

ABDULLAH GÜL UNIVERSITY**COURSE DESCRIPTION AND SYLLABUS**

Course Title	Code	Semester	T+L Hours	Credit	ECTS
Strategic Management	BA 528	FALL	3 + 0	3	10

Type	Elective
Language	English
Coordinator	
Instructor	Assistant Prof. Harika SÜKLÜN, harika.suklun@agu.edu.tr
TA	Cagatay Yilmaz, cagatay.yilmaz@agu.edu.tr
Aim	To introduce and explain the role of strategic manager and introduce employ strategic concepts, and analytical frameworks that enhance abilities for identifying key issues, planning alternative courses of action, measuring progress, and setting the stage for achieving corporate goals.
Learning Outcomes	<ol style="list-style-type: none">1. Identifying crucial factors that impact strategic decision-making, implementation, and evaluation.2. Conducting an organizational resource-based situational analysis3. Assessing the environment and evaluating the volatility of the industrial position of a specific company.4. Developing comprehensive business strategies through a scenario planning process5. Evaluating corporate competitive positions6. Evaluating alternative strategic actions7. Communicating conclusions clearly through both written and oral presentations.
Course Content	<ul style="list-style-type: none">• Introduction, importance of strategic management• Charting a Company's Direction: Its Vision, Mission, Objectives, and Strategy• Evaluating a Company's External Environment• Evaluating a Company's Resources, Capabilities, and Competitiveness• The Five Generic Competitive Strategies• Strengthening a Company's Competitive Position• Strategies for Competing in International Markets• Corporate Strategy• Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy• Building an Organization Capable of Good Strategy Execution• Managing Internal Operations• Corporate Culture and Leadership

WEEKLY TOPICS AND PRELIMINARY STUDY

Week	Topic	Preliminary Study
	LFW will be added later	
1	Introduction, , importance of strategic management	The relevant articles from the literature
2	Charting a Company's Direction: Its Vision, Mission, Objectives, and Strategy	The relevant articles from the literature
3	Evaluating a Company's External Environment	The relevant articles from the literature
4	Evaluating a Company's Resources, Capabilities, and Competitiveness	The relevant articles from the literature
5	Strengthening a Company's Competitive Position	The relevant articles from the literature
6	The Five Generic Competitive Strategies	The relevant articles from the literature
7	Midterm	
8	Strategies for Competing in International Markets	The relevant articles from the literature
9	Corporate Strategy	The relevant articles from the literature
10	Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy	The relevant articles from the literature
11	Building an Organization Capable of Good Strategy Execution	The relevant articles from the literature

12	Managing Internal Operations	The relevant articles from the literature
13	Corporate Culture and Leadership	The relevant articles from the literature
14	Presentation	
15	Final Exam	

SOURCES

Lecture Notes Lecture slides

Other Sources Websites

COURSE MATERIALS SHARING

Documents Lecture notes, slides , case studies, reading material

Homeworks Reports /Reflection Paper

Exams 1 Midterm and 1 Final Exam

EVALUATION SYSTEM

SEMESTER STUDY	NUMBER	CONTRIBUTION
Midterm	1	30
Discussions	8	10
Reports/reflection papers	7	20
SUB-TOTAL		60
Contribution of Semester Study		60
Contribution of Final Exam	1	40
TOTAL		100

Course Category

Sciences and Mathematics

Engineering

Social Sciences

100%

RELATIONSHIPS BETWEEN LEARNING OUTCOMES AND PROGRAM QUALIFICATIONS

No	Program Qualifications	Contribution Level				
		1	2	3	4	5
1	To accumulate knowledge in functional areas, such as marketing, human resource management, operations, accounting and finance, and integrate and apply this knowledge to the overall mission and vision of the firm.					x
2	To apply critical and strategic thinking to analyze/solve business problems by utilizing information technology and research methods, by acquiring, interpreting, synthesizing data, and then use the results in decision making.					x
3	To understand the impact of globalization on companies, people and national economics given their different legal, political, and economic systems.					x
9	To understand the role of innovation in creating better products, services, or processes.	x				
4	Ability to demonstrate competency in professional written communications and formal oral presentations.					x
6	To have leadership skills and use team building and collaborative skills to accomplish group tasks.				x	
8	To recognize legal and ethical problems in business, be aware of their potential consequences, and propose and defend alternate resolutions.		x			
7	To understand sustainability and corporate social responsibility within organizational contexts, decisions and business practices.		x			
5	To consistently act in a professional, respectful, honest, fair and reasonable manner and to apply ethical principles and logical reasoning to make and justify business decisions.				x	