

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MANAGEMENT INFORMATION SYSTEMS DEPARTMENT
COURSE SYLLABUS FORM**

MIS 359 Strategic Management and Business Policy							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Strategic Management and Business Policy	MIS 359	4	3	0	0	3	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Discussion.

Course Objective
Strategic Management and Business Policy course has been designed to provide the students with the opportunity to develop an understanding of strategic management and managerial policy concepts, techniques and methodologies, to develop the necessary conceptual and analytical skills to collect and analyze data, to make rational and strategic decisions, and to integrate and apply the previously learned and accumulated knowledge to deal with the complex business problems through case analyses and a simulation exercise.

Learning Outcomes
<p>The students who succeeded in this course will be able;</p> <ol style="list-style-type: none"> 1. To develop their capacity to think strategically about a company 2. To build their skills in conducting strategic analysis in a variety of industries and competitive situations 3. To have a stronger understanding of the competitive challenges of a global market environment. 4. To have understanding for the theories, concepts and tools that support strategic management in organizations. 5. To build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level

Course Outline

The course will cover such topics as the study of strategic management and business policy, Globalization, Innovation, and Sustainability, Challenges to Strategic Management, Corporate governance, Social responsibility, Ethical considerations, Environmental Scanning and Industry Analysis, External environmental scanning and industry analysis, internal environmental scanning and organizational analysis, Organizational Analysis and Competitive Advantage, Strategy formulation, Business Strategy, Corporate Strategy, Functional Strategy and Strategic Choice, Strategy Implementation: Global Strategy , Organizing and Structure ,Staffing and Directing , Evaluation and Control.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Basic Concepts of Strategic Management (Concepts in Strategic Management and Business Policy)	<ul style="list-style-type: none"> – The Study of Strategic Management – Globalization, Innovation, and Sustainability: Challenges to Strategic Management – Theories of Organizational Adaptation
2	Basic Model of Strategic Management	<ul style="list-style-type: none"> – Basic Model of Strategic Management – Strategic Decision Making – The Strategic Audit: Aid to Strategic Decision Making
3	Corporate Governance	<ul style="list-style-type: none"> – Role of the Board of Directors – Board of Directors Composition – Trends in Corporate Governance – The Role of Top Management
4	Social Responsibility and Ethics in Strategic Management	<ul style="list-style-type: none"> – Social Responsibilities of Strategic Decision Makers – Sustainability – Stakeholder Analysis – Ethical Decision Making – Views on Ethical Behavior

5	Environmental Scanning and Industry Analysis	<ul style="list-style-type: none"> – Aspects of Environmental Scanning – Strategic Importance of the External Environment – Industry Analysis: Analyzing the Task Environment – Industry Evolution – Categorizing International Industries – Using Key Success Factors to Create an Industry Matrix – Competitive Intelligence – Forecasting – The Strategic Audit: A Checklist for Environmental Scanning
6	Organizational Analysis and Competitive Advantage	<ul style="list-style-type: none"> – A Resource-Based Approach to Organizational Analysis—Vrio – Business Models – Value-Chain Analysis
7	Organizational Analysis and Competitive Advantage	<ul style="list-style-type: none"> – Basic Organizational Structures – Culture – The Strategic Audit: A Checklist for Organizational Analysis
8	MIDTERM EXAM	
9	Strategy Formulation: Business Strategy	<ul style="list-style-type: none"> – A Framework for Examining Business Strategy – Mission and Objectives – Business Strategies – Strategic Alliances
10	Strategy Implementation: Global Strategy	<ul style="list-style-type: none"> – International Entry – International Coordination – Stages of International Development – International Employment – Measurement of Performance

