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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Strategic Management in  Contemporary Organizations | ATD 502 |  | 3 + 0 | 3 | 6 |

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| **Prerequisites** | - |

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| **Language of Instruction** | English |
| **Course Level** | Master's Degree |
| **Course Type** | Elective |
| **Course Coordinator** |  |
| **Instructors** | Ass.Prof. Adnan CEYLAN |
| **Assistants** |  |
| **Goals** |  |
| **Content** |  |

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| **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| Develop skills and knowledge for the learning and implementation of strategic management |  |  |
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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study |
| **Assessment Methods:** | A: Testing, C: Homework |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | Introduction To Strategic Management |  |
| 2 | Levels of Strategy, Strategic İntents-Vision, Mission |  |
| 3 | Comparisons of Competitiveness |  |
| 4 | Swot Analysis-External Analysis, General & Task Environment Analysis |  |
| 5 | Industry Competition Analysis, Strategic Groups Analysis |  |
| 6 | Quiz 1- Cases Studies |  |
| 7 | Internal Analysis of Strengths And Weaknesses |  |
| 8 | Midterm Exam 1 |  |
| 9 | Choice of Strategy: Grand Strategies-Growth Strategies |  |
| 10 | Cooperation And Downscoping Srategies |  |
| 11 | Strategic Business Unit (SBU) Level Strategies |  |
| 12 | Quiz 2- Cases Studies |  |
| 13 | National Sources of Global Competitive Power |  |
| 14 | Midterm Exam 2 |  |
| 15 | General overlook |  |
| 16 | Final exam |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | Formulation Implementation And Control Of Competitive Strategy, Ninth Ed., John A. Pearce II, Richard B. Robinson, Jr., McGraw-Hill Irwin, NY, USA, 2005  Essentials Of Strategic Management, David Hunger, Thomas L. Wheelen, Prentice Hall, USA, 2001 |
| **Additional Resources** | Strategic Management Concepts, 4th Ed.,Peter Wright, Mark J. Kroll, John A. Parnell, Prentice Halll, USA, 1998 |

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| **MATERIAL SHARING** | |
| **Documents** |  |
| **Assignments** |  |
| **Exams** |  |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 2 | 50 |
| Quizzes | 2 | 20 |
| Assignment | 1 | 30 |
| **Total** |  | **100** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 40 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 60 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | Program graduate has the skills and the knowledge to design models for scientific analyses, as required by companies. |  |  |  |  | X |  |
| 2 | Program graduate has the skills and the knowledge to identify strategies for companies for their information requirements and IT investments. |  |  |  | X |  |  |
| 3 | Program graduate has the skills and the knowledge to design and implements IT strategies and systems that would align with the companies’ business strategies. |  |  |  |  | X |  |
| 4 | Program graduate has the skills and the knowledge to develop and implement strategies that would be applied to the company’s new distribution channels, and if necessary be able to manage thre related IT projects. |  |  |  |  |  |  |
| 5 | Program graduate has the skills and the knowledge to manage projects involving IT systems within any industry. |  |  |  |  | X |  |
| 6 | Program graduate has the skills and the knowledge to design, tu use and to implement IT systems that would analyze customer data and discover valuable knowledge, which would be acted upon as a competitive advantage. |  |  |  |  | X |  |
| 7 | Program graduate has the skills and the knowledge to develop and implement IT systems that would analyze both internal and external data to resolve issues, based on scientific and applied methods. |  |  |  |  | X |  |
| 8 | Program graduate has the skills and the knowledge for implementation of ERP software, which requires requirements analysis, business process reengineering, and project team management. |  |  |  |  |  |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 16 | 3 | 48 |
| Hours for off-the-classroom study (Pre-study, practice) | 16 | 3 | 48 |
| Mid-terms | 2 | 10 | 20 |
| Quizzes | 2 | 5 | 10 |
| Homework | 1 | 20 | 20 |
| Final examination | 1 | 25 | 25 |
| **Total Work Load** |  |  | 161 |
| **Total Work Load / 25 (h)** |  |  | 6.44 |
| **ECTS Credit of the Course** |  |  | 6 |