



Eskişehir Osmangazi University
Faculty of Tourism
Gastronomy and Culinary Arts Course Information Form

TERM	Spring
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COURSE CODE		COURSE NAME	Strategic Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VI	2	0	0	2	3	CORE () ELECTIVE (X)	Turkish

COURSE CATEGORY

Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
			x	

ASSESSMENT CRITERIAS

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term		1
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			

FINAL EXAM

1

60

PREREQUISITE(S) (IF ANY)

COURSE CONTENT

Stratejik yönetim ile ilgili terim ve kavramlar, genel çevre analizi, sektörel çevre analizi.

COURSE OBJECTIVES

The main aim of the course is to provide students to learn the general framework of how strategies can be developed and implemented at company and business level. In this framework, managers will be provided with an understanding of how they can manage uncertainty conditions, how they develop strategies, and how they can make decisions that shape the future.

CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING

It is thought that this course, which will increase the management skills and learn the competitive strategies that will ensure the longevity of the companies, will contribute to the strategic thinking visions of individuals.

COURSE OUTCOMES

Basic economic concepts and principles related to the evaluation of business strategies
To be able to analyze the nature and development of different markets
The nature of strategic choices and the importance of information and risk in decision making
What are the strategic analysis tools and the role of each analysis tool in strategy development
What are the strategies at the enterprise and company level and how they are determined
How to implement a chosen alternative strategy
It is aimed to have knowledge about and evaluate them.

TEXTBOOK(S)

Eren, E. ve Özdemirci, A. (2018) Stratejik Yönetim ve İşletme Politikası, Beta Yayıncılık

SUPPORTIVE RESOURCES

Ulgen H. ve Mirze K. (2007), İşletmelerde Stratejik Yönetim, İstanbul: Beta Yayıncılık.
Porter M. (2003). Rekabet Stratejisi, Sistem Yayıncılık.

EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Terms and concepts related to strategic management
2	Strategic management process
3	Mission, Vision, Business Philosophy, Principles, Business Image
4	The Concept of Governance and Boards of Directors
5	Basic Objectives and Agency Theory
6	Corporate Social Responsibility and Business Ethics
7	Business Environment and Sectoral Environmental Analysis
8	Business analysis
9	Measurement of the environment elements and determination matrices
10	Strategic direction determination
11	Basic strategies and subgroups
12	Competition strategies
13	Diversification strategies
14	Strategic management process and its elements
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.			X
2	Have knowledge about nutrition principles and food science.			X
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.	X		
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.			X
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.			X
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.			X
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
1: Never 2: Few 3: Many				

Instructor Name :