

STRATEGIC MANAGEMENT IN THE AGRICULTURAL INDUSTRY

1	Course Title:	STRATEGIC MANAGEMENT IN THE AGRICULTURAL INDUSTRY	
2	Course Code:	TRE5443	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	7.50	
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. SERTAÇ DOKUZLU	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:		
17	Website:		
18	Objective of the Course:		
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Students learn the strategy concept
		2	Students learn the steps of strategy development
		3	Students learn to do situation analysis
		4	Students learn to develop strategies
		5	Students gain knowledge and ability about competition
		6	
		7	
		8	
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	The history, development and importance of the strategy		
2	Mission and vision development		
3	Situation analysis (SWOT, PEST, etc.)		
4	Strategic management and planning		
5	Preparing product matrices (BCG, Ansoff, etc.)		
6	Challenge Strategies		
7	Survivial Strategies		

8	Internal and External Strategies	
9	Strategic business units, Pareto Laws and characteristics of strategic business units	
10	Sectoral strategy development studies	
11	Porter's diamond model	
12	Gap analysis and case studies	
13	Strategy development studies for agricultural and agro-food enterprises (case studies)	
14	Strategy development studies for agricultural and agro-food enterprises (case studies)	

22	Textbooks, References and/or Other Materials:	<p>Lecture notes given by lecturer</p> <p>Cotterill, R., W. 1993. Competitive Strategy Analysis in the Food System, Westview Press, USA, 392 p.</p> <p>Bowersox, D., J. and M. B. Cooper, 1992. Strategic Marketing Channel Management, McGraw-Hill International Editions, ISBN: 0-07-006757-0, USA, 488 p.</p> <p>Kaygusuz, S. Y and Ş. Dokur, 2009. Strategic Planning and Budgeting in Corpo</p>
----	---	--

23	Assesment
----	-----------

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT		
Midterm Exam	0	0.00		
Activites		Number	Duration (hour)	Total Work Load (hour)
Final Exam/Theoretical	1	00.00	3.00	42.00
Total	2	100.00		
Practicals/Labs	0	0.00	0.00	0.00
Contribution of Term (Year) Learning Activities to Self study and preperation	1	10.00	7.00	98.00
Homeworks	2	12.00	12.00	24.00
Projects	2	12.00	12.00	24.00
Total	1	100.00		
Field Studies	0	0.00	0.00	0.00
Measurement and Evaluation Techniques Used in the Midterm exams	0	0.00	0.00	0.00
Others	0	0.00	0.00	0.00
Final Exams	1	35.00	35.00	
Total Work Load				223.00
Total work load/ 30 hr				7.43
ECTS Credit of the Course				7.50

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	1	5	1	1	1	1	0	1	0	0	1	0	0	0	0
ÖK2	2	1	5	1	1	5	1	0	1	0	0	1	0	0	0	0
ÖK3	2	3	5	1	4	5	4	1	1	0	0	1	0	0	0	0
ÖK4	3	3	5	1	5	3	4	2	3	1	0	1	0	0	0	0

ÖK5	3	3	5	1	5	5	5	0	1	1	0	1	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			