

INTERNATIONAL STRATEGIC MANAGEMENT IN BUSINESS

1	Course Title:	INTERNATIONAL STRATEGIC MANAGEMENT IN BUSINESS	
2	Course Code:	UAT5121	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	8.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	No	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Doç. Dr. ZERRİN FIRAT	
15	Course Lecturers:	Yrd. Doç. Dr. Zerrin FIRAT	
16	Contact information of the Course Coordinator:	Yrd. Doç. Dr. Zerrin FIRAT İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 firatzy@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	Increase of the competition, needed strategic planning as a result of technological advances and the expansion of the organisations It is aimed to teach the works that the companies should do to create necessary conditions on the purpose of reaching the goals that the industrial companies have determined before in competitive environment.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Able to explain basic items of strategic management process
		2	Able to analyse the structure of the sector to measure the potential of the sector and environmental factors affecting this
		3	Able to produce an idea about how to evaluate organization resources to create competitive advantage
		4	Able to have information about how organizations create value in different business fields and new business models and strategies in internet age
		5	To embed strategic management consciousness
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21	Course Content:		

	Course Content:			
Week	Theoretical	Practice		
1	Terms and Concepts about strategic management			
2	Strategic Management Process and Factors			
3	External Environment Analysis			
4	Management Analysis			
5	Measurement of Environmental Factors and Status Setting Matrices			
6	Strategic Directing Basic Strategies and Subgroups			
7	Top Management Strategies: Corporate Strategies			
8	Repitition			
9	Business Management Strategies: Competition Strategies			
10	Functional Management Strategies: Departmental Strategies			
11	Techniques used in the implementation of Management Strategies			
12	Implementation of Strategies– Management Structures and Systems			
Activites		Number	Duration (hour)	Total Work Load (hour)
13	Theoretical Strategic Evaluation and Control, Corporate Governance and Administrative Ethics	14	3.00	42.00
Practicals/Labs		0	0.00	0.00
22	Self-study, Textbooks, References and/or Other Materials	- Michael A. Hitt, R. Duane Ireland ve Robert E. Hoskisson 2005. Strategic management, competitiveness and innovation. Upper Saddle River, NJ: Pearson Prentice Hall.		
Homeworks		0	0.00	0.00
Projects		Western.	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exams		management and business policy. Upper Saddle River, NJ: Pearson Prentice Hall.	26.00	26.00
Others		0	0.00	0.00
23	Final Exam	1	40.00	40.00
Total Work Load				150.00
Total work load/ 30 hr		5		5.00
Midterm Exam		0	0.00	
ECTS Credit of the Course				8.00
Quiz		0	0.00	
Home work-project		0	0.00	
Final Exam		1	100.00	
Total		1	100.00	
Contribution of Term (Year) Learning Activities to Success Grade		0.00		
Contribution of Final Exam to Success Grade		100.00		
Total		100.00		
Measurement and Evaluation Techniques Used in the Course				
24	ECTS / WORK LOAD TABLE			

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	3	0	0	2	0	1	2	5	0	0	0	0	0	0	0	0
ÖK2	1	0	0	2	0	0	4	0	0	0	0	0	0	0	0	0
ÖK3	0	2	0	0	3	5	0	0	0	0	0	0	0	0	0	0
ÖK4	2	0	0	0	1	0	0	4	0	0	0	0	0	0	0	0
ÖK5	5	0	2	0	0	4	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			