

STRATEGIC MANAGEMENT IN EDUCATIONAL ORGANIZATIONS

1	Course Title:	STRATEGIC MANAGEMENT IN EDUCATIONAL ORGANIZATIONS	
2	Course Code:	EYT5104	
3	Type of Course:	Compulsory	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	2	
7	ECTS Credits Allocated:	5.00	
8	Theoretical (hour/week):	3.00	
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:	Doç. Dr. RÜYAM KÜÇÜKSÜLEYMANOĞLU	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Rüyam Küçüksüleymanoğlu ruyamk@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	To provide theoretical information on Strategic Management; The concept and characteristics of strategic management / phases of the strategic management process / the relationship of the strategy with similar concepts / strategic planning and objectives system / the basic economic and non-economic objectives of the enterprise / environmental possibilities and limitations (business analysis) / portfolio analysis in strategy selection / portfolio analysis in strategy selection / strategy portfolio analysis (continued) / an overview of business strategies / strategies developed at business top management level / strategies developed at business level / strategies developed in functional departments / strategy execution / strategy and organizational structure / organizational culture, leadership and strategy / strategy evaluation and control / case study is aimed.	
19	Contribution of the Course to Professional Development:	She can Make the strategic planning required for schools	
20	Learning Outcomes:		
		1	To provide theoretical information on Strategic Management; The concept and characteristics of strategic management / phases of the strategic management process / the relationship of the strategy with similar concepts / strategic planning and objectives system / the basic economic and non-economic objectives of the enterprise / environmental possibilities and limitations (business analysis) / portfolio analysis in strategy selection / portfolio analysis in strategy selection / strategy portfolio analysis (continued) / an overview of business strategies / strategies developed at business top management level / strategies developed at business level / strategies developed in functional departments / strategy execution / strategy and organizational structure / organizational culture, leadership and strategy /
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21	Course Content:			
	Course Content:			
Week	Theoretical	Practice		
1	Strategic Management Overview, Determining Business Direction: Mission and Vision, Strategic Decisions in Business			
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Activites		Number	Duration (hour)	Total Work Load (hour)
12	Theoretical	14	3.00	42.00
Practicals/Labs		0	0.00	0.00
14	Self study and preperation	0	0.00	0.00
Homeworks		0	0.00	0.00
22	Projects/Materials:	0	0.00	0.00
Field Studies		0	0.00	0.00
TERM LEARNING ACTIVITIES		50.00	50.00	50.00
Others		0	0.00	0.00
Final Exams		1	60.00	60.00
Quiz		0	0.00	0.00
Total Work Load				202.00
Total work load/ 30 hr				5.07
Final Exam		1	60.00	
ECTS Credit of the Course				5.00
Total		4	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		project presentation		
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	2	5	5	2	3	2	3	5	0	0	0	0	0	0	0	0
ÖK2	5	5	5	2	2	3	3	5	0	0	0	0	0	0	0	0
ÖK3	5	5	5	3	2	2	3	5	0	0	0	0	0	0	0	0
ÖK4	5	5	5	2	3	3	3	4	0	0	0	0	0	0	0	0
ÖK5	5	4	5	2	3	3	3	4	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				