

Course number and name	END 434 / Fundamentals of Strategic Management
Credits, contact hours, categorization of credits	3 credits / 42 hours / Engineering topic
Instructor or course coordinator	Gaye KARAÇAY AYDIN, Cahit Ali BAYRAKTAR
Text book and other supplemental materials	<ul style="list-style-type: none"> • Rowe, A.J., Masor, R.O., Dickelh, K.E., Snyder, N.H. (1989), <i>Strategic Management</i>, Addison-Wesley Pub.Co. • Hitt, M.A., Duanre, R., Ireland, Hoskisson, R.E. (1999), <i>Strategic Management</i>, South Western College Pub.

Course information	
Content	Transferring culture of strategic thinking and strategic act. Creation the consciousness of strategic management process. Instructing the strategic management methods.
Prerequisites	END 323 Principles of Planning ve Controlling (OR) END 431 Management and Organization
Type	Selected elective

Course learning outcomes
<p>Students who pass the course will:</p> <ol style="list-style-type: none"> I. Apprehend the philosophy of strategic management, its related concepts II. Understand the strategic management process and its concepts III. Understand fundamental strategies that an enterprise can apply IV. Learn how to produce strategy by using SWOT method with the analysis of the internal and external environment of organization V. Learn strategies (enterprise, competition, functional) that an organization can follow VI. Apply group work in their homework and projects

Student outcomes	Level of contribution
SO1. An ability to identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics.	Little
SO2. An ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors.	Little
SO3. An ability to communicate effectively with a range of audiences.	Partial
SO4. An ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts.	Partial
SO5. An ability to function effectively on a team whose members together provide leadership, create a collaborative and inclusive environment, establish goals, plan tasks, and meet objectives.	High
SO6. An ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions.	High
SO7. An ability to acquire and apply new knowledge as needed, using appropriate learning strategies.	High

Week	Topics	Learning outcome(s)
1	Course plan, introduction to strategic management concept	I
2	Strategic management, its related concepts	I
3	Strategic management process and its components	II, III
4	Strategic orientation and fundamental strategies	III
5	External environment analysis (SWOT)	III, IV
6	Measurement of environment (SWOT)	III, IV, VI
7	Internal environment analysis (SWOT)	III, IV, VI
8	Strategy development by using SWOT method	III, IV, VI
9	Business strategies	IV, V, VI
10	Corporate strategies	IV, V, VI
11	Acquisition and re-structuring strategies	IV, V, VI
12	International strategies	IV, V, VI
13	Cooperative strategies	IV, V, VI
14	Functional strategies	IV, V, VI