

STRATEGIC MANAGEMENT

1	Course Title:	STRATEGIC MANAGEMENT	
2	Course Code:	BYAS252	
3	Type of Course:	Optional	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	4	
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:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr. Gör. Dr. BERRAK DENİZ ÇETİNKAYA	
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının Görevlendirdiği Öğretim Elemanları	
16	Contact information of the Course Coordinator:	bdenizcetinkaya@uludag.edu.tr 0.2242942686-08505326696	
17	Website:		
18	Objective of the Course:	The aim of this course is to improve the students' strategy development skills and knowledge from the perspective of senior management, and to make the student competent about the implementation and control processes of strategies by analyzing the internal and external environment of the enterprises in the strategic management process.	
19	Contribution of the Course to Professional Development:	Gains the competence to manage and control the process by perceiving the management processes in businesses.	
20	Learning Outcomes:		
		1	To be able to gain knowledge about the importance of the basic concepts of the strategic management process.
		2	To have knowledge about the strategic management process
		3	Acquiring the necessary knowledge and skills to analyze the internal and external environment
		4	To have knowledge about basic strategies
		5	Knowledge of identifying alternative corporate and functional strategies
		6	Developing knowledge and strategy selection knowledge and skills about competitive and international strategies
		7	To be able to comprehend the implementation, evaluation and control processes of strategies
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		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	

1	Strategic management in businesses and related concepts	Example of basic concepts
2	Strategic management process	Introduction of strategic management process elements
3	External environment analysis in businesses	External environment analysis case study
4	Internal environment analysis in businesses	Internal environment analysis case study
5	Basic strategies	Example of basic strategies
6	Corporate strategies	Example of corporate strategies
7	Competitive strategies	Examination of competition strategies on businesses
8	Competitive strategies	Examination of competition strategies on businesses
9	Functional strategies and strategic selection	Exemplification of functional strategies and evaluation of strategic selection
10	International strategies	Examples of implementation of international strategies
11	Techniques used in the implementation of management strategies	Examination of management strategy techniques on businesses
12	Implementation of Strategies-1: Business structures and systems	Strategy implementation examples
13	Implementation of Strategies-2: Management styles and business capabilities	Strategy implementation examples
14	Strategic assessment and control	Examining the strategy evaluation tools

22	Textbooks, References and/or Other Materials:	- Michael A. Hitt, R. Duane Ireland ve Robert E. Hoskisson 2005. Strategic management: competitiveness and globalization concepts. Mason, Ohio: Thompson South Western.
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Activities			Number	Duration (hour)	Total Work Load (hour)
23 Assessment Theoretical			14	1.00	14.00
TERM LEARNING ACTIVITIES			NUMBER	WEIGHT	
Practicals/Labs			14	2.00	28.00
Self study and preparation	1	40.00		5.00	30.00
Homeworks			0	0.00	0.00
Project work-project	0	0.00		0.00	0.00
Field Studies			0	0.00	0.00
Mid term exams	2	100.00		8.00	8.00
Others			0	0.00	0.00
Success Grade Final Exams			1	10.00	10.00
Total Work Load					90.00
Total work load/ 30 hr			100.00		3.00
ECTS Credit of the Course					3.00

Course the principles of Bursa Uludağ University Associate Degree and Undergraduate Education Regulations.

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	4	4	5	5	4	4	3	4	3	4	5	3	0	0	0	0
ÖK2	4	5	5	4	3	4	4	3	4	5	4	4	0	0	0	0
ÖK3	5	4	3	5	4	3	5	3	4	5	3	5	0	0	0	0

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