DERS KATALOG FORMU
(COURSE CATALOG FORM)

(Course Code) : BUS 519.01				(Course Name) :**Strategic Management**				
Yarıyılı (Semester)	D + U + L (Lc + T + L)	Kredisi (Credits)	AKTS (ECTS)	Dersin Dili (Language)	Dersin Türü (Category)	Dersin İşleniş Yöntemi (Instructional Methods)		Ön Koşulları (Pre Requisites)
2	3+0+0	3	7	English	(Optional)	Lecture		
Course Description				General principles, major topics and essential terminology of the over expanding area of business; issues of general management.				
Course Objectives				Upon completion of this course, students will be able to gain an appreciation for advanced concepts of strategic management as it relates to the total organization, develop an understanding of dynamics of work environment and obtain skills necessary for effectively setting new strategies to create value for employees and customers.				
Textbook				Strategic Management, 2015, David F.R., Forest R.D., Fifteenth Edition, Pearson.				

COURSE PLAN

Week	Topics	Laboratory / Tutorial Work
1	• Introduction to class, syllabus, etc. • Introducing the Strategic Management Process	
2	• Analysis of the External and Internal Environment	
3	• Vision and Mission Analysis	
4	• Corporate Strategies/Grand Strategies/ • Business Level Strategies/Competitive Strategies	
5	• International Strategies/ Outside USA Str. Planning	
6	• Strategy Generation and Selection	
7	• MIDTERM EXAM	
8	• Implementing Strategy- Leadership, Structural Design, HR, IT	
9	• Strategic Control	
10	• Strategic Entrepreneurship	
11	• Cooperative Strategy/ Acquisition and Restructuring Strategies	
12	• Case Analysis	
13	• Presentations	
14	• Presentations	

DERSİN DEĞERLENDİRME SİSTEMİ
(COURSE ASSESSMENT)

	Etkinlikler (Activities)	Adet (Quantity)	Katkı Oranı (Contribution) (%)
Yarıyıl İçi Çalışmaları **(Semester Activities)**	Presentations	1	20
	Ara Sınav (Mid-semester Review)	1	40
YARIYIL SONU SINAVI (FINAL EXAM)		1	40
Toplam (Total)		3	100

Article Presentation:	Every student is required to present one scholarly article. The articles should be chosen from scholarly management journals with particular emphasis on the relevance of the article to the topics discussed in class. Examples of presentations will be given and discussed in the class. Here is the template you can use to guide the structure of your presentation: 1- Summarize the main idea of the reading and how it relates to the theory. 2- Summarize the objectives and hypothesis of the study. 3- Summarize the methodology of the study. 4- Summarize the main conclusions of the study. 5- Identify the strengths and weaknesses of the study.