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Head of the
Department: _____

Protocol No.

Date: **2024**

Syllabus

General Information	Department	Marketing and Management
	Faculty	School of Economics and Business
	Major code	
	Group Number	132P ing
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Full-time education
	Academic year/Semester	2024/ Fall
	Year of study	2024-2025
	Academic semester	<input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer
Course Information	Course name, code	Strategic Management
	Credit count	
	Study load (hours)	30
	Teaching methods	<input type="checkbox"/> müəhazirə <input type="checkbox"/> seminar <input type="checkbox"/> laboratoriya
	Language of instruction	<input type="checkbox"/> Azerbaijani <input checked="" type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	
Instructor Information	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	T.E.İbrahimov
	Instructor's email address	telman.ibrahimov.1998@gmail.com
	Instructor's contact number	+994709251825
	Office hours	
Course Description	In the modern global and dynamic business environment, the concept of strategic management is increasingly emphasized in order for enterprises to achieve long-term competitive advantage and sustainable	

	<p>development. Strategic management is a scientific and practical field that encompasses the process of defining the goals of enterprises, developing optimal strategies to achieve those goals, organizing the implementation of these strategies, and evaluating the results.</p> <p>Within the framework of this subject, students acquire theoretical knowledge and practical skills in analyzing the business environment, making strategic decisions, properly deploying resources, and studying effective management methods. Strategic management forms the basis of a flexible and innovative management approach that ensures the adaptation of enterprises to changing market conditions.</p> <p>This knowledge plays an indispensable role in the success of enterprises, especially in highly competitive environments. Research in the field of strategic management is aimed at the sustainable development of enterprises and the achievement of strategic goals against the background of changing trends and modern challenges.</p>
Course Objectives	<p>The main goal of teaching the subject is to instill basic knowledge and concepts about strategic management in undergraduates. During the teaching process, the essence, goals, functions, principles and processes of strategic management will be explained in detail to students.</p> <p>By studying the subject, undergraduates will acquire the skills to analyze the strategic planning process, assess the internal and external environment of organizations, formulate strategic goals, make decisions and ensure their implementation. In addition, students will gain knowledge on effective resource management to increase the strategic advantages of the organization, strengthen positions in a competitive environment and achieve long-term development goals.</p> <p>In studying the course, special attention should be paid to the ideas of identifying the strengths and weaknesses of the organization, analyzing market conditions and ensuring sustainable competitive advantage.</p>
Learning Outcomes	<p>After completing the course and mastering the topics, students should:</p> <p>Know:</p> <ul style="list-style-type: none"> • The theoretical foundations, concepts and application frameworks of strategic management; • The processes of developing and implementing strategies at the company level; • Methodological approaches for analyzing the external and internal environment, including tools such as SWOT, PESTEL, and Porter analysis; • The importance of strategic thinking in determining the company's long-term goals; • The role of leadership and organizational culture in the strategic decision-making process; • Ways to create and maintain competitive advantages in global markets; • Modern approaches and world experience in risk management and change management.

	<p>Should be able to:</p> <ul style="list-style-type: none"> • Analyze the company's strategic position and prepare an appropriate strategic plan for it; • Evaluate the effectiveness of different strategies and make appropriate choices; • Direct the company's main areas of activity and resources in accordance with strategic goals; • Use modern technologies and tools for strategic management; • Discuss and implement strategic plans within the team; • Identify and implement innovative approaches to increase the company's competitiveness; • Manage strategic projects and evaluate their effectiveness.
Course Requirements	<p>The applications for students in a strategic management course may be as follows:</p> <ol style="list-style-type: none"> 1. Class Participation: Students should be encouraged to actively participate in the course, ask questions, and participate in discussions. This can help students gain a deeper understanding of the topics. 2. Group Studies: Students may be assigned group projects or studies that will address real-world scenarios in the field of strategic management. This can help them develop their collaboration, communication, and problem-solving skills. 3. Market Research Insights and Reporting: Students may be assigned to monitor developments in the market and analyze and report on these developments. This allows them to gain practical knowledge about their competitors. 4. Guest Speakers and Seminars: Guest experts in strategic management may be invited or students may attend seminars organized in the sector. This gives students the opportunity to learn first-hand about current trends and practices in marketing. 5. Field visits: Visits to relevant companies can give students the opportunity to see industry practices and interact with businesses. This can help them connect theoretical knowledge with practice. <p>These requirements can help students develop their strategic management knowledge and skills more effectively by motivating them to participate more effectively in the course.</p>
Academic Integrity	<p>Academic Integrity - ensuring the originality of the work done, and sharing the ideas or findings of others by citing sources.</p> <p>Violations of academic integrity</p> <ol style="list-style-type: none"> 1. Plagiarism, 2. Copying, 3. Submitting all or part of a student's previous work, homework, or

