

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM**

<b>BUS401 Strategic Management and Business Policies</b>							
<b>Course Name</b>	<b>Course Code</b>	<b>Period</b>	<b>Hours</b>	<b>Application</b>	<b>Laboratory</b>	<b>Credit</b>	<b>E C T S</b>
Strategic Management and Business Policies	BUS 401	8	3	0	0	3	4

<b>Language of Instruction</b>	English
<b>Course Status</b>	Compulsory
<b>Course Level</b>	Bachelor
<b>Learning and Teaching Techniques of the Course</b>	Lecture, Question-Answer, Problem Solving, Teamwork, Report Writing

<b>Course Objectives</b>
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Upon completion of this Strategic Management and Business Policy course, students will be able to analyze complex business environments using strategic management frameworks to identify opportunities and threats. Students will learn to formulate corporate, business, and functional level strategies that create sustainable competitive advantages. The course develops skills in evaluating organizational capabilities, resources, and core competencies to make effective strategic decisions. Students will master strategic implementation techniques to align organizational structure, systems, and processes with strategic goals. The course emphasizes integrating ethical considerations and stakeholder management principles into strategic decision-making. Through case studies, simulations, and real-world business scenarios, students will develop critical strategic thinking and analytical skills essential for business leadership.

### **Learning Outcomes**

On successful completion of this course, candidates should be able to:

1. Synthesize internal and external business environmental factors using strategic management tools like PESTLE analysis, Porter's Five Forces, and SWOT analysis to assess organizational positioning and industry dynamics.
2. Construct strategic plans at corporate, business, and functional levels by integrating modern theoretical frameworks with practical business insights to achieve competitive advantage.
3. Evaluate business performance through financial and non-financial metrics to make data-driven strategic decisions and recommendations for organizational improvement.
4. Demonstrate proficiency in strategic leadership by developing implementation plans that effectively manage organizational change, resource allocation, and stakeholder relationships.
5. Apply critical thinking and problem-solving skills to complex business cases, developing actionable solutions that balance multiple stakeholder interests with organizational objectives.
6. Assess the impact of globalization, technological innovation, and sustainability trends on strategic decision-making in various industry contexts.

### Course Outline

The Strategic Management and Business Policy course begins with an introduction to strategic management, covering its definition, importance, the strategic management process, different levels of strategy, and strategic decision-making frameworks. The course then moves into external environment analysis, examining industry dynamics through Porter's Five Forces, PESTLE analysis, competitive analysis, market opportunities and threats, and the global business environment. Internal environment analysis follows, focusing on the resource-based view of the firm, core competencies and capabilities, value chain analysis, financial analysis and its strategic implications, and SWOT analysis integration. The course then explores business level strategies, including competitive advantage, Porter's Generic Strategies, Blue Ocean Strategy, innovation and strategic positioning, and building dynamic capabilities. Corporate level strategies are examined next, covering growth strategies, diversification, mergers and acquisitions, strategic alliances and partnerships, and portfolio management. Strategy implementation is then addressed, including organizational structure and design, resource allocation, change management, leadership and strategy execution, and strategic control systems. The course explores contemporary strategic issues such as digital transformation, sustainability and ESG, global strategy, corporate governance, and business ethics and social responsibility. Finally, strategic performance management is covered, including the Balanced Scorecard, key performance indicators, strategic control and feedback, performance measurement systems, and strategy evaluation and adjustment.

### Weekly Topics and Related Preparation Studies

Wee ks	Topics	Preparation Studies
1	The Nature of Strategic Management (Chapter 1 - David & David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition)	Describe the strategic-management process. Discuss the three stages of strategy formulation, implementation, and evaluation activities. Explain the need for integrating analysis and intuition in strategic management. Define and give examples of key terms

2	Business Vision and Mission (Chapter 2 - David & David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition)	Explain the need for core values statements in strategic management. Describe the nature and role of vision statements in strategic management.
3	The External Assessment (Chapter 3 - David & David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition)	Describe the nature and purpose of an external assessment in formulating strategies. Identify and discuss 10 external forces that impact organizations. Explain Porter's Five- Forces Model and its relevance in formulating
4	The Internal Assessment Chapter 4 - David & David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition	Describe the nature and role of an internal assessment in formulating strategies. Discuss the nature and role of management in formulating strategies. Discuss the nature and role of marketing in formulating strategies. Discuss the nature and role of finance and accounting in formulating
5	Strategies in Action Chapter 5 - David & David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition	Identify and discuss five characteristics and ten benefits of clear objectives.

