

MIDDLE EAST TECHNICAL UNIVERSITY

BA1101 Fundamentals of Business

Fall 2017

Assoc. Prof. Dr. Adil ORAN

Phone: 210-2041

Class Hours: MW 13:15-14:30 (G110)

Office: H114

Office Hours: M & T 14:45-16:00

WWW: <http://adiloran.com/>

Email: adiloran@metu.edu.tr

Email List: ba1101@yahoogroups.com

Text: Bovee, Thill and Mescon, Excellence in Business 3rd edition, Prentice Hall, 2007. (you may also use more recent editions of Business in Action by Bovee and Thill)

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
TOTAL	100 points

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Email list:

You are required to join the email list for this course (ba1101@yahoogroups.com) in order to receive information about assignments, and the latest information concerning the course such as new resources, changes in dates, etc.

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

Fundamentals of Business and Economics

Ethics and Social Responsibility

Competing in the Global Economy

Information Technology and E-Commerce

Forms of Business Ownership

Entrepreneurs and Small Business Owners

Functions of Management.

Organization and Teamwork

Producing Quality Goods and Services

Employee Motivation, Workforce Trends, and Labor Relations

Managing Human Resources.

The Art and Science of Marketing

Basic Accounting Concepts

Financial Management and Banking