

## MANAGEMENT STRATEGIES

1	Course Title:	MANAGEMENT STRATEGIES	
2	Course Code:	IMD5319	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
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:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Doç. Dr. ZERRİN FIRAT	
15	Course Lecturers:	Doç. Dr. Zerrin FIRAT	
16	Contact information of the Course Coordinator:	Doç. Dr. Zerrin FIRAT İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 firatzy@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	The Strategic Management and Business Policy course is designed for upper level undergraduate students majoring in Business Administration. The Course provides the integration of functional areas of business administration into a realistic applicable approach to business situations. The course addresses the strategic management process this begins from strategy formulation at the corporate level, business level and functional level. The second stage will cover strategy implementation and control which includes organizational design, the management control system and resource management.	
19	Contribution of the Course to Professional Development:	Implements and controls strategies covering organizational design, management control system and resource management.	
20	Learning Outcomes:		
		1	Demonstrate the capacity to think strategically about a company in terms of how it can be positioned and gain sustainable competitive advantage, and how its strategy can be implemented and executed successfully
		2	Demonstrate skills in conducting strategic analysis in a variety of industries and competitive situations.
		3	Apply and formulate strategies at different levels, reasoning carefully about strategic options and evaluating alternatives, and making strategic decisions about how to implement them successfully.
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21	Course Content:		
	Course Content:		
Week	Theoretical	Practice	
1	Strategic Management for Competitive Advantage		
2	External Analysis: Identify Opportunities and Threats		
3	Internal Analysis: Identify Distinctive Competencies		
4	Functional Level Strategy		
5	Business Level Strategy		
6	Corporate Level Strategy		
7	Corporate Level Strategy		
8	Midterm Exam		
9	Strategy Implementation in Single Industries		
10	Strategy Implementation in Multiple Markets		
11	Ethics and Social Responsibility in Strategic Management.		
12	Corporate Governance.		
13	Corporate Governance.		
14	Corporate Governance.		
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. - Thomas L. Wheelen ve J. David Hunger 2004. Strategic management and business policy. Upper Saddle River, NJ: Pearson Prentice Hall.	
23	Assesment		
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT
Midterm Exam		0	0.00
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		Relative evaluation system (RES)	
24	ECTS / WORK LOAD TABLE		

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	3.00	42.00
Homeworks	1	40.00	40.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	0	0.00	0.00
Others	0	0.00	0.00
Final Exams	1	50.00	50.00
Total Work Load			174.00
Total work load/ 30 hr			5.80
ECTS Credit of the Course			6.00

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	1	2	3	2	3	5	3	4	0	0	0	0	0	0	0	0
ÖK2	2	2	4	1	0	1	0	3	0	0	0	0	0	0	0	0
ÖK3	1	0	0	3	0	2	0	5	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							