

INTRODUCTION TO STRATEGIC MANAGEMENT

1	Course Title:	INTRODUCTION 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 face	
14	Course Coordinator:	Prof. Dr. Mehmet ERYILMAZ	
15	Course Lecturers:	Prof. Dr. Mehmet Eryilmaz	
16	Contact information of the Course Coordinator:	mehmetery@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	Provide theoretical and practical knowledge related with strategic management	
19	Contribution of the Course to Professional Development:	Gaining an experience about practice side.	
20	Learning Outcomes:		
		1	Theoretical knowledge about
		2	Practice of Strategic Management
		3	Gaining skill of adaptation strategic management knowledge to practice
		4	Research and discuss best strategic management practices
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21	Course Content:		
		Course Content:	
Week	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	Strategic planning 5	
8	Strategic implementation 1	
9	Strategic implementation 2	
10	Strategic implementation 3	
11	Strategic implementation 4	
12	Strategic control 1	
13	Strategic control 2	
14	Strategic control 3	

23	Assesment
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Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Contribution of Term (Year) Learning Activities to	50.00		
Practicals/Labs	0	0.00	0.00
Self study and preparation	50.00	2.00	28.00
Contribution of Final Exam to Success Grade	10		
Homeworks	0	0.00	0.00
Projects	3	30.00	90.00
Measurement and Evaluation Techniques Used in the	Multiple Choice		
Field Studies	0	0.00	0.00
24 ECTS / WORK LOAD TABLE	0	0.00	0.00
Midterm Exams	0	0.00	0.00
Others	0	0.00	0.00
Final Exams	1	20.00	20.00
Total Work Load			180.00
Total work load/ 30 hr			6.00
ECTS Credit of the Course			6.00

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