

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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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 4.0 and beyond, 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.

Post-Pandemic Era and ever-changing circumstances of data, network, and technological sovereignty / nationalism will be emphasized. Humanity version 2.0 will also be questioned.

Therefore, workings, adaptation, and end results of the new digital economy for the Turkish businesses along with EU, USA and the rest of the world will be the areas that will be explored.

Technological transformation and readiness of Turkish and European SME's will receive special attention. 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 relevant/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 and in the class. Students are encouraged to find / explore and use new social media instruments and test their authenticity (live drills are done in the class as cross check with other students).

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	Four minutes + four slides presentation of a specific Cover page/ title assigned to each student by the lecturer.	1-9	Presentation followed by class discussion and questions moderated by the lecturer.
Final exam	45	Final exam, max 3000word essay	1-9	Oral + written feedback on open end questions

Course Policies:

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	04	Introduction and overall approach / perspective of The New Economy of Industry 4.0 and beyond.		1-12
October	11	Historical background, the world of technology - innovation & the new economic zones of the world. New age of crisis of all sorts and challenges.	Relevant web sites	1-10
October	18	Turkey's technological leap forward, challenges and opportunities. Post truth age.	Relevant web sites	1-10
October	25	The interdependency of economy & politics in world affairs leading to new challenges.	Relevant web sites	1-10
November	01	The New economic of Industry 4.0 versus SME 4.0. Post -Corona applications.	Assigned web sites	1-10
November	08	Overall assessment followed by starting presentations by each student as mid-term assignment.	-----	1-12

November	15	Obstacles in global trading / protectionism, tariff, and non-tariff barriers. Mid-term assignments & discussions.	Relevant web sites	1-10
November	22	The world of technology investments and finance. Mid-term assignments & discussions.	Relevant web sites	1-10
November	29	Challenges and opportunities for Turkish SME's. Technology management.	Assigned web sites	1-10
December	06	Economic, political and data sovereignty. Ever changing circumstances.	Relevant web sites	1-10
December	13	New era of economic and technological nationalism. Digitalism & Privacy. Dataism & Humanity 2.0.	Relevant web sites	1-10
December	20	Dynamics of Technology management and innovation in the new economy / design thinking.	Relevant web sites	1-10
December	27	The outlook / forecast for Turkey and rest of the world in the new digital economy. Opportunities and challenges for the future managers & entrepreneurs.	Assigned web sites	1-12
January	03	Overall assessments	Overall Assignments	1-12