

**BAS 112 – SOCIOLOGY FOR BUSINESS**

Course Schedule: Wednesday, 8:40-12:15, G-207

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| <b>Instructor:</b>  | Dr. Çağatay Topal  |
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| <b>Office Hours:</b>  | By appointment   |
| <b>Course Web Page:</b>   | Link to ODTUClass Course Page                                |
| <b>Course Description:</b>  |  |
| This course aims to give a sense of society in which we live, social relations within which we interact and social facts through which we communicate. Society works in different ways and produces different effects. These ways and effects, in harmony and/or in conflict, are always in relation. This complex relationality offers a particular picture of society. This course tries to provide selected sociological tools to understand the social context out of which this picture emerges. The course helps locate business as a social fact and a social context with its relations to/within other facts and contexts. |  |
| <b>Course Student Learning Objectives: (CSLOs)</b>  |  |
| <i>Upon successful completion of this course, students should be able to:</i>   |  |
| <b>Course Specific Skills:</b>  |  |
| 1. understand that it is relations not entities that construct society.   |  |
| 2. grow a sociological approach towards the key social dimensions (e.g. power, change, production).   |  |
| 3. see connections between and among seemingly disconnected facts.  |  |
| <b>Discipline Specific Skills:</b>  |  |
| 4. develop a sense of how society works (and does not work).  |  |
| 5. comprehend that a social fact is always negotiable.  |  |
| 6. adopt a contextual look at the social.   |  |
| <b>Personal and Key Skills:</b>   |  |
| 7. imagine different ways of picturing society and social relations.  |  |
| 8. develop a reflexive understanding of their selves and their environment.   |  |
| 9. sense the complexity of the so-called everyday life.   |  |
| <b>Learning and Teaching Methods:</b>   |  |
| Attendance and participation is required. 50% or more non-attendance without document automatically means failure with N/A. Students are expected to do the readings before the class hours. Classes proceed in lecture and discussion formats simultaneously. There will be three exams, two midterm and one final, with multiple-choice questions.  |  |
| <b>Required Reading:</b>  |  |
| Allan, K. (2005) <i>Explorations in Classical Sociological Theory</i> , Thousand Oaks: Pine Forge Press.<br>Chapter 1: Imagining Society, <b>1-24</b> .<br>Chapter 3: Engines of Changes – Karl Marx, <b>64-97</b> .<br>Chapter 4: Cultural Consensus – Emile Durkheim, <b>102-138</b> .<br>Chapter 5: Authority and Rationality – Max Weber, <b>144-181</b> .  |  |
| Allan, K. (2011) <i>Contemporary Social and Sociological Theory: Visualizing Social Worlds</i> , Thousand Oaks: Pine Forge Press.<br>Chapter 10: The Network Society: Manuel Castells, <b>211-225</b> .   |  |
| Sorensen, Mads S. and Allan Christiansen (2013) Ulrich Beck: An Introduction to the Theory of Second Modernity and the Risk Society, London and New York: Routledge.<br>Chapter 2: Risk Society – The Return of Uncertainty, <b>8-25</b> .  |  |

Georges, T. M. (2003) *Digital Soul: Intelligent Machines and Human Values*, Boulder: Westview Press.  
 Chapter 1: Artificial Intelligence – That’s the Fake Kind, Right? **1-8**.  
 Chapter 2: What Makes Computers So Smart? **9-18**.  
 Chapter 3: What Do You Mean, Smarter than Us? **19-28**.  
 Chapter 4: Machines Who Think, **29-45**.  
 Chapter 6: What is Intelligence? **57-73**.

Sewell, G. (2012) “Organization, Employees and Surveillance”, in K. Ball, K. D. Haggerty and D. Lyon (eds.), *Routledge Handbook of Surveillance Studies*, London and New York: Routledge, **303-312**.

Smith, G. J. D. (2014) “Surveillance work(ers)”, in K. Ball, K. D. Haggerty and D. Lyon (eds.), *Routledge Handbook of Surveillance Studies*, London and New York: Routledge, **107-115**.

Lyon, D. (2006) “9/11, Synopticon, and Scopophilia: Watching and Being Watched”, in K. D. Haggerty and R. V. Ericson (eds.), *The New Politics of Surveillance and Visibility*, Toronto: University of Toronto Press, **35-54**.

