



## ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE	271116026	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	4	CORE () ELECTIVE (x )	Turkish
<b>COURSE CATEGORY</b>							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
<b>ASSESSMENT CRITERIAS</b>							
<b>DURING TERM</b>	<b>Activity</b>		<b>Number</b>		<b>Percentage (%)</b>		
	I. Mid-Term		1		40		
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
<b>FINAL EXAM</b>				1		60	
<b>PREREQUISITE(S) (IF ANY)</b>							
<b>COURSE CONTENT</b>		Terms and concepts related to strategic management, general environmental analysis, sectoral environmental analysis.					
<b>COURSE OBJECTIVES</b>		The main purpose of the course is to enable students to learn the general framework of how strategies can be developed and implemented at the company and business level. In this context, managers will be provided with an understanding of how they can manage conditions of uncertainty, how they develop strategies and how they can make decisions that will shape the future.					
<b>CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING</b>		Increasing management skills and ensuring the longevity of businesses It is thought that this course, which will enable students to learn competitive strategies, will contribute to the strategic thinking vision of individuals.					
<b>COURSE OUTCOMES</b>		Conducting analyzes that can identify 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 the strategies are at the business and company level and how they are determined, How a selected alternative strategy can be implemented, It is aimed for them to be knowledgeable about their subjects and to be able to make evaluations.					
<b>TEXTBOOK(S)</b>		Eren, E. ve Özdemirci, A. (2018) Stratejik Yönetim ve İşletme Politikası, Beta Yayıncılık					
<b>SUPPORTIVE RESOURCES</b>		Ulgen H. ve Mirze K. (2007), İşletmelerde Stratejik Yönetim, İstanbul: Beta Yayıncılık, Porter M. (2003). Rekabet Stratejisi, Sistem Yayıncılık.					

**EQUIPMENTS REQUIRED**

Projection, computer

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	Concept of Governance and Boards of Directors
5	Basic Purposes and Agency Theory
6	Corporate Social Responsibility and Business Ethics
7	Business Environment and Sectoral environmental analysis
8	Business analysis
9	Measurement of environmental elements and status determination matrices
10	Determining strategic direction
11	Basic strategies and their subgroups
12	Competitive strategies
13	Diversification strategies
14	Strategic management process and elements
15,16	Final exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.			X
2	To be able to plan the process of investment of a new established tourism company.	X		
3	To be able to manage companies to be established in the areas of tourism.	X		
4	To understand local, national and international dimension of management in tourism administration.	X		
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment			X
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management		X	
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.		X	
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.		X	
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.		X	

1: Few 2: Partially 3: Many

Instructor Name :