

BA 4144– The New Economy of Industry 4.0.

Course Schedule (Days, Times)

Fri 14:40 – 16:15 & 16:40- 18:15

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Office Hours:	by appointment
Course Web Page:	Link to ODTUClass Course Page

**Course Description:**

This course is aimed at advanced student of all fields, especially for the multi-skilled/discipline future managers and entrepreneurs, who should be aware of the new economy of technology, innovation, the new industrial revolution, the businesses and the political developments, not only in their regions but world-wide. Addressing and questioning the new world order in new digital economy, neo- capitalism + liberalism, end of globalization and challenges with the post truth age.

Therefore, working and adaptation of the political economy of the Turkish businesses along with EU, USA and the rest of the world will be the areas that will be explored.

The students are expected to be at an advanced standing and have a current knowledge of international and national economy, technology, politics and the world of innovation and entrepreneurship.

**Course Student Learning Objectives: (CSLOs)**

*Upon successful completion of this course, students should be able to:*

**Course Specific Skills:**

1. hold a grasp on the theories and analysis of how Turkey could compete with the new digital economy, the new industrial revolution / Industry 4.0 and the developed world
2. recognize the challenges for the SME's and their digital /technological transformation of SME 4.0
3. be aware of the workings of technology and innovation of the new economy, the businesses, and the political developments not only in their region but worldwide especially in post-corona period
4. understand the new era of digital economic and technological nationalism and protectionism

**Discipline Specific Skills:**

5. know the historical background of economics, political and businesses in this region and worldwide as well as understand the politics of economy
6. know and question the economic integration models and interdependence of economy and the politics
7. know and question economic and political nationalism, protectionism, and global obstacles to trading
8. understand technology management, entrepreneurship, and innovation in the new economy
9. better position themselves for the new industrial and technological /digital revolution as managers and entrepreneurs to be, understanding the importance of creativity, collaboration, and communication skills with the aspects of design thinking

**Personal and Key Skills:**

10. develop skills on how to find and process the correct economic/financial data/news on the social media instruments

11. be aware of the notion of post truth, critical thinking, complex problem solving and comparative analysis
12. be aware of the facts and the realities and risk factors in decision making process

#### **Learning and Teaching Methods:**

Lecturer facilitates and leads in-class discussion of the latest news on technology, new economy, and business. Post-Corona age is also under consideration. Leading students to challenge the facts in social media instruments in a post truth age.  
Transforms that knowledge into formal lectures, with a lot of real-life examples and experience sharing. Also, leading students to challenge and question current affairs with different prospects.

#### **Required Reading:**

There is no reference text of this course. Students are asked to read/watch/follow current and relevant topics of economy, technology, and the politics with a social science dimension.  
Weekly assignments are given to follow one subject in detail of their choice and briefly explain what they get out of it. Encouraging innovation based multi-disciplined, constructive and critical thinking and analysis.

#### **Suggested Reading:**

Students thought on how to find and process data on social media instruments and find information on the internet / relevant web sites. (CSLOs -10 -11)  
Number of constantly updated list of suggested web sites are given to students in the syllabus.

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Attendance, participation to in-class discussions	20	During in-class discussions	1-12	Oral (in class)
Midterm exam	35	Open book exam, max 3000word essay	1-9	Oral + written feedback on open end questions
Final exam	45	Open book exam, max 3000word essay	1-9	Oral + written feedback on open end questions

#### 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 most 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 behaviour, 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 honour 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 honourable 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 behaviour 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 can 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:** In case you cannot attend one of the examinations, 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 take a make-up examination. There will be **one single, comprehensive and essay type make-up examination during the final period and it will be counted towards whichever exam(s) you are missing.**

**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/academiccalendar>

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.

### **Notes:**

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you have to leave early, please inform me in advance.
- Please turn in the homework assignments on time and note that no late assignments (no matter how late) will be accepted.
- You are encouraged to drop by my office during office hours for questions, concerns, or, suggestions. Outside the office hours, please make an appointment with me via e-mail. For quick questions that you may have, note that e-mailing is a very effective means of communicating with me.

The following table gives the tentative schedule for the semester. The lectures will mark the most important areas to concentrate and develop the right skills to catch the relevant information from the social media. The students are required to read /watch/follow relevant and assigned web sites and other social media instruments.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
October	07	Introduction and overall approach / perspective.		1-12
October	14	Historical background, the world of technology - innovation & the new economic zones of the world. New age of Post Corona.	Relevant web sites	1-10
October	21	Turkey's technological leap forward, challenges and opportunities	Relevant web sites	1-10
November	04	The interdependency of economy & politics in world affairs leading to new challenges	Relevant web sites	1-10
November	11	The New economic of Industry 4.0 versus SME 4.0. Post -Corona applications.	Assigned web sites	1-10
November	18	Overall assessment followed by open book / essay mid-term	-----	1-12
November	25	Obstacles in global trading / protectionism, tariff and non-tariff barriers	Relevant web sites	1-10
December	02	The world of technology investments and finance.	Relevant web sites	1-10
December	09	Challenges and opportunities for Turkish SME's. Technology management.	Assigned web sites	1-10
December	16	Economic and political sovereignty. Ever changing circumstances / Post Corona	Relevant web sites	1-10
December	23	New era of economic and technological nationalism.	Relevant web sites	1-10
December	30	Dynamics of Technology management and innovation in the new economy / design thinking.	Relevant web sites	1-10
January	06	The outlook for Turkey and rest of the world in the new digital economy & Overall assessments	Assigned web sites	1-12