

# BA 1101 Fundamentals of Business

Fall 2016  
Dept. of BA, METU  
Assoc. Prof. Dr. Adil ORAN

## General Information

- BA 1101 Fundamentals of Business
- Class Schedule: **M & W 08:45-10:00**
- Assoc. Prof. Dr. Adil ORAN
  - Communication:
    - Office hrs: (H114) M & Tu 10:15-11:30
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    - [twitter.com/adiloran](https://twitter.com/adiloran)
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## 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.**
- **Or another version of the book...**
- **Companion website can be reached from the class website.**
- **[http://wps.prenhall.com/bp\\_bovee\\_eib\\_3](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. xth, 17:45)
- Forms of Business Ownership
- Entrepreneurs and Small Business Owners
- Functions of Management.
- Organization and Teamwork
- Mid-term exam 2 (Dec. xth, 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 &amp; Assignments</u>	<u>20%</u>
<b>Total</b>	<b>100%</b>

\*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 (08:45)!
- 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 ODTUclass

## Photograph assignment

- You will send a recent photograph of yourself to ODTUclass.
- Further details 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.

## Vision-Mission Statements

- Collect vision/mission statements for 2 companies of your choice.
- Further details on the class webpage.

## 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.

## 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
- 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
  - You will basically complain (knowledgeably) about something, document it and prepare a brief report explaining what happened.

## 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