

BA 1101 Fundamentals of Business

Fall 2014
Dept. of BA, METU
Assoc. Prof. Dr. Adil ORAN

General Information

- BA 1101 Fundamentals of Business
- Class Schedule: **M & W 10:15-11:30**
- Assoc. Prof. Dr. Adil ORAN
 - Communication:
 - Office hrs: (H114) M 14:45-16:00, Tu 10:15-11:30
 - Phone: (312)210-2041
 - e-mail: adiloran@metu.edu.tr
 - twitter.com/adiloran
 - GIMER-Entrepreneurship Research Center
 - www.gimer.metu.edu.tr
 - twitter.com/odtugimer

Class Web Page

- my page <http://adiloran.com/>
- Choose the appropriate links for
 - Syllabus
 - Assignments
 - Presentations
 - Book companion website

Textbook

- **Bovee, Thill and Mescon, Excellence in Business 3rd edition, Prentice Hall, 2007.**
- **Companion website can be reached from the class website.**
- **http://wps.prenhall.com/bp_bovee_eib_3**

Course Objectives

- **Begin Making you a MANAGER!**
- Help students understand what a successful manager does.
- Introduce students to basic Business concepts.
- Familiarize students with the terminology of Business
- Discuss various current developments in the world of Business.

Course Description

- Introductory Business Administration course to help you develop a **fundamental** understanding of Business.
- Do not try to claim you are ready to tackle the Business World after taking this course!
- Hopefully, you will have developed a broader outlook to help you in your further studies!

In-Class Work

- Discussions (related to Assignments/ Material being covered)
- Participative Learning!
- In-Class activities (usually in groups).
- Possible Occasional Quizzes

Topics (tentative)

- Fundamentals of Business and Economics
- Ethics and Social Responsibility
- Competing in the Global Economy
- Information Technology and E-Commerce
- Mid-term exam 1 (Nov. 6th, 17:45)
- Forms of Business Ownership
- Entrepreneurs and Small Business Owners
- Functions of Management.
- Organization and Teamwork
- Mid-term exam 2 (Dec. 9th, 17:45)
- Producing Quality Goods and Services
- Employee Motivation, Workforce Trends, and Labor Relations
- Managing Human Resources.
- The Art and Science of Marketing
- Comprehensive Final

Grading

Midterm 1	25%
Midterm 2	25%
Final (comprehensive)	30%
<u>Participation & Assignments</u>	<u>20%</u>
Total	100%

*comprehensive make-up exam given after Final

Class Preparation

- Read relevant material BEFORE coming to Class
- Come to class ready to take part in discussions
- Ask questions **whenever** you need to!

PUNCTUALITY

- PLEASE!
- Do NOT enter the classroom after class has begun (10:15)!
- This will be a great habit in your work.

Seating Chart & Name Cards

- You will be seated according to a seating chart that we will finalize by next week.
- Name cards are required (min. 25 cm wide)

E-Mail list

- The course will have an email list that is used intensively
 - updates to web content
 - changes in times
 - announcements
 - also good for asking questions
- **You are required to become a member!**
- **ba1101@yahoogroups.com**
- subscribe from class web page
- Make sure I can identify you easily (If your address is not name.lastname@aaa)

e-mail communication

- The subject of your emails must always begin with the course code (BA1101)!!!
- Use proper form in your communication (Turkish is acceptable if you are writing to me directly, but use proper spelling, grammar, salutation. Practice your business correspondence skills.)
- Make sure to always keep a copy of any correspondence!!! (not just in this class)

Elevator Pitch

- An Elevator Pitch is a short (45-60 second) summary about something (project, person, product, company,...) aimed at providing an overview of and raising interest in the subject.
- In our case, you are introducing yourself to a classmate that you would like to work with.
- You must make your pitch in English!
- You will record and upload your pitch to the web. You will send the link of your pitch to metu.busadm@gmail.com by October 1st, at 17:00.
- Subject: BA1101-Elevator Pitch

Photograph assignment

- You will send a recent photograph of yourself to me by October 17th, at 17:00.
- Further details will be announced on the class webpage.

SWOT Analysis

- Knowing yourself well is an important factor in being successful.
- Conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis of yourself.
- You will send the SWOT to me by November 6th, at 17:00.
- Further details will be announced on the class webpage.

Vision-Mission Statements

- Collect vision/mission statements for 2 companies of your choice.
- Due date November 18th, at 17:00
- Details will be available on class website

Business Press Article

- Prepare a 2-3 page article on a business related subject suitable for the popular press.
- The article may be in Turkish or English.
- The article may be a review and summary of other articles.
- Due date November 27th, at 17:00
- Further details will be announced on the class webpage.

USING TECHNOLOGY

- All students are required to demonstrate their ability to find a relevant topic and construct a decent **website!**
- Send url address to me by December 4th, at 17:00. Subject: BA1101-website
- Further details will be announced on the class webpage.

Consumer Complaint HW

- Read the Consumer Protection Law
 - Links can be found on the class webpage
- Prepare a complaint HW
 - Details will be announced later, but you will basically have to complain (knowledgeably) about something, document it and prepare a brief report explaining what happened.
- Due date December 18th at 17:00
- Further details will be announced on the class webpage.

Other details

- This is a Business Administration course!
- Medium of instruction is English
- Other subjects may be used (etymology)

Again, Welcome

I hope you enjoy the course
ATJ