

**MIDDLE EAST TECHNICAL UNIVERSITY**

BA1101-BAS111 Fundamentals of Business

Fall 2025

Assoc. Prof. Dr. Adil ORAN

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**Class Hours:** F 08:45-12:00 (G110)

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**Office Hours:** F after class

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**Text:** Bovee and Thill, Business in Action 8<sup>th</sup> global edition, Pearson, 2017.  
ISBN-9781292160634

**Course Description and Objectives:**

This course introduces the students to the areas of Business and familiarizes them with the terminology that they will need to develop into successful managers. Knowledge about the various areas and how they are linked are very important for all managers, regardless of which particular area they choose to specialize in. The students will also have a chance to develop a number of important business skills such as summarizing, analyzing and presenting material. Class participation is strongly encouraged as good public speaking abilities will be invaluable in your career and the class is a perfect place to sharpen your skills with a minimum of cost.

Students completing this course will be able to answer questions like:

- What is a business?
- What is the importance of ethical behaviour and social responsibility?
- How does the global economy work?
- How do you start a business?
- What are the functions of management?
- What are the important points in the production of goods and services?
- How do companies manage their employees?
- How do companies market their products?
- What are the financing activities in companies?

**Class Preparation and Conduct:**

In addition to traditional lectures, participative learning techniques will be utilized. **Students will be required to come to class with name cards (no smaller than 25cm) and place them on their desks so that I can read their names. They will be required to come to class having read the relevant material and take part in in-class assignments and discussions.** Proper preparation for the class will significantly increase your understanding of the lecture and related subject. Questions are expected and encouraged.

**Grading:**

Mid-Term 1	25 points
Mid-Term 2	25 points
Final (Comprehensive)	30 points
Class Participation and Assignments	20 points
<b>TOTAL</b>	<b>100 points</b>

**Class Web Page:**

The web page will contain all of the class material, links to useful sites, link to the book's webpage, assignments, class notes (ppt), and grades.

**Tentative Topics to be covered**

Developing a Business Mindset  
Understanding Basic Economics  
The Global Marketplace  
Business Ethics and Corporate Social Responsibility  
Forms of Ownership  
Entrepreneurship and Small-Business Ownership  
Management Roles, Functions, and Skills  
Organization and Teamwork  
Production Systems  
Employee Motivation  
Human Resources Management  
The Art and Science of Marketing  
Product and Pricing Strategies  
Distribution and Marketing Logistics  
Financial Information and Accounting Concepts  
Financial Management