

TOROS ÜNİVERSİTESİ

Faculty Of Health Sciences

Course Information

STRATEGIC MANAGEMENT IN HEALTHCARE INSTITUTIONS					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
SKY439	Fall	3	0	3	3

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Required
Level of Course	Bachelor's
Lecturer	Assoc.Prof.Dr. Abdullah ÇALIŞKAN
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	The basic purpose and objective of this course is to ensure the students about how to asses the strategies in different sectors and different conditions and how to act strategically. In addition to coverage of the elements of the strategic management process; analyzing industry structure and environmental trends to assess industry potential; assessing a firm's resources for their potential to generate a competitive advantage.
Contents of the Course	This course covers topics related with internal and external analysis of firm, formulations and implementations of top-management strategies, business structures, systems and policies.

Learning Outcomes of Course

#	Learning Outcomes
1	Able to define and use the basic concepts of strategic management
2	Able to explain the major determinants of getting competitive advantage changing and complicated environment
3	Able to form strategies both business level and corporate level
4	Able to analyse how to relate core competence of the firms and their strategies
5	Able to explain how to shape the fundamental dynamics of strategy in different kind of industries
6	Able to form different organizational structure to need different strategic alternatives

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Terms and Concept of Startegic Management	Lecture, discussion, presentation
2	Strategic Management Process	Lecture, discussion, presentation
3	Outdoor Analysis	Lecture, discussion, presentation
4	Indoor Analysis	Lecture, discussion, presentation
5	Measurement of environmental factor	Lecture, discussion, presentation
6	Strategic Guidance	Lecture, discussion, presentation
7	Fundemental Startegies and Components	Lecture, discussion, presentation
8	Mid-term exam	
9	Enterprise Startegies	Lecture, discussion, presentation

10	Business Management Strategies, Competition Strategies	Lecture, discussion, presentation
11	Functional Strategies, Department Strategies	Lecture, discussion, presentation
12	Techniques of applying Management Strategies	Lecture, discussion, presentation
13	Enterprise Strategies	Lecture, discussion, presentation
14	Management Strategies	Lecture, discussion, presentation
15	General evaluation	Lecture, discussion, presentation
16	Final Exam	

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Hayri Ülgen ve Kadri Mirze, Stratejik Yönetim, 5.bası, 2010 Beta Yayınları, İstanbul		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Able to define and use the basic concepts of strategic management	1,2,10,11	1,2
2	Able to explain the major determinants of getting competitive advantage changing and complicated environment	1,2,10,11	1,2
3	Able to form strategies both business level and corporate level	1,2,10,11	1,2
4	Able to analyse how to relate core competence of the firms and their strategies	1,2,10,11	1,2
5	Able to explain how to shape the fundamental dynamics of strategy in different kind of industries	1,2,10,11	1,2
6	Able to form different organizational structure to need different strategic alternatives	1,2,10,11	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	0	0	0
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0

12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	4	4
16	Final Exam	1	1	1
				90