

Course Profile
Department of Management / Management Program

Course Number : MAN 371	Course Title : Strategic Management
Required / Elective : Elective	Pre / Co-requisites : -
Catalog Description: This course focuses on the organization as a whole and its interactions with the environment. Taking into consideration the two main drivers of transformation in the world, information technology and globalisation, the course takes a broad view of the changing corporate world and focus on how companies can be more effective efficient today and into the future. Coverage of the course includes the whole strategic management process including strategic formulation, implementation, and evaluation.	Textbook / Required Material : Strategic Management by Fred David, Twelfth edition, 2009, Pearson Education Main reference book: Strategic Management and Business Policy by Thomas wheelan and Danid Hunger, Pearson education
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS	
<p>Extended Description :</p> <p>After the introduction of the basic concepts of strategic management like the definitions, and terminology, the course focuses on the major factors in the world today affecting business decisions. Corporate governance, and social and ethical factors are included in the framework.. Strategic Management Model is introduced and each stage is analyzed, discussed and practical applications are prepared by the students on their assigned cases. Each application is presented in class as each phase is completed. Thus the student goes through the theory and application of business vision and mission, environmental scanning including external and internal analysis with the appropriate matrices, setting long term objectives, finding appropriate strategic alternatives and selecting the right strategy for the company through the use of the strategy formulation framework. These involve the application of the relevant quantitative tools in the process. Implementation and evaluation stages are also discussed.</p>	
Design content : None	Computer usage: Word, Excel, Web Search
<p>Course Outcomes: [relevant program outcomes in brackets]: By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand and carry out evaluation of business firms as to their functional strengths and weaknesses; and make presentations on them. [2, 3, 4, 5, 8, 10, 13] 2. Conduct an environmental analysis of any firm including the SWOT analysis. [2, 3, 4, 11, 13, 14] 3. Participate in the application of a full Strategic Management Process in a business environment. [1, 2, 3, 8, 10, 11, 13] 4. Conduct analysis required for the identification of the possible strategies for a firm and the selection of the most appropriate one. [3, 4, 5, 10, 13] 5. Become aware of the important issues in strategy implementation and evaluation. [1, 2, 13] 	

6. Prepare a strategic plan and a business plan for a company. [3, 8, 10, 13]

Recommended reading:

Other than required textbook reading, various sections of the recommended textbook and other textbooks are provided as photocopies along with the downloads of various articles from business periodicals and websites posted on the Course on line, university website.

Teaching methods

Lectures, case studies, applications of theory on the cases assigned and the presentations of the application in class followed by discussions by the participation of the whole class

Assessment methods:

Attendance and class participation: 10%

Midterms: 30 %

Final Examination: 30%

Business Cases- Preparation and Presentation 30%

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	10	2	20
Lectures	13	3	39
Post reading	13	5	65
Teamwork	10	1	10
Case studies	8	2	16

TOTAL: 150 hours / 25 = 6 ECTS

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