



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2
Course Code	M A N 4 0 4	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	-
		Number of Credit Hours	3
Course Web Site	http:// man404.cankaya.edu.tr	ECTS Credit	0 5

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

English Name	Strategic Management
Turkish Name	Stratejik Yönetim
Mode of Delivery	Face to face
Language of Instruction	English

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

Strategic Management is the capstone, integrative course for graduating business administration students in which strategic management concepts and techniques are studied. The course focuses on how firms formulate, implement, and evaluate strategies. The main objective of the course is to enable the students to make objective strategic decisions and justify them. Students are expected to use all the knowledge acquired from prior business courses, coupled with new strategic management techniques learned to chart the future direction of different organizations.

Prerequisites (if any) Give course codes and check all that are applicable.	1 st	2 nd	3 rd	4 th
	<input checked="" type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	Prior knowledge of finance, marketing, management concepts are strongly recommended.
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type Check all that are applicable	<input checked="" type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other dept.(s)			

Part II. Detailed Course Information

Course Objectives <i>Maximum 100 words.</i>
<p>The objective of the course is to:</p> <ul style="list-style-type: none"> - Familiarize the students with the definition, types and basic concepts of strategic management, - Enable the students to apply the business functions concepts such as production, marketing, finance, accounting, HRM in making strategic decisions. - Enable the students to make strategic analysis and prepare IFE Matrix, EFE Matrix, CPM, TOWS Matrix, BCG Matrix, IE Matrix, SPACE Matrix, QSPM, and recommendations - Enable the students to prepare strategic management report of a firm and present it in class.

Learning Outcomes <i>Explain the learning outcomes of the course. Maximum 10 items.</i>
<p>Upon the successful completion of the course students will:</p> <ol style="list-style-type: none"> 1. Define strategic management and explain related concepts, 2. Comprehend the role of strategic management in a business, 3. Understand the basic philosophy behind strategic management, 4. Apply the basic matrixes such as EFE, IFE, CPM, SWOT, BCG, IE, SPACE, QSPM, 5. Be able to analyze balance sheet and income statement and apply financial ratios, 6. Be able to develop alternative strategies for the firms and discuss pros and cons of each, 7. Be able to make appropriate strategy choices and justify them, 8. Be able to make strategy review, evaluation and control, 9. Be able to perform a presentation related to strategic management report of a firm.

Textbook(s) <i>List the textbook(s), if any, and other related main course material.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Fred David and Forest David	Strategic Management: Concepts and Cases	Pearson	2017	978-0-13-416784-8

Reference Books <i>List, if any, other reference books to be used as supplementary material.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
John Gamble, Arthur Thompson, Margaret Peteraf	Essentials of Strategic Management: The Quest for Competitive Advantage	McGrawHill	2017	978-1-25-954698-3

Teaching Policy <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
<p>Three hours of lecturing and interactive class participation. The course includes two parts. The first part of the course consists of interactive lectures on strategic-management techniques and a review of general management, marketing, and finance/accounting tools. Special attention is given to the integration of business concepts. Second part is preparation of strategic management report of a firm and oral presentation of it by the students. Oral presentation will be graded on two parts: content and delivery. During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analyses presented, comment on the feasibility and thoroughness of recommendations given, and, offer counter-recommendations with supporting analyses or information.</p>

Laboratory/Studio Work
<i>Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.</i>
N/A

Computer Usage
<i>Briefly describe the computer usage and the hardware/software requirements for the course.</i>
N/A

Course Outline	
<i>List the weekly topics to be covered.</i>	
Week	Topic(s)
1	An overview of strategic management
2	The Business Vision and Mission
3	The External Assessment
4	The Internal Assessment
5	Strategies in Action
6	Strategy analysis and choice
7	Midterm Exam
8	Implementing Strategies: Management and Operations Issues
9	Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues
10	Strategy Review, Evaluation and Control
11	Business Ethics, Social Responsibility, Environmental Sustainability
12	Global International Issues
13	Presentation of Practice Cases
14	Presentation of Practice Cases

Grading Policy								
<i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm Exam	1	30%						
Final Exam	1	40%						
Case Analysis	1	15%						
Term Project	1	15%						

ECTS Workload			
<i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	13	3	39
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	13	1	13
Collection and selection of relevant material (<i>once</i>)	1	2	2

Self study of relevant material (<i>weekly basis</i>)	13	1	13
Take-home assignments	-	-	-
Preparation for quizzes	-	-	-
Preparation for mid-term exams (<i>including the duration of the exams</i>)	1	15	15
Preparation of term paper/case-study report (<i>including oral presentation</i>)	1	15	15
Preparation of term project/field study report (<i>including oral presentation</i>)	1	15	15
Preparation for final exam (<i>including the duration of the exam</i>)	1	20	20
TOTAL WORKLOAD / 25			132
ECTS Credit			5

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.						
No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.					X
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.					X
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.				X	
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.		X			
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.					X
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.				X	
8	Be thereby qualified to conduct research in business administration and management.				X	
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.					X
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.					X
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.			X		
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.					X
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.				X	
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.				X	
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.			X		

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest