

**İĞDIR UNIVERSITY**  
**GRADUATE EDUCATION INSTITUTE NEW COURSE OPENING FORM**

<b>Course Code and Name :</b> Strategic Management and Business Policy				<b>Department /</b> Business			
Semester	Theoretic Hour	Practice Hour	Total Hour	Credits	ECTS	Education Language	Type: Compulsory/ Elective
Fall	3	0	3	3	6	Turkish	Optional
<b>Prerequisite (s)</b>		None					
<b>Instructor</b>		Assistant professor: Ercan İNCE			<b>Mail:</b> ercan.ince@igdir.edu.tr <b>Web:</b>		
<b>Course Assistant</b>					<b>Mail:</b> <b>Web:</b>		
<b>Groups / Classes</b>							
<b>Course Aim</b>		Evaluating factors acting upon businesses in the internal and external environment, developing analyzing abilities necessary to adapt the business to its environment, identifying strategies and policies to be followed in order to remain competitive in the markets.					
<b>Course Goals</b>		SWOT analysis technique, portfolio analysis techniques and other strategies in the aim of gaining a strategic thinking and becoming a good strategist, as well as making right strategic choices in the work life.					
<b>Course Learning Outcomes and Proficiencies</b>		<ol style="list-style-type: none"> <li>1. To give knowledge to students that can be useful at executive level management</li> <li>2. To introduce the relationship of firms between their environments</li> <li>3. To identify the levels of strategies</li> <li>4. To gain analytical and strategic thinking ability</li> </ol>					
<b>Course Basic and Auxiliary Contexts</b>		<ul style="list-style-type: none"> <li>• Hayri ÜLGEN ve Kadri MİRZE, “Stratejik Yönetim”, Arıkan Yayınları, 2007.</li> <li>• Erol EREN; “Stratejik Yönetim ve İşletme Politikası”, Der Yayınları, 2000.</li> </ul>					
<b>Methods of Give a Lecture</b>		Theoretical Expression, Question and answer					



<b>Assessment Criteria</b>		<b>If Available, to Sign (x)</b>	<b>General Average Percentage (%) Rate</b>
	<b>1. Mid-term exam</b>	<b>X</b>	<b>40</b>
	<b>2. Mid-term exam</b>		
	<b>3. Mid-term exam</b>		
	<b>4. Mid-term exam</b>		
	<b>Presentation</b>		
	<b>Oral exam</b>		
	<b>Project and seminar</b>		
	<b>Final exam</b>	<b>X</b>	<b>60</b>

### Semester Course Plan

<b>Week</b>	<b>Subjects</b>
<b>1</b>	Introduction to Strategic Management
<b>2</b>	Strategy and its Relationships with Similar Concepts
<b>3</b>	Stages of Strategic Management Process
<b>4</b>	Environmental Analysis (SWOT)
<b>5</b>	Environmental Analysis (SWOT)
<b>6</b>	Firm Analysis
<b>7</b>	Organizational Direction (Objectives, Mission), Economic and Non-economic Objectives
<b>8</b>	Midterm 1
<b>9</b>	Strategic Benefit and Techniques of Portfolio Analysis
<b>10</b>	Forming Strategies – “Growth Strategies”
<b>11</b>	Regression Strategies
<b>12</b>	Functional Strategies
<b>13</b>	Executing the Strategy, Strategy and Organization Structure
<b>14</b>	Final



Relations with Course Department Advantages				
Programme Advantages		Effect of Class		
		No effect	Little Effect	Whole Effect
1	To give knowledge to students that can be useful at executive level management			X
2	To introduce the relationship of firms between their environments		X	
3	To identify the levels of strategies		X	
4	To gain analytical and stratgic thinking ability		X	
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Prepared by Assistant professor: Ercan İNCE

Date : 01.07.2020



Bu belge güvenli elektronik imza ile imzalanmıştır.