

## **BA 201(Section 1) – Fundamentals of Business**

### **2016-2017 Fall Semester**

Credit	: (3+0+0) 3 TEDU Credit, 6.0 ECTS Credits
Instructor	: Burze Yaşar
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Web Page	: Moodle website
Class hours	: Monday 10-10:50 & Wednesday 13-14:50 (or as announced in class & Moodle)
Classroom	: A 231 (Monday) B 341 (Wednesday)
Office Hours	: Tuesday 13:00-15:00 (An email to let me know if you are coming at a particular time is highly recommended)
Teaching Assistant	: Tuğba Purtul
TA Office Hours	: To be announced

*This syllabus is preliminary in the sense that slight changes of timing or course content may still occur. Advance notice within a reasonable period will be provided of any changes made.*

### **Course description and Learning Objectives**

The main topics of this course are business environment, main functions of marketing, accounting, finance, production, and operation divisions, business and society interaction and global business environment. The main objective of this course is to familiarize students with the fundamentals concepts and theories related to the business organization and its environment.

Upon successful completion of the course, students will be able to:

1. Explain basic business concepts and recognize challenges businesses face.
2. Explain why ethics are important at an organization. Distinguish social responsibility from ethics and show how firms apply social responsibility.
3. Understand the global context of business and discuss factors affecting globalization.
4. Describe the nature of management, organizational structure, operations, employee behavior, marketing processes, information technology, accounting and finance.
5. Discover and apply the dynamics of teamwork and communication. Relate leadership to decision making.

### **Course Materials:**

**Main textbook:** Ebert, Ronald J. and Griffin, Ricky W. “Business Essentials” (Pearson Global Edition: 11<sup>th</sup> Edition) – **MyLab account** (Assignments and quizzes will be from MyLab)

**Optional:** Bovee, Courtland L., Thill, John V., Mescon, Michael H. “Excellence in Business”, (Pearson International Edition: 3rd edition). Prentice Hall

Bovee, Courtland L., Thill, John V. "Business in Action" (6/E). Prentice Hall.3

In addition to the text book, some required readings will include articles and case studies.

Please note that you are responsible from all materials that are uploaded to Moodle and MyLab. You have to regularly check Moodle (and your TEDU e-mail) and MyLab for course announcements.

### **Course Requirements:**

It is necessary that you attend the class and come to class prepared by reading the assigned book chapters. The reason is that in class we will go far beyond what can be summarized on lecture slides and we will do many group work including discussions and problem solving. Class participation is an essential part of the course grade. Course load is as follows:

Lectures 42 hrs, Readings 40 hrs, Report/Exams/Quizzes 28 hrs, Total workload is 110 hours.

### **Exams and Grading:**

Quizzes	: 20%
Participation	: 15%
Assignments	: 15%
Final Exam	: 50%

If you have a question about any of your grades please come and talk to me immediately. If you disagree with the grade even after you have discussed it with me, you must submit your question in writing within one week after I return your work. If you appeal, I will re-grade your entire assignment; your grade may increase, decrease, or remain the same.

### **Quizzes:**

The purpose of the quizzes is to motivate studying regularly rather than just before the exam. Students who read the assigned course materials before class and pay attention in class can expect to pass the quizzes. Quizzes may be with advance notice or may be unannounced.

### **Class participation:**

We will have discussions and group activities in class and students are expected to actively participate in these discussions. The quality not the quantity of participation will count for participation scores. High quality means making points that move the discussion toward a deeper understanding. Students who do not come to class, are not prepared for each class, are engaged in activities that are unrelated to the course will receive lower participation scores.

### **In-Class Cases:**

Each class there will be a scenario related to the assigned course material. At the beginning of the class students will be randomly grouped and each group is expected to write an analysis report on the assigned case answering questions like 'What do we know? What do we think

we know? What do we need to know? What do we need to do now?. Grading will be based on the level of analysis and right usage of business vocabulary.

### **Academic Integrity:**

Academic integrity and professionalism are fundamentals values of TED University. Please see [http://www.tedu.edu.tr/tr-TR/Content/Ogrenciler/Akademik\\_Durustluk\\_Ilkeleri.aspx](http://www.tedu.edu.tr/tr-TR/Content/Ogrenciler/Akademik_Durustluk_Ilkeleri.aspx) for TED University's Academic Honor Rules.

### **Class Norms and Expectations:**

I expect you to pay attention to the following norms and expectations:

- Please remember that no instructor can teach you material, but only assist your learning efforts. You cannot learn the material of this class passively. You have to do the readings, come to class prepared and have to actively participate in class.
- Don't assume that the slides, posted on Moodle, are a sufficient summary of the book chapters. You have to take notes in class from group discussions.
- If you are late to class, enter silently without distracting others. Do not turn this into a habit.
- Please turn cell phones off during the class. Please let me know before class if you are expecting a very important phone call and you can have your phone in silent mode that day. Laptops are closed and put away during class.
- Conversations among yourselves are extremely distracting to the instructor. Please save your conversation after the class.
- Students are expected to respect views and opinions of their colleagues. Disagreement and debate is welcome but intolerance for the views of others is unacceptable.
- Please use name cards during classes.

### **Feedback:**

I appreciate your feedback on topics, contents, activities and assignments. This is also part of class participation. By sharing your concerns and comments you will contribute to the development of the course.

**Tentative outline:**

Week	Week of	Topic	Reading
1	Sep 26	Understanding Business Ethics and Social Responsibility	Chapter 2
2	Oct 3	Entrepreneurship, New Ventures, and Business Ownership	Chapter 3
3	Oct 10	Understanding the Global Context of Business Managing the Business	Chapter 4 & 5
4	Oct 17	Managing the Business Organizing the Business	Chapters 5 & 6
5	Oct 24	Operations Management and Quality	Chapter 7
6	Oct 31	Employee Behavior and Motivation	Chapters 8
7	Nov 7	Leadership and Decision Making	Chapters 9
8	Nov 14	Marketing Processes and Consumer Behavior	Chapter 11
9	Nov 21	Developing and Pricing Products	Chapter 12
10	Nov 28	Distributing and Promoting Products	Chapter 13
11	Dec 5	Information Technology (IT) for Business	Chapter 14
12	Dec 12	The Role of Accountants and Accounting Information	Chapter 15
13	Dec 19	Basic Accounting Concepts	Chapter 16
14	Dec 26	Financial Management and Banking	Chapter 17
		<b>Final Exam – To be announced</b>	Comprehensive