

**OSTİM TECHNICAL UNIVERSITY  
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES  
DEPARTMENT OF BUSINESS ADMINISTRATION  
COURSE SYLLABUS FORM**

<b>BUS 401 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>ECTS</b>
Strategic Management and Business Policies	BUS 401	7	3	0	0	3	5

<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, Teamwork, Presentation, Report-Writing

<b>Course Objective</b>
Within the scope of the course, an introduction to the concept of strategic management in businesses with an overview of businesses, tools and methods for analyzing a business situation, analyzing a company's strengths and weaknesses, creating a strategy, implementing a strategy, evaluating a strategy, company ethics and Strategy evaluation issues for global companies will be discussed.

<b>Learning Outcomes</b>
<p>On successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Define the concept and development of strategic management approach</li> <li>• Explain the tools and methods used for strategic management</li> <li>• Analyze the internal and external environments of the organization</li> <li>• Explain the strategic management process involving formulating, implementing and evaluating the strategy</li> <li>• Identify the importance of strategic management in global settings</li> </ul>

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Strategic Management: Creating Competitive Advantages	Dess et. al. (2020). Chapter 1
2	Analyzing the External Environment of the Firm	Dess et. al. (2020). Chapter 2
3	Assessing the Internal Environment of the Firm	Dess et. al. (2020). Chapter 3
4	Recognizing a Firm's Intellectual Assets: Moving beyond a Firm's Tangible Resources	Dess et. al. (2020). Chapter 4
5	Business-Level Strategy: Creating and Sustaining Competitive Advantages	Dess et. al. (2020). Chapter 5
6	Corporate-Level Strategy: Creating Value through Diversification	Dess et. al. (2020). Chapter 6
7	International Strategy: Creating Value in Global Markets	Dess et. al. (2020). Chapter 7
8	<b>MIDTERM EXAM</b>	
9	Entrepreneurial Strategy and Competitive Dynamics	Dess et. al. (2020). Chapter 8
10	Strategic Control and Corporate Governance	Dess et. al. (2020). Chapter 9
11	Creating Effective Organizational Designs	Dess et. al. (2020). Chapter 10
12	Strategic Leadership: Creating a Learning Organization and an Ethical Organization	Dess et. al. (2020). Chapter 11
13	Managing Innovation and Fostering Corporate Entrepreneurship	Dess et. al. (2020). Chapter 12
14	Analyzing Strategic Management Cases	Dess et. al. (2020). Chapter 13
15	Case Studies	Dess et. al. (2020). Cases p. 429
16	<b>FINAL EXAM</b>	

Textbook (s)/References/Materials:
<b>Textbook:</b> Dess, G., McNamara, G., Eisner, A. & Lee, S. H. (2020). Strategic Management: Text and Cases. McGraw Hill (10 <sup>th</sup> Edition).
<b>Supplementary References:</b> Class notes and slides.

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	<b>1</b>	<b>5</b>

Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical	1	5
Homework		
Presentation	1	5
Projects		
Report	1	5
Seminar		
<b>Midterm Exam/Midterm Jury</b>	<b>1</b>	<b>20</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)	14	3	42
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation	1	6	6
Projects			
Reports	1	10	10
Homework			
Quizzes / Studio Review	1	1	1
Preparation Time for Midterm Exam / Midterm Jury	1	14	14
Preparation Period for the Final Exam / General Jury	1	14	14
<b>Total Workload/25 hours</b>	<b>(119/25 = 4.76)</b>		
<b>ECTS</b>	<b>5</b>		

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Define the concept and development of strategic management approach					x

<b>L02</b>	Explain the tools and methods used for strategic management					X
<b>L03</b>	Analyze the internal and external environments of the organization					X
<b>L04</b>	Explain the strategic management process involving formulating, implementing and evaluating the strategy					X
<b>L05</b>	Identify the importance of strategic management in global settings					X

Relationship Between Course Learning Outcomes and Program Competencies							
No	Program Competencies	Learning Outcomes					Total Effect (1-5)
		L01	L02	L03	L04	L05	
1	Know the basic concepts and practical information about the science of business administration and core business activities	x	x	x	x		4
2	Evaluate global and local issues by using ideas and concepts from the field of business administration; examine and analyze management related information and applications in line with scientific principles by using appropriate qualitative and quantitative methods; interpret and synthesise the data and find solutions to business related problems		x		x	x	3
3	Take responsibility as a member of an interdisciplinary team to solve unpredictable and complex business problems; be able to work effectively in teams of various functions and disciplines; effectively carry out project activities		x	x	x		3
4	Carry out independent studies in the field by utilizing obtained knowledge and skills		x				1
5	Set goals and objectives for the institution he/she works at; detect and solve basic problems; analyze the internal and external environment of the business; evaluate the developments, support continuous improvement and provide innovative strategies	x	x	x	x	x	5
6	Acquire the skill to manage activities aimed at the improvement of the employees as a leader, make decisions and implement them		x	x	x		3
7	Acquire the entrepreneurship skill; design and manage a business; promote innovativeness and sustainability		x	x			2
8	Maintain life-long learning activities; achieve self-improvement; follow higher level educational programs		x	x			2
9	Inform stakeholders with a sense of social responsibility as an individual with effective communication skills; share his/her emotions, thoughts and solutions to problems verbally and in writing; understand the behaviors and psychology of his/her colleagues		x			x	2

<b>10</b>	Use the information and communication technologies and computer software required by the field						0
<b>11</b>	Effectively use English to follow, read, write and speak about the universal information in the field of business and management sciences and be able to communicate with colleagues in a foreign language with professional proficiency						0
<b>12</b>	Act according to the law in all his/her affairs; have a sense of professional and ethical responsibility and code of business conduct and act in line with social values						0
<b>13</b>	Be aware of the contemporary business problems as well as the interdisciplinary scope of business administration and analyze these; have the competence to understand the effects of business and management sciences on these problems on a universal, environmental, legal, social and societal level and in terms of health, security and globalization		x	x		x	3
<b>14</b>	Give research proposals, be able to design research studies, prepare and present research reports		x	x	x		3
<b>15</b>	Manage work time and personal time; fulfil the requirements of his/her duties on time						0
<b>16</b>	Have the competence to work in non-governmental organizations, private sector and public entities				x		1
<b>Total Effect</b>							<b>32</b>

Policies and Procedures	
<b>Web page:</b>	<a href="https://www.ostimteknik.edu.tr/business-administration-1240/907">https://www.ostimteknik.edu.tr/business-administration-1240/907</a>
<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, ie. 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 action.
<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.
<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 hospital.
<b>Projects:</b>	Not applicable.
<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 term.
<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.