Bruno, F. (2014) “Surveillance and Participation on Web 2.0”, in K. Ball, K. D. Haggerty and D. Lyon (eds.), *Routledge Handbook of Surveillance Studies*, London and New York: Routledge, 343-351.  
 Themes: cyberspace, participation, surveillance, visibility, identification, profiling

Shove, E. (2003) *Comfort, Cleanliness and Convenience: The Social Organization of Normality*, New York: BERG.  
 Chapter 10: Convenience, Co-ordination and Convention, **169-185**.

#### **Suggested Reading:**

During class discussions, additional relevant sources will be mentioned.

#### **Assessment and Grading:**

| Form of Assessment           | % Contribution | Size of the assessment       | CSLOs covered by the assessment | Feedback Method |
|------------------------------|----------------|------------------------------|---------------------------------|-----------------|
| Attendance and Participation | 10             | Class hours                  | 1,2,3,7,8,9.                    | Written / Oral  |
| Midterm Exam 1               | 40             | 20 multiple-choice questions | 1,2,3,4,5,6,7,8,9.              | Written / Oral  |
| Midterm Exam 2               | 30             | 15 multiple-choice questions | 1,2,3,4,5,6,7,8,9.              | Written / Oral  |
| Final Exam                   | 30             | 15 multiple-choice questions | 1,2,3,4,5,6,7,8,9.              | Written / Oral  |

#### **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: 2107196; [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. **The use of any electronic device is forbidden during examinations; these devices will be placed on the desk where the instructor can see.** Persons observed cheating during examinations will receive a failing grade in the course. Homework and/or in-class 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.

| Tentative Course Schedule |           |   |                                  |      |
|---------------------------|-----------|---|----------------------------------|------|
| Month                     | Day       | Topic   | Reading/ Assignment              | CSLO |
| February                  | 18        | Meeting with the Class: Basics of Sociology & Imagining Society | Allan (2005), Ch1                | 1-9  |
| February                  | 25        | Engines of Change: Karl Marx                                    | Allan (2005), Ch3                | 1-9  |
| March                     | 4         | Cultural Consensus: Emile Durkheim                              | Allan (2005), Ch4                | 1-9  |
| March                     | 11        | Authority and Rationality: Max Weber                            | Allan (2005), Ch5                | 1-9  |
| <b>March</b>              | <b>18</b> | <b>Religious Holiday (NO CLASS)</b>                             |                                  | 1-9  |
| <b>March</b>              | <b>25</b> | <b>Review and Midterm Exam 1 (In-class)</b>                     |                                  | 1-9  |
| April                     | 1         | The Network Society: Manuel Castells                            | Allan (2011), Ch10               | 1-9  |
| April                     | 8         | Risk Society – The Return of Uncertainty                        | Sorensen and Christiansen (2013) | 1-9  |
| April                     | 15        | Artificial Intelligence   | Georges (2003)                   | 1-9  |
| <b>April</b>              | <b>22</b> | <b>Review and Midterm Exam 2 (In-class)</b>                     |                                  | 1-9  |
| April                     | 29        | Workplace   | Sewell (2012), Smith (2014)      |      |
| <b>May</b>                | <b>6</b>  | <b>Hasan Ünal Nalbantoğlu Symposium XIII (NO CLASS)</b>         |                                  | 1-9  |
| May                       | 13        | Media   | Lyon (2006), Bruno (2014)        | 1-9  |
| May                       | 20        | Normality   | Shove (2003)                     | 1-9  |
| <b>May</b>                | <b>27</b> | <b>Religious Holiday (NO CLASS)</b>                             |                                  | 1-9  |
| <b>June</b>               | <b>3</b>  | <b>Review and Final Exam (In-class)</b>                         |                                  | 1-9  |

**Exam Coverage:**

Midterm Exam 1: February 18, February 25, March 4, March 11.

Midterm Exam 2: April 1, April 8, April 15.

Final Exam : April 29, May 13, May 20.

**PLEASE BE INFORMED ABOUT THE ACADEMIC RULES AND REGULATIONS CONCERNING UNDERGRADUATE STUDIES, EXAMINATIONS AND ASSESSMENTS.**

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