülçubuk, B., Türkiye’de Gıda Sanayi, Tübcel ofset 2002, İzmir. Diñçer, Ö.,1998, “Stratejik Yönetim ve İşletme Politikası, Beta Basın Yayın Dağıtım A.Ş. Pearce and Robinson, Strategic Management: Formulation Implementation and Control, 9th Edition. Thomson, A. A., C. E. Gamble, A. J. Strickland, 2006. Strategy: Core Concepts Analytical Tools, Readings, 2nd edition, McGraw Hill.
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<b>23</b>	Assesment
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TERM LEARNING ACTIVITIES	NUMBE R	WEIGHT
Midterm Exam	1	30.00
Quiz	0	0.00
Home work-project	1	10.00
Final Exam	1	60.00
Total	3	100.00
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		

<b>24</b>	<b>ECTS / WORK LOAD TABLE</b>
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	1.00	14.00
Practicals/Labs	14	2.00	28.00
Self study and preperation	11	2.00	22.00
Homeworks	1	4.00	4.00
Projects	1	10.00	10.00
Field Studies	0	0.00	0.00
Midterm exams	1	5.00	5.00
Others	0	0.00	0.00
Final Exams	1	5.00	5.00
Total Work Load			93.00
Total work load/ 30 hr			2.93
ECTS Credit of the Course			3.00

<b>25</b>	<b>CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS</b>															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
<b>ÖK1</b>	0	5	0	0	0	4	0	3	0	0	0	0	0	0	0	0
<b>ÖK2</b>	0	0	0	0	0	0	0	5	0	0	0	5	0	0	0	0

ÖK3	3	0	4	0	3	0	0	0	0	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0
ÖK5	0	0	3	0	0	0	4	0	0	3	0	0	0	0	0	0
ÖK6	0	0	0	0	3	0	0	0	0	0	2	0	0	0	0	0
ÖK7	5	4	0	3	0	0	0	0	0	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	2	0	0	3	2	4	3	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			