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:	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	Strate	egic	plann	ing 5														
8	Strate	Strategic implementation 1																
9	Strate	Strategic implementation 2																
10	Strate	egic	imple	menta	ation 3	3												
11	Strate	Strategic implementation 4																
12	Strate	egic	contro	ol 1														
13	Strategic control 2																	
14	Strategic control 3																	
22	Textbooks, References and/or Other Materials:							1. Michael A. Hitt, R. Duane Ireland ve Robert E. Hoskisson 2005. Strategic management: competitiveness and globalization concepts. Mason, Ohio: Thompson South Western. 2. Thomas L. Wheelen ve J. David Hunger 2004. Strategic management and business policy. Upper Saddle River, NJ: Pearson Prentice Hall. 3. Alex Miller ve Gregory Dess 1996. Strategic management. New York: McGraw-Hill.										
23	Asses	sme	nt															
TERM L	EARN	IING	ACTI	VITIES				NUMBE R	WEIGHT									
Midtern	n Exar	m						0	0.	.00								
Quiz								0	0.	.00								
Activites							Number Duration (hour) Total Wo											
Theore Contrib	tical ution (of T	erm (\	rear) I	Learn	ina Act	ivitie	s to	50	50.00 3.00					42.00			
Practica										0.00				0.00				
Colfitation	hterword maretiem to Success Grade							50	50160 2.00				28.00					
Homew	omeworks								0 0.00				0.00					
Projects Measur	ojects easurement and Evaluation Techniques Used in the							M	IMultiple Choice			30.00	30.00					
	ld Studies									0			0.00			0.00		
	ern E@TS:/WORK LOAD TABLE									0			0.00			0.00		
Others										0				0.00			0.00	
Final Ex										1 2				20.00			20.00	
	Work Load														180.00			
	I work load/ 30 hr S Credit of the Course												6.00					
	redit	of th														6.00		
25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS																	
				PQ3		PQ5	PQ6	PQ7 F	PQ	PQ9	PQ1 0		PQ12	PQ1 3	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	
ÖK3	5	,	4	5	5	0	0	0 ()	0	0	0	0	0	0	0	0	
										1					ı —			
ÖK4	4		4	4	4	0	0	0 0)	0	0	0	0	0	0	0	0	

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