	<p>project in another class without citing the source,</p> <p>4. Citing non-existent sources or creating a fake database,</p> <p>5. Preparing course materials or assignments on behalf of other students,</p> <p>6. Demonstrating behaviors to gain unfair advantage (providing a sick note when not really ill, making false excuses for an extension of time, or for other purposes),</p> <p>7. Taking an exam for someone else or having someone else take an exam for you.</p>	
Ethical Conduct	<p>The ethical behavior of students participating in the “Strategic Management” course aims to ensure success and respect in their educational process and future professional careers. Students must adhere to academic ethical standards by adhering to the principles of honesty and transparency in coursework and projects. They must attend classes on time, with a sense of responsibility, and take an active role in group work to ensure effective collaboration within the team. In addition, they must be sensitive to diversity and cultural sensitivity, and strive to understand different cultures and create a learning environment enriched by diversity. For professional development, they must increase their efforts to communicate with professionals in the sector and create effective networks, while improving their problem-solving and critical thinking skills. They must be aware of social media etiquette and professionalism, create a trustworthy image on online platforms, and maintain online etiquette. In terms of openness to change, innovation, and career development, students must monitor changes in the sector, be open to innovations, and regularly use relevant resources for career development. These ethical behaviors guide students to be successful and ethical both academically and professionally.</p>	
Primary Reading List	<ol style="list-style-type: none"> 1. F. Rothaermel, “Strategic Management 6th Edition”, Textbook, 2023 2. R. Kennedy, “Strategic Management”, Textbook, 2020 	
Supplementary Reading List	<ol style="list-style-type: none"> 1. G. Fuertes et al., “Conceptual framework for the strategic management: a literature review—descriptive”, 2020 	
Online Resources	<p>https://www.worldometers.info/</p> <p>https://world-statistics.org/</p>	
Grading: 100-Point System	<p>The final grade is the sum of the points given for the current assessment - seminars and colloquiums (0 - 30 points), independent work (0 - 10 points), attendance (0 - 10 points) and intermediate assessment - end-of-semester exams (0 - 50 points). If additional experimental and practical lessons are planned for the same subject, (0 - 10) points are allocated for the assessment of these lessons.</p> <p>Final grade = <i>current assessment + intermediate assessment</i></p>	
Seminars and Colloquiums	Colloquiums are organized 3 times per semester according to the academic calendar. Each colloquium is evaluated with 0 - 10	0-30

	points. The colloquium is mandatory. A student who does not participate in the colloquium is given 0 points.	
Assignments	Writing guidelines required for assignments Font and size: Arial 12 pt Line spacing: 1.5 Total length of work: minimum 3 pages Deadline for submission: 2 weeks before the end of the semester	0-10
	Assignment topics: 1. Introduction to Strategic Management 2. Vision, Mission, and Objectives in Strategy Development 3. SWOT Analysis: A Strategic Planning Tool 4. Porter's Five Forces Framework 5. Corporate-Level Strategies: Diversification and Growth 6. Business-Level Strategies: Cost Leadership, Differentiation, and Focus 7. Strategic Analysis of Competitors 8. Strategic Management in a Digital Economy 9. Strategic Leadership and Decision-Making 10. Balanced Scorecard as a Strategic Management Tool 11. Global Strategic Management 12. Corporate Social Responsibility (CSR) in Strategic Management 13. Strategic Risk Management 14. Innovation and Strategic Management 15. Case Studies in Strategic Management	
Attendance	1 point is deducted for every 10% of the hours allocated for teaching the subject during the semester. A student who misses more than 25% of the lessons in the subject will not be allowed to take the exam.	0-10
Examination		0-50

Assessment of student knowledge based on the total accumulated semester points is conducted as follows:

Grading Scale:

Points	Letter-Grade Assessment	Performance Level
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

Course Schedule and Thematic Plan					
N	Date	Subject Topics	Lecture	Seminar	Textbook/Assignments

			Hour s	Hours	
1		Introduction to Strategic Management. Vision, Mission, and Objectives in Strategy Development	2	2	F.Rothaermel, “Strategic Management 6th Edition”, Textbook, 2023
2		SWOT Analysis: A Strategic Planning Tool. Porter's Five Forces Framework	2	2	F.Rothaermel, “Strategic Management 6th Edition”, Textbook, 2023
3		Corporate-Level Strategies: Diversification and Growth. Business-Level Strategies: Cost Leadership, Differentiation, and Focus	2	2	F.Rothaermel, “Strategic Management 6th Edition”, Textbook, 2023
4		Strategic Analysis of Competitors. Strategic Management in a Digital Economy	2	2	R.Kennedy, “Strategic Management”, Textbook, 2020
5		Strategic Leadership and Decision-Making. Balanced Scorecard as a Strategic Management Tool	2	2	R.Kennedy, “Strategic Management”, Textbook, 2020
6		Global Strategic Management. Corporate Social Responsibility (CSR) in Strategic Management	2	2	R.Kennedy, “Strategic Management”, Textbook, 2020
7		Strategic Risk Management. Innovation and Strategic Management	2	2	R.Kennedy, “Strategic Management”, Textbook, 2020
8		Case Studies in Strategic Management	1	1	R.Kennedy, “Strategic Management”, Textbook, 2020
		Total:	15	15	30

Müəllim:

T.E.İbrahimov