

**BAHÇEŞEHİR UNIVERSITY**  
**FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES**  
**DEPARTMENT OF INTERNATIONAL TRADE & BUSINESS**

FALL SEMESTER (2015/2016)

**BA 1011 INTRODUCTION TO BUSINESS ADMINISTRATION**

**Instructor:** Dr. Altay Atlı (altay.atli@boun.edu.tr)  
**Lecture hours:** Tuesday 15:30 – 18:30  
**Office hours:** Tuesday 10:00 – 12:00 (or by appointment)

**Course description:** The objective of this course is to develop an understanding of the roles, responsibilities, and skills required of individuals (managers and non-managers) in today's changing organizations by analyzing the characteristics of successful managers and organizations. This process will also develop an awareness of the environmental conditions and pressures facing today's managers and organizations. Specifically, students will become acquainted with the language of business management and the application of key concepts and theories to the "real world." Some of the topics covered in this course include as follows: Management, the evolution of modern management thought, the environment of management, managing decision making and planning, managing organizational architecture, managing individuals and groups. Topics such as structure, communication, MIS/technologies, operations management, and innovation/entrepreneurship will be incorporated as appropriate throughout the semester.

**Assessment:** Assessment is based on a mid-term exam (40% of total mark), class participation/quizzes (10%) and a final exam (50%). The exams will cover lectures and readings, and they will consist of different question types, including essays, definitions, fill-in-the-blank, true/false, multiple choice and short answers. Make-up exams are given only if approved by the department and instructor prior to the exam. Make-up exams may not be in the same format as the regular examination.

**Academic honesty:** Students are expected to *strictly* adhere to the following rules and regulations regarding academic honesty:

- Copying work from others or giving and receiving answers/information during exams either in written or oral form constitutes cheating.
- Submitting take-home exams, assignments and papers of others as your own, using sentences or paragraphs from another author without the proper acknowledgement of the original author, insufficient acknowledgement of the consulted works in the bibliography, all constitute plagiarism.
- Plagiarism and cheating are serious offenses and will result in:
  - an automatic "0" for the assignment or the exam.
  - an oral explanation before the Ethics Committee.
  - losing the opportunity to request and receive any references from the entire faculty.

**Required text:**

*Contemporary Management* (2014, 8th edition) by Gareth R. Jones and Jennifer M. George, Irwin McGraw-Hill.

**Recommended readings:**

Students are strongly encouraged to keep abreast of developments in the field by following journals like *Financial Times*, *Fortune*, *Bloomberg Business Week*, *The Economist*, *Harvard Business Review*, *Business Strategy Review* and those of local business magazines *Infomag*, *Ekonomist*, *Capital* and *Platin*, as well as *Dünya* newspaper and the business section of daily local newspapers.

**Course synopsis:****Week 1 (September 15): Introduction**

- What is management?
- Why do we study management?
- Business in 21<sup>st</sup> century.

*No class on September 22.*

**Week 2 (September 29): Managers and managing**

- What do the managers do?
- Levels and skills of managers.
- Management practices.
- Challenges for management.

**Week 3 (October 6): Evolution of management thought**

- Scientific management theory.
- Administrative management theory.
- Behavioral management theory.
- Organizational environment theory.

**Week 4 (October 13): The manager as a person**

- Personality traits.
- Values, attitudes, moods and emotions.
- Emotional intelligence.
- Organizational culture.

**Week 5 (October 20): Ethics and social responsibility**

- Nature of ethics.
- Stakeholders and ethics.
- Social responsibility.

**Week 6 (October 27): Operational environment**

- The task environment.
- The general environment.

**Week 7 (November 3): Managing in the global environment**

- The changing global environment.
- The role of national culture.

**Week 8 (November 10): MID-TERM EXAM**

**Week 9 (November 17): Decision making and entrepreneurship**

- Steps in decision making.
- Cognitive biases.
- Groupthink.
- Entrepreneurship and creativity.

**Week 10 (November 24): Planning and strategy**

- Planning process.
- Determining the mission and goals.
- Formulating strategy.

**Week 11 (December 1): Managing organizational structure**

- Designing organizational structure.
- Job design.
- Coordinating functions.
- Organizational culture.

**Week 12 (December 8): Leadership**

- Nature of leadership.
- Models of leadership.
- Transformational leadership.
- Gender issues.

**Week 13 (December 15): Human resource management**

- Strategic human resources management.
- Legal aspects.
- Recruitment.
- Training.

**Week 14 (December 22): Wrap-up session**

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