

BA 1101 Fundamentals of Business

Fall 2008
Dept. of BA, METU
Asst. Prof. Dr. Adil ORAN

General Information

- BA 1101 Fundamentals of Business
- Class Schedule: **M & Th 08:45-10:00**
- Asst. Prof. Dr. Adil ORAN
 - Communication:
 - Office hrs: (H114) M 10:15-11:30
 - Phone: (312)210-2041
 - e-mail: adiloran@metu.edu.tr

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
 - Forms of Business Ownership
- Mid-term exam 1
- Entrepreneurs and Small Business Owners
 - Functions of Management.
 - Organization and Teamwork
 - Producing Quality Goods and Services
- Mid-term exam 2
- Employee Motivation, Workforce Trends, and Labor Relations
 - Managing Human Resources.
 - The Art and Science of Marketing
 - Basic Accounting Concepts
 - Financial Management and Banking
- Comprehensive Final

Grading

| | |
|--|-------------|
| Midterm 1 | 27.5% |
| Midterm 2 | 27.5% |
| Final(comprehensive) | 35% |
| <u>Participation & In-Class Work</u> | <u>10%</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 (08:45).
- This will be a great habit in your work.

Seating Chart

- You will be seated according to a seating chart that we will finalize by next week.

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)

Other details

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

- **USING TECHNOLOGY**
 - All students are required to demonstrate their ability to find a relevant topic and construct a good website! (due Nov. 14 at 17:00)

Again, Welcome

I hope you enjoy the course

ATJ