

BA 4125 – Turkish Business Environment  
Monday-Wednesday 12:40-13:55

<b>Instructor:</b>	Özlem Özdemir
<b>Office:</b>	FEAS Building B, H 117
<b>Phone:</b>	210 3061
<b>E-mail:</b>	<a href="mailto:yoziem@metu.edu.tr">yoziem@metu.edu.tr</a>
<b>Office Hours:</b>	15 min. before and after the class or by appointment
<b>Course Web Page:</b>	Available in ODTUClass
<b>Course Description:</b>	
<p>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.</p>	
<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> <ul style="list-style-type: none"><li>• 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.</li><li>• Understand Turkish public and private sectors: mainly agricultural, service, and manufacturing.</li></ul> <p><b>Discipline Specific Skills:</b></p> <ul style="list-style-type: none"><li>• Analyze a specific sector in terms of competition, structure, and various characteristics.</li><li>• 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.</li></ul> <p><b>Personal and Key Skills:</b></p> <ul style="list-style-type: none"><li>• Use the knowledge about the various sectors and institutions in Turkey for future career decisions</li><li>• Develop a network with different invited speakers from different sectors and institutions</li><li>• Understand the dynamics and recent issues of Turkish business environment</li></ul>	
<b>Learning and Teaching Methods:</b>	
A written exam, speeches of invited speakers, oral presentation, written executive report about a sector	
<b>Required Reading:</b>	
<ul style="list-style-type: none"><li>• Worthington, Britton, and Thompson, The Business Environment: A Global Perspective, Pearson. 8<sup>th</sup> ed., 2018</li><li>• There will be reports, articles, book chapters given by the instructor.</li></ul>	
<b>Suggested Reading:</b>	
<ul style="list-style-type: none"><li>• Mafi Eğilmez. Türkiye Ekonomisi. 2020. Remzi Kitabevi</li><li>• Fikret Şenses. İktisada (Farklı Bir) Giriş. 2017. İletişim Yayınları</li><li>• İş Bankası Yayınları- İş Dünyası: <a href="https://www.iskultur.com.tr/kitap/is-dunyasi#group=group1&amp;page=0-24">https://www.iskultur.com.tr/kitap/is-dunyasi#group=group1&amp;page=0-24</a></li></ul>	

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Exam	25	Essay about 1000 words	1-6,8-9	Written feedback
Assignments	10	Essay about max 1000 words	1-6,8-9	Written feedback
Attendance	10	During in-class discussions	1-9	Oral (in class)
Presentation	25	40 min presentation	1-9	Written and oral feedback
Project Report	30	Essay about 3000-5000 words	1-6,8-9	Written feedback

#### Course Policies:

**STUDENT DISABILITIES:** 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; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) 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.

**ACADEMIC DISHONESTY:** 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/MS 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.

**CHEATING:** 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.

**PLAGIARISM:** 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 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."

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.

Month	Topic	Reading/Assignment	CSLO
FEBRUARY	Introduction to Business Environment	Internet, Reports, Articles	<b>1-8,9</b>
FEBRUARY	The Nature and Components of the Business Environment	Internet, Reports, Articles	1-8,9
MARCH	The Competitive Environment and Sector Analysis	Internet, Reports, Articles	1-8,9
MARCH	Turkish Economy: past and present	Internet, Reports, Articles	1-8,9
MARCH	The Structural Analysis of Sectors	Internet, Reports, Articles	1-8,9
APRIL	Agricultural Sector in Turkey& Invited Speaker	Internet, Reports, Articles	1-8,9
APRIL	Manufacturing Sector in Turkey & Invited Speaker	Internet, Reports, Articles	1-8,9
APRIL	Service Sector in Turkey & Invited Speaker	Internet, Reports, Articles	1-8,9
MAY	Midterm Exam (will be announced at least one week before)		1-8,9
MAY	Term Project Group Presentations (will be determined during class time by a draw)		1-8,9

### 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.