6	<p>Strategy Analysis and Choice Chapter 6 - David &amp; David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition</p>	<p>Describe the strategy analysis and choice process. Diagram and explain the three-stage strategy-formulation analytical framework. Construct and apply the Strengths-Weaknesses-Opportunities-Threats (S W O T) Matrix. Construct and apply the Strategic Position and Action Evaluation (S P A C E) Matrix. Construct and apply the</p>
7	<p>Implementing Strategies: Management and Marketing Issues Chapter 7 - David &amp; David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition</p>	<p>Describe the transition from formulating to implementing strategies. Discuss reasons why annual objectives are essential for effective strategy implementation</p>
<b>MIDTERM EXA M</b>		
8	<p>Implementing Strategies: Finance and Accounting Issues Chapter 8 - David &amp; David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition</p>	<p>Determine an appropriate capital structure for the firm by performing E P S/E B I T analysis to compare the relative attractiveness of debt versus stock as a source of capital to implement strategies.</p>
9	<p>Strategy Evaluation, and Governance Chapter 9 - David &amp; David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition</p>	<p>Discuss the strategy-evaluation process. Discuss three activities that comprise strategy evaluation. Describe and develop a Balanced Scorecard.</p>

10	Business Ethics, Environmental Sustainability and Corporate Social Responsibility Chapter 10 - David & David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition	Explain why good ethics is good business in strategic management. Explain why whistle-blowing, bribery, and workplace romance are strategic issues. Discuss why environmental sustainability is a key issue
11	Global and International Issues Chapter 11 - David & David Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition	Discuss the nature of doing business globally, including labor union issues and tax rates. Explain the advantages and disadvantages of doing business globally. Discuss the global challenge facing firms, including outsourcing and
12	Review and Case Studies	
13	Review and Case Studies	
14	Review and Case Studies	
15	<b>FINAL EXAM</b>	

<b>Textbook (s)/References/Materials:</b>		
<b>Textbook:</b> Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 17th edition Published by Pearson (July 29, 2024) © 2024		
<b>Assessment</b>		
<b>Studies</b>	<b>Number</b>	<b>Contribution margin (%)</b>
Attendance		
Lab		
Classroom and application performance grade		

Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
<b>Midterm Exam/Midterm Jury</b>	<b>1</b>	<b>40</b>
<b>General Exam / Final Jury</b>	<b>1</b>	<b>60</b>
<b>Total</b>		<b>100</b>
<b>Success Grade Contribution of Semester Studies</b>		<b>40</b>
<b>Success Grade Contribution of End of Term</b>		<b>60</b>
<b>Total</b>		<b>100</b>

<b>ECTS / Workload Table</b>			
<b>Activities</b>	<b>Number</b>	<b>Duration (Hours)</b>	<b>Total Workload</b>
Course hours (Including the exam week: 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation			
Projects			
Reports			
Homework	4	4	16
Quizzes / Studio Review			

Preparation Time for Midterm Exam / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
<b>Total Workload/25 hours</b>	<b>(120/25 = 4.8)</b>		
<b>ECTS</b>	<b>5</b>		

Relationship Between Course Learning Outcomes and Program						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
L O 1	Synthesize internal and external business environmental factors using strategic management tools like PESTLE analysis, Porter's Five Forces, and SWOT analysis to assess organizational positioning and industry dynamics.					X
L O 2	Construct strategic plans at corporate, business, and functional levels by integrating modern theoretical frameworks with practical business insights to achieve competitive advantage.					X
L O 3	Evaluate business performance through financial and non-financial metrics to make data-driven strategic decisions and recommendations for organizational improvement.					X
L O 4	Demonstrate proficiency in strategic leadership by developing implementation plans that effectively manage organizational change, resource allocation, and stakeholder relationships.					X
L O 5	Apply critical thinking and problem-solving skills to complex business cases, developing actionable solutions that balance multiple stakeholder interests with organizational objectives.					X
L O 6	Assess the impact of globalization, technological innovation, and sustainability trends on strategic decision-making in various industry contexts.					X
L O 7	Design strategic control systems and performance measurement frameworks to monitor strategy execution and ensure organizational alignment with strategic goals.					X



Relationship Between Course Learning Outcomes and Program Competencies								
No	Program Competencies	Learning Outcomes						
		LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.	X	X	X			X	X
2	Evaluate, follow, absorb and transfer new information in the field of international trade.				X	X	X	X
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.			X			X	X
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.		X	X	X		X	X
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X				X	X
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.		X	X	X	X		X
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.	X		X			X	X
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X					X	X
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decisionmaking processes of the enterprise in the field of foreign trade and finance.	X				X	X	X
10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.	X	X				X	X
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English.	X	X			X	X	X

12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations	X	X			X	X	X	5
13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions	X	X			X	X	X	5
<b>Total Effect</b>									56

<b>Policies and Procedures</b>	
<p><b>Web page:</b> <a href="https://www.ostimteknik.edu.tr/uluslararasi-ticaret-vefinansman-bolumu-209">https://www.ostimteknik.edu.tr/uluslararasi-ticaret-vefinansman-bolumu-209</a> <a href="https://www.ostimteknik.edu.tr/international-trade-and-finance-232">https://www.ostimteknik.edu.tr/international-trade-and-finance-232</a></p>	
<p><b>Exams:</b> The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e., open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean's Office for additional disciplinary</p>	
<p><b>Assignments:</b> Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.</p>	
<p><b>Missed exams:</b> Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state</p>	
<p><b>Projects:</b> Not applicable</p>	
<p><b>Attendance:</b> Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each</p>	
<p><b>Objections:</b> If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.</p>	