

**BA 4144– The New Economy of Industry 4.0.**

**Course Schedule (Days, Times)**

**Fri 14:40 – 16:15 & 16:40- 18:15**

|                            |                                                                                                                             |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>Instructor:</b>         | Kazım Yalçınoglu                                                                                                            |
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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 is aimed at advanced student of all fields, especially for the multi-skilled/disciplined future managers and entrepreneurs, who should be aware of the new economy of technological advances, innovation, the new industrial revolution 4.0 notion, in respect to economic development and changed circumstances for the businesses, not only in their regions but world-wide. Addressing and questioning the building of the new world order in politics of economy, digitalization, neo- capitalism + liberalism, end of globalization and challenges with the post truth age.

Post-Pandemic Era & the post truth age and ever-changing circumstances of the shifting value of data, network dynamics, and technological sovereignty / nationalism will be emphasized. With the building of Artificial Intelligence era, challenges to business, economies and humans (as humanity version 2.0) will also be questioned.

Therefore, workings, adaptation, and end results of the new digital economy & building the new world order for the Turkish businesses along with EU, USA and the rest of the world will be the areas that will be explored. Technological transformation, deindustrialization and readiness of Turkish and European SMEs 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 notion 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 era & the post truth age.
4. understand the new era of digital economic and technological nationalism and protectionism in respect to building of the new world order.

**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 of risk factors in decision making process, develop skills for the critical analysis and understanding of political economy & the new world order.

**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 with the new world order.

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. Leading them to develop new skills in critical analysis, problem solving out of the box and creative thinking.

**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 them to look from a different dimension and try to develop analysis between the lines and open for brief class discussions.

**Suggested Reading:**

Students thought on how to find and process the relevant & true data on social media instruments and find information on the internet / relevant web sites. (CSLOs -10 -11)

In addition to our pool of web sites like, The Economist, Business insider, McKinsey Insight, Harvard Business review, MIT Technology Review & Tepav / Tusiad report, number of updated lists of suggested web sites are given to students 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                   | 02  | Introduction and overall approach / perspective of The New Economy of Industry 4.0 notion and beyond.                                             |                     | 1-12 |
| October                   | 09  | 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                   | 16  | Turkey's technological leap forward, challenges and opportunities. Post truth age. Geo Economic & Geo Politics.                                   | Relevant web sites  | 1-10 |
| October                   | 23  | The interdependency of economy & politics in world affairs leading to new challenges. Politics of economy.                                        | Relevant web sites  | 1-10 |
| October                   | 30  | The New economic of Industry 4.0 versus SME 4.0. Post -Corona applications. The new world order in progress.                                      | Assigned web sites  | 1-10 |

|          |    |                                                                                                                                                                                |                    |      |
|----------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------|
| November | 06 | Overall assessment followed by starting presentations by each student as mid-term assignment.                                                                                  | -----              | 1-12 |
| November | 13 | Obstacles in global trading / protectionism, tariff, and non-tariff barriers. Deindustrialization. Mid-term assignments & discussions.                                         | Relevant web sites | 1-10 |
| November | 20 | The world of technology investments and finance. Mid-term assignments & discussions.                                                                                           | Relevant web sites | 1-10 |
| November | 27 | Challenges and opportunities for Turkish and European SMEs. Building new trade zones. Technology management.                                                                   | Assigned web sites | 1-10 |
| December | 04 | Economic, political and data sovereignty. Ever changing circumstances. What to do ?                                                                                            | Relevant web sites | 1-10 |
| December | 11 | New era of economic and technological nationalism. Digitalism & Privacy. Dataism & Humanity 2.0.                                                                               | Relevant web sites | 1-10 |
| December | 18 | Dynamics of Technology management and innovation in the new economy / design thinking.                                                                                         | Relevant web sites | 1-10 |
| December | 25 | The outlook / forecast for Turkey and rest of the world in the new digital economy. Opportunities and challenges for the future managers & entrepreneurs. Overall assessments. | Assigned web sites | 1-12 |
|          |    |                                                                                                                                                                                |                    |      |