

Guest List of MAN-473 Strategic Management

Assoc. Prof. Suat Begeç

Presentation Day: 05/12/2023

Name of the Participant: Ufuk EROL

Participant's Title: Training Manager and Co-founder

Organization Name: Başkent Yıldızları Havacılık ve Eğitim A.Ş.

On December 5th, 2023, Associate Professor Suat Begeç delved into the topic of Strategy Generation and Selection, this chapter introduces important concepts that can help strategists generate feasible alternatives, evaluate those alternatives, and choose a specific course of action. Behavioral aspects of strategy formulation are featured, including politics, culture, ethics, and social responsibility considerations. Following this lecture, Training Manager and Co-founder Ufuk EROL made a presentation.

Ufuk EROL started his presentation with introducing himself and giving brief information about his career path. Then, he mentioned about his company and how did he decide to find his company, explained his vision and mission. Following the presentation, he welcomed their opinions and fielded questions.

