

BA1101 Fundamentals of Business  
Course Schedule (TTh 10:40-12:15 G110)

<b>Instructor:</b>	Adil ORAN
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<b>Office Hours:</b>	MT 13:40-14:30, or by appointment
<b>Course Web Page:</b>	<a href="http://adiloran.com/">http://adiloran.com/</a> and ODTUclass
<b>Course Description:</b>	
<p>This course introduces the students to the areas of Business and familiarizes them with the terminology that they will need to develop into successful managers. Knowledge about the various areas and how they are linked are very important for all managers, regardless of which particular area they choose to specialize in. The students will also have a chance to develop a number of important business skills such as summarizing, analyzing and presenting material. Class participation is strongly encouraged as good public speaking abilities will be invaluable in your career and the class is a perfect place to sharpen your skills with a minimum of cost.</p> <p>Students completing this course will be able to answer questions like:</p> <ul style="list-style-type: none"> <li>• What is a business?</li> <li>• What is the importance of ethical behaviour and social responsibility?</li> <li>• How does the global economy work?</li> <li>• How do you start a business?</li> <li>• What are the functions of management?</li> <li>• What are the important points in the production of goods and services?</li> <li>• How do companies manage their employees?</li> <li>• How do companies market their products?</li> <li>• What are the financing activities in companies?</li> </ul>	
<b>Course Student Learning Objectives: (CSLOs)</b>	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p><b>Course Specific Skills:</b></p> <ol style="list-style-type: none"> <li>1. Introduce the students to the areas of Business.</li> <li>2. Help the students understand what the different business disciplines do and how they are interrelated.</li> <li>3. Familiarize the students with the terminology they will need in the business world.</li> <li>⋮</li> </ol> <p><b>Discipline Specific Skills:</b></p> <ol style="list-style-type: none"> <li>4. Understand the significant role of organizations within economies.</li> <li>5. Understand the role of managers within organizations.</li> <li>⋮</li> </ol> <p><b>Personal and Key Skills:</b></p> <ol style="list-style-type: none"> <li>6. Develop problem solving skills.</li> <li>7. Develop writing and discussion skills.⋮</li> </ol>	
<b>Learning and Teaching Methods:</b>	
<p>Main teaching method will be traditional lectures, with some use of participative learning techniques. A number of assignments will be given throughout the semester to contribute to the learning opportunities.</p>	
<b>Required Reading:</b>	
<ul style="list-style-type: none"> <li>• Bovee and Thill, Business in Action 8<sup>th</sup> global edition, Pearson, 2017. ISBN-9781292160634.</li> </ul>	
<b>Suggested Reading:</b>	
<ul style="list-style-type: none"> <li>•</li> </ul>	

<b>Assessment and Grading:</b>				
<b>Form of Assessment</b>	<b>% Contribution</b>	<b>Size of the assessment</b>	<b>CSLOs covered by the assessment</b>	<b>Feedback Method</b>
Class Participation and assignments	20	Attendance, participation and 2-3 page assignments	1-7	Written
Short Exams	30	~10 Multiple choice short exams	1-5	Written
Longer Exams	50	2 exams covering multiple chapters	1-5	Written

No "extra" work above the aforementioned will be accepted or credited.

**Incompletes:** A grade of incomplete will not be granted except for the most extreme circumstances and only after stringent verification and approval by the Department. A grade of incomplete will be granted only as a result of circumstances beyond the student's control. A grade of "I" is not given in lieu of an "FF".

<b>Course Policies:</b>
<p><b>Class Participation:</b> The students will be assigned readings from the textbook and are expected to come to class prepared and ready to take part in class discussions. Therefore, attendance is strongly recommended in this class. Past experience repeatedly demonstrated that students who regularly attend class and read the chapter assignments perform significantly better than students who have an intermittent attendance and/or who do not keep current in reading the chapters.</p> <p><b>Exams:</b> There will be around 10 Multiple choice short exams in this course. The lowest grade from the exams will be dropped in the final grade calculation. There will also be 2 longer multiple choice exams (1 midterm, 1 final) that cover multiple chapters.</p> <p><b>Assignments:</b> Assignments are given to allow the students to better learn some of the concepts covered in the course. Explanations for each assignment will be provided separately and submitted by the due dates.</p> <p><b>STUDENT DISABILITIES:</b> Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; <a href="mailto:engelsiz@metu.edu.tr">engelsiz@metu.edu.tr</a>) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.</p> <p><b>ACADEMIC DISHONESTY:</b> The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MSc degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.</p> <p><b>CHEATING:</b> All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.</p> <p><b>PLAGIARISM:</b> The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject</p>

to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

### METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Laptops, phones and wireless devices are turned off.**

**STUDENT EXCUSES:** Unless you inform me in advance, I will not excuse you from any of the grade requirements. At the same time, this does not mean that I will allow you to miss a test or an assignment with any excuse that you present to me. Please note that the excuse is acceptable for only the most extreme circumstances and only after stringent verification and approval by the Department.

KNOW YOUR RIGHTS AND RESPONSIBILITIES! <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR! <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule			
Week	Topic	Reading/ Assignment	CSLO
1	Syllabus, Introduction	Syllabus	1-5
2	Developing a Business Mindset	Chp1	1-5
3	Understanding Basic Economics	Chp2, elevator pitch assignment	1-7
4	The Global Marketplace	Chp3, photo assignment	1-7
5	Business Ethics and Corporate Social Responsibility	Chp4, SWOT assignment	1-7
6	Forms of Ownership	Chp5	1-5
7	Entrepreneurship and Small-Business Ownership	Chp6, Vision-Mission assignment	1-7
8	Management Roles, Functions, and Skills	Chp7, Midterm exam	1-5
9	Organization and Teamwork	Chp8	1-5
10	Production Systems	Chp9	1-5
11	Employee Motivation	Chp10, popular business press article assignment	1-7
12	Human Resources Management	Chp11, webpage assignment	1-7
13	The Art and Science of Marketing	Chp12	1-5
14	Product and Pricing Strategies	Chp13	1-5
Finals		Final exam	1-5