11	Strategy Implementation: Organizing and Structure	<ul style="list-style-type: none"> – Strategy Implementation – What Must Be Done? – How Is Strategy To Be Implemented? Organizing for Action – Flexible Types of Organizational Structure – Reengineering and Strategy Implementation
12	Strategy Implementation: Staffing and Directing	<ul style="list-style-type: none"> – Staffing – Leading – Action Planning
13	Evaluation and Control	<ul style="list-style-type: none"> – Measuring Performance – Balanced Scorecard Approach: Using Key Performance Measures – Using Benchmarking To Evaluate Performance
14	Evaluation and Control	<ul style="list-style-type: none"> – Strategic Information Systems – Problems in Measuring Performance
15	Example of Student-Written Strategic Audit	Case Study presentations
16	FINAL EXAM	
Textbook(s)/References/Materials:		
<p>Textbook: Wheelen, T. L., Hunger, J.D., Hoffman, A.n., Bamford, C.E. (2018). Concepts in Strategic Management and Business Policy: Globalization, Innovation, and Sustainability, 15th Edition, Pearson</p> <ul style="list-style-type: none"> – Supplementary References: Wheelen, T. L., & Hunger, J. D. (2012). Strategic Management and Business Policy TOWARD GLOBAL SUSTAINABILITY. – Hunger, J. David and Wheelen, Thomas L. (2011), Essentials of Strategic Management, 13th Edition, Prentice Hall. – David, Fred (2007), Strategic Management: Concepts and Cases, 11th Edition, Prentice Hall. – Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education – Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education. 		
Other Materials		

Assessment			
Studies	Number	Contribution margin (%)	
Attendance			
Lab			
Class participation and performance			
Field Study			
Course-Specific Internship (if any)			
Quizzes / Studio / Critical			
Homework	1	10	
Presentation	1	10	
Projects			
Report			
Seminar			
Midterm Exam/Midterm Jury	1	30	
General Exam / Final Jury	1	50	
Total		100	
Success Grade Contribution of Semester Studies		50	
Success Grade Contribution of End of Term		50	
Total		100	
ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation	1	5	5
Projects			
Reports			
Homework	1	10	10
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	30	30
Total Workload		(161/30 = 5,36)	161

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To develop their capacity to think strategically about a company					X
LO2	To build their skills in conducting strategic analysis in a variety of industries and competitive situations					X
LO3	To have a stronger understanding of the competitive challenges of a global market environment.					X
LO4	To apply understanding for the theories, concepts and tools that support strategic management in organizations.					X
LO5	To build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Management Information Systems)							
Nu	Program Competencies	Learning Outcomes					Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	
1	Recognize and distinguish the basic concepts such as data, information, and knowledge in the field of Management Information Systems and know the processes to be followed for data acquisition, storage, updating, and security.			x			1
2	Develop and manage databases suitable for collecting, storing, and updating data.		x	x			2
3	As a result of his/her ability to think algorithmically, easily find solutions to the problems concerning the basic business functions.	x	x			x	3
4	Learn programming logic, have information about current programming languages.						
5	Be able to use up-to-date programming languages.					x	1
6	Be able to take part in teamwork or lead a team using knowledge of project management processes.	x			x		2
7	Know ethical and legal rules, use professional field knowledge within the scope of ethical and legal rules.			x	x		2
8	Have knowledge in the fundamental areas of business administration namely management and organization, production, finance, marketing, numerical methods, accounting, etc., and have the knowledge and skills to work in-depth in at least one of them.	x	x	x	x		4
9	Be able to solve the problems encountered in the field of internet programming by designing web applications.						
10	Develop and manage logistics and supply chain management activities	x		x			2

11	Adapt his/her theoretical knowledge and the experience he/she will gain through practice at the departments of businesses such as information technologies, R&D, and management to real life.		X	X	X	X	4
12	Be able to develop strategies that will provide a competitive advantage with his/her advanced knowledge of management strategies and management functions.	X	X	X	X	X	5
13	Develop a business idea, commercialize the business idea, and design and manage his/her own venture using entrepreneurial knowledge.	X	X	X	X	X	5
14	By using English effectively, they can follow, read, write, speak and communicate universal information in the field of management information systems in a foreign language with professional competence.				X	X	2
Total Effect							33

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/management-information-systems-english-1241/915>

Exams: 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.

Assignments: Assignments will have the aim to help students learn the current topics in strategic management and business policy. 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.

Missed exams: 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.

Projects: Not applicable.

Attendance: 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.

Objections: 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.