

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT
COURSE SYLLABUS**

| Course Code | Course Title | Course Type | ECTS Credits | Prerequisite Information | Date of Preparation |
|--|---|---|--------------|--------------------------|---------------------|
| BUS301 | Strategic Management | Compulsory | 6 | - | 20.10.2025 |
| Instructor of the Course & E-Mail Address | Prof. Dr. Hasan Engin Şener, hesener@aybu.edu.tr | | | | |
| Office Hours & Office Room | Fridays, 13:30-15:50, Esenboğa Central Campus B Building, Room no. 276, Ankara, Turkey | | | | |
| Course Content and Objectives | The main objective of this course is to introduce the basic concepts, theoretical perspectives, and practices that are useful for understanding strategy and improving performance of the firm within the industry. | | | | |
| Textbook(s) | David, F. R., David, F. R., & David, M. E. (2023). <i>Strategic management: A competitive advantage approach, concepts</i> (17th ed.). Pearson. | | | | |
| Teaching Methods and Techniques | Lecturing, videos, self-assessment, case analysis, student presentations | | | | |
| Course Learning Outcomes | 1 | Demonstrates a comprehensive understanding of theoretical knowledge and practical processes in the field of strategic management. | | | |
| | 2 | Applies strategic analysis, problem-solving, and decision-making skills in strategic management processes. | | | |
| | 3 | Can work independently or in teams on strategic management projects, assuming leadership roles when necessary. | | | |
| | 4 | Utilizes necessary methods and tools effectively in strategy formulation, implementation, and evaluation. | | | |
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| Program Outcomes Contributed by the Course | Program Outcomes (PO) | | | | |
| | 1 | Graduates are equipped with up-to-date conceptual and applied knowledge of their field of study | | | |
| | 2 | Graduates can devise solutions to organizational or business problems using conceptual, applied, and methodological skills acquired during Program experience | | | |
| | 3 | Graduates are furnished with creative thinking and entrepreneurial skills | | | |
| | 4 | Graduates write and speak fluently in English | | | |
| | 5 | Graduates are computer literate, can effectively use word processing, spreadsheet, and data management software | | | |
| | 6 | Graduates are ethically aware, know how business decisions affect those not directly involved in making of these decisions | | | |
| | 7 | Graduates are knowledgeable about laws, rules, and moral codes that apply to their field of work | | | |
| | 8 | Graduates are open-minded, willing to fight discrimination of all kinds in workplaces and business environment | | | |
| | 9 | Graduates are knowledgeable about fundamental environmental and social issues | | | |
| 10 | Graduates know how management topics are related to globalization | | | | |

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| Contribution of the Course to Field Instruction | The students will be able to have knowledge of different advanced theoretical approaches and practical case studies containing up-to-date information in the field of strategic management. | | |
| Topics Covered in the Course | 1. Week | Introduction to the course | |
| | 2. Week | Defining Strategic Management | |
| | 3. Week | Vision and Mission Analysis | |
| | 4. Week | Internal strengths and weaknesses | |
| | 5. Week | External Threats and Opportunities | |
| | 6. Week | Strategy Generation | |
| | 7. Week | Review | |
| | 8. Week | Midterm Week | |
| | 9. Week | Types of Strategies 1 | |
| | 10. Week | Types of Strategies 2 | |
| | 11. Week | Strategy Execution 1 | |
| | 12. Week | Strategy Execution 2 | |
| | 13. Week | Strategy Monitoring 1 | |
| | 14. Week | Strategy Monitoring 2 | |
| | 15. Week | Review | |
| Course Evaluation Criteria | In-Term Studies | Quantity | Percentage % |
| | Mid-terms | 1 | %25 |
| | Quizzes | 0 | %0 |
| | Assignments | 2 | %30 |
| | Attendance | 12 | %5 |
| | Practice | 0 | %0 |
| | Project | 0 | %0 |
| | Final examination | 1 | %40 |
| | Total | | 100% |
| Disability Policy | <p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p> | | |