Semester : 4th  
Total credit : 48/54  
Course : Strategic Management  
Course Code : MGT306  
Credit hour : 03  
Semester duration : 16/18

Week 1:
The Nature of Strategic Management
Definition :
◊ Strategy, Strategists, Strategic Management,  
◊ Mission Statement, Long term objectives, Annual  
◊ Objectives, Internal Strengths and weaknesses,  
◊ External opportunities and threats.
ıyor- hücumlar
◊ Benefits of strategic Management  
◊ comparison Military & Civil Strategy  

Week 2:
Strategies
◊ Types of Strategies  
◊ Integration Strategies  
◊ Intensive Strategies  
◊ Diversification Strategies  
◊ Defensive Strategies  
◊ Generic Strategies  
◊ Case Study (Home work of class work)

Week 3:
The Business Mission
◊ What is a mission statement  
◊ Reasons & Process of Developing mission Statement  
◊ Writing of Mission Statement  
◊ Practice-Writing and Evaluation of Mission Statement  

Week 4 & 5:
Strategic Formation
◊ Economic Forces  
◊ Social, Culture, demographic and environmental forces  
◊ Political, Government & Legal Forces  
◊ Technological Forces  
◊ Competitive Analysis – Porter’s Fire Process Model  
◊ Case Studies – Practice  
◊ Relationship among Basic Functions of Management and Strategic management Process (Table 5,2)  
◊ Levels of Planning (Table 5,2)  
◊ Marketing Analysis (Customer, Buying, Supplies, Selling, Product planning, Pricing, Distribution, Marketing Research etc)  
◊ Basic Functions of Production Management (Table 5,5)  
◊ Impact of Strategy Element of Production Management (Table 5,6)

Week 8 & 9:
Strategy Analysis and Choice
Strategies
◊ Selection Process  
◊ Strategic Management Model  
◊ Strategy Formulation Frame work  
◊ TOWS Matrix  
◊ Space Matrix  
◊ BCG Matrix  
◊ Internal – external (IE) Matrix  
◊ Grand Strategy Matrix  

Week 10:
Strategy Implementation – Management Issues
◊ Objectives  
◊ Policies  
◊ Resources Allocation  
◊ Managing Conflict  
◊ Matching Structure with Strategy  
◊ Restructuring and Reengineering  

Week 11:
Strategy Implementation
◊ Marketing Issues  
◊ Finance / Accounting issues  
◊ CIS issues  
◊ R & D

Week 12 & 13:
Strategy Evaluation
◊ Strategy Review  
◊ Evaluation-Characteristics of effective evaluation system  
◊ Measuring Organizational Performance  
◊ Control – Corrective Actions  
◊ Contingency  
◊ Case – Study  

Week 14:
International Strategic Management
◊ Nature of Global Competition
Advantages & Disadvantages of International Operations
Cultural Effects
Global Challenges

Week 15 & 16:
Case – Studies
Revision

Text Book:
Strategic Management (concept and cases) 7th Edition By Fred R. David.