

---

**ISTANBUL UNIVERSITY**  
**SCHOOL of BUSINESS**  
**STRATEGIC MANAGEMENT**  
**2019-2020 FALL SEMESTER**

Dr. A. Gökhan ACAR

Office Hours: Wednesday 12:30-14:30

Phone: 0212 473 7070 / 18299      [gokacar@istanbul.edu.tr](mailto:gokacar@istanbul.edu.tr)

---

### **Purpose of the Course**

This course deals with the “the craft of strategy”; analysis, formulation, implementation and evaluation that enables of an organization to achieve its objectives. Strategic Management is an integrative interdisciplinary course. During the term, the course will benefit from your former courses’ teachings (such as Management, Accounting, Finance, Economics, Human Resources etc). As a result of regular attendance of the course, you will achieve followings :

1. Gaining a holistic point of view,
2. Gaining an understanding about what is going on at high levels of an organizations,
3. Pride of remembrance of your former courses ☺

### **Grading**

Mid-term, term project, final exam and participation in class discussions will be considered in final grading. (mid-term %30+term project %10+final %60)

### **Term Project:**

10% of your grade will consist of the group assignment. This assignment will focus on positioning in a specific industry and market, where your team will act as a board of directors. You might assume that your company old/young, small/big or domestic/foreign. Each option you chose will effect your analysis and strategies. So be wise and think carefully!!! Your final report must consist of:

- Tag of your company: (Name, history, mission and vision statements, financial and market backround, products)
- External and Internal Environment Analysis (with real data-I must see your source references. I could check your data if it is necessary-)
- Corporate, Business and Functional Strategies
- The way you choose to implement your strategies (Organizational structure, leadership style, your organizational culture)

Details will be discussing in the classroom.

**Member size of each group:** 5-10 persons

**Deadline for submitting your group :** October 4th, 2019 (President of each group must give his/her e-mail for communication) Please contact with class representative for registration of your group.

**Due date for your project:** December 6th, 2019

Geographical location of your market will be given randomly by me.

## **Topics**

Week 1	Strategic Thinking and Strategic Management Process
Week 2	External Analysis
Week 3	Internal Analysis
Week 4	Competitive Rivalry and Competitive Dynamics
Week 5	Corporate-Level Strategy
Week 6	Business-Level Strategy
Week 7	Mid-Term Exam
Week 8	Acquisition and Restructuring Strategies
Week 9	Organizational Culture and Crisis Management
Week 10	Social Responsibility and Business Ethics
Week 11	Corporate Governance
Week 12	Strategic Leadership
Week 13	Organizational Structures and Controls
Week 14	Strategic Entrepreneurship

## **Course Resources**

**Robert M. Grant and Judith Jordan;** “Foundations of Strategy”, Wiley

**Gregory G. Dess and Tom Lumpkin;** “Strategic Management”, McGraw-Hill

**Charles W. L. Hill and Gareth R. Jones;** “Strategic Management: An Integrated Approach”, South-Western Cengage Learning