

Guest List of MAN-473 Strategic Management

Assoc. Prof. Suat Begeç

Presentation Day: 02/01/2024

Name of the Participant: Aykud Alp Berk

Participant's Title: Envoya Consulting Company Founder

Organization Name: Envoya Consulting Company

On January 2nd, 2024, Associate Professor Suat Begeç explained his final lecture for this semester. He reviewed the lecture and summarized the core of Strategic Management and answered the asked questions by his students. Following this lecture, Aykud Alp BERK delivered a presentation.

The guest speaker commenced his presentation by introducing himself and the Envoya Consulting Company. Then the speaker mentioned briefly about his journey of founding his company and his area of expertise. He explained why organizations need to have a well-planned strategic management process and where they fail to proceed this plan. Following the presentation, he welcomed our opinions and fielded questions.



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