

Antalya Bilim University
Department of Business Administration, BUSI 482
Strategic Management II

This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition.

Strategic Management (BUSI 482) is an integrative and interdisciplinary course. It assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, the economy, capital markets, government, and global forces and views the external environment as dynamic and characterized by uncertainty. In studying strategy, the course draws together and builds on all the ideas, concepts, and theories from your functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics.

Course book:

Davis F..D. and , David, F.R. (2017) Strategic Management: Competitive Advantage Approache, Concept and Case, Sixteen edition, Pearson

Recommended readings:

Additional reading material will be provided by the lecturer.

Developing Graduate Attributes

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- a clear understanding of the key concepts and principles of strategy formulation and competitive analysis,
- a set of useful analytical skills, tools and techniques for analyzing a company strategically,
- the ability to take a general management perspective in analyzing a particular company,
- the ability to think critically and strategically,
- the ability to make the case for a particular set of strategic courses in a compelling manner, recognizing that no one strategic solution for an organization is necessarily correct
- the ability to work in teams, and oral and written presentation skills through the analysis and reporting of case situations.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

- 1) **Attendance & Participation (10%):** Attendance and participation make up 10 % of your overall course grade. Students are expected to read the assigned chapters and other readings before the class. They are expected to participate class discussions and present their views and answer questions. Students are required to exhibit proper discipline, behavior, and responsibility.
- 2) **Case presentation (20%):** You will participate in one case analysis presentation to the class as part of a team. You will chose your case from case of text book. Presentations should take approximately 40 minutes: 30 minutes for the presentation and around 10 minutes to answer audience questions. Your presentation will be evaluated based on your audiovisual materials turned in at the start of the session, your oral presentation, your case analysis and your answers to questions from the audience.
- 3) **Midterm (30%):** Students are responsible for all class material covered until the midterm exam.
- 4) **Final exam (40%):** This exam is cumulative and will focus on all units and topics studied throughout the course, but emphasis will be after midterm.

Course Schedule

WEEK 1-2	(10-23 Feb)	The internal Audit
WEEK 3-4	(24 Feb-8 March)	The external Audit / Case presentation
WEEK 5-6	(09-22 March)	Strategy generation and selection/ Case presentation
WEEK 7	(26 March)	Strategy implementation/ Case presentation
WEEK 8	(30 March-5 April)	Midterm Exam
WEEK 9	(12 April)	Strategy implementation/ Case presentation
WEEK 10-11	(06-19 April)	Starategy execution/ Case presentation
WEEK 12-13	(20 April-03 May)	Strategy monitoring/ Case presentation
WEEK 14	(7 May)	Review/ Case presentation
WEEK 15	(14 May)	Final Exam