

MIDDLE EAST TECHNICAL UNIVERSITY
Department of Business Administration
BA 4125 Turkish Business Environment

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Course Objectives

This course will analyze the main parameters of the environment within which businesses take place in Turkey. The main purposes of the course are (1) to understand the historical background and the current situation of Turkish economy and related to that how economic environment/policies affect business environment and force firms to create sustainable competitive advantage, (2) to review the features and recent problems of the main industries of Turkey: manufacturing, agriculture, and services, and (3) to learn about different sectors in terms of their historical development and the importance of the sector in the Turkish business environment, number of firms, market shares, concentration ratios, characteristics of products, characteristics of consumers, entry/exit barriers, resources, capabilities of firms, Porter's six forces analysis, SWOT analysis, government policies (e.g., antitrust laws, tariffs, price regulations), and international competition.

Course Learning Outcome:

By the end of the course, the students will be able to

- Understand the general business environment by looking at economic, social, and cultural environment of Turkey through reading and discussing several reports, web sites, and books.
- Understand Turkish public and private sectors: mainly agricultural, service, and manufacturing.
- Analyze a specific sector in terms of competition, structure, and various characteristics.
- Apply the knowledge about the structures of the different Turkish Industries to the managerial problems they may face in their own sector that they will be working at.

Textbooks and Notes:

- Worthington, Britton, and Thompson, The Business Environment: A Global Perspective, Pearson. 8th ed., 2018
- There will be reports, articles, book chapters given by the instructor.

Recommended Readings:

- Mafî Eğilmez. Türkiye Ekonomisi. 2020. Remzi Kitabevi
- Fikret Şenses. İktisada (Farklı Bir) Giriş. 2017. İletişim Yayınları
- İş Bankası Yayınları- İş Dünyası:
<https://www.iskultur.com.tr/kitap/is-dunyasi#group=group1&page=0-24>

Course Grading:

- Exam (25%)
- Assignments (10%)
- Attendance (10%) *required especially for group presentations.*
- Term project report (30%)
- Presentations (25%)

Important Notes:

- *It is extremely important to attend the guest speakers' and your classmates' group project presentations.*
- *The group project is about analyzing a specific sector in Turkey. The details will be announced later in the class. The report is due on the final exam period.*
- *Each project group presents their sector in the class. The presentations dates are TBA.*
- *Under no circumstances will a student be allowed to do any additional work to improve his/her grade.*

Course Schedule (tentative):

- Introduction to Business Environment
- The Nature and Components of the Business Environment
- The Competitive Environment and Sector Analysis
- Turkish Economy: past and present
- The Structural Analysis of Sectors
- Agricultural Sector in Turkey
- Manufacturing Sector in Turkey
- Service Sector in Turkey
- **Take-home Midterm Exam (will be announced at least one week before)**
- **Term Project Group Presentations (will be determined during class time by a draw)**
- **Term project Reports (due during final exam period)**

TERM PROJECT

The report and the presentation about the analysis of a sector should include the followings:

- historical development and the importance of the sector in the Turkish business environment
- number of firms, market shares, concentration ratios, type of the industry,
- characteristics of products, characteristics of consumers, entry/exit barriers, resources, capabilities of firms
- Porter's five forces analysis, SWOT analysis, PEST analysis
- Government policies (e.g., antitrust laws, tariffs, price regulations) on that industry.
- International Competition -Export- Import
- Covid-19 Effect on the Sector
- The price/quantity/advertising/R&D/export-import etc. strategies of one of the firms you choose in that industry.

While writing the sector report do not forget:

- to state the title and your name(s)
- to have a table of contents after the title page
- to not exceed 40 pages with double space, and font 12.
- to include the sources (references) you used at the end of the report.
- to use your own ability to present the information you collected, not to copy paste directly from the source.

Course Policy:

Class Attendance and Participation:

As this course highly emphasizes discussion, active participation and attendance is a must for this course.

Missed Exams/Assignments:

In case you cannot attend the final examination, if and only if you can present an official (dean's or president's office approved) excuse or METU Medical Center certified Health Report, you will be eligible to a make-up examination. There will be a comprehensive and detailed make-up examination after the final period in the semester. Late Submission of Assignments will not be accepted.

Statement for Special Needs Students:

<http://engelsiz.metu.edu.tr/en/>

University Policies:

Academic Rules and Regulations for Undergraduate Study

<http://oidb.metu.edu.tr/en/middle-east-technical-university-academic-rules-undregulations%20undergraduate-period-study>

Academic Honesty/Integrity/Ethics:

<http://fbe.metu.edu.tr/metu-honour-code>

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."

Academic Writing Rules:

<http://www.awc.metu.edu.tr>