

Ankara University
Department of Business Administration
Fall 2017-2018
ISL 233 – Contemporary Management I
Tentative Course Outline

Instructor: Dr. A. Özgür ATEŞ
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Class hrs: 8.30-11.20, Tuesday – Z-07

Class Assessment:

MT: 40%

Final: The final exam is out of 60. However each week after we discuss the case, you are asked to answer the given questions IN CLASS and the total of your classwork studies will reflect 40 points on your Final Exam grade. (Final exam: 60 points + ClassWorks: 40points =100 points).

Midterm Exam Date: November 14, 2017 – Tuesday (13:30)

Final Exam Date: January 9, 2018 – Tuesday (13:30)

Week	Date	
Week 1	Sept.19	Introduction
Week 2	Sept.26	Case 1: A Case in Contrast – Steve Jobs/Apple Case 2: Amazon Case
Week 3	Oct. 3	Case 3: Changing ways of Making cars
Week 4	Oct.10	Case 4: Fordism in Practice
Week 5	Oct.17	Case 5: The Hewlwt-Packard Way
Week 6	Oct. 24	Case 6: How Levi Strauss Built an Int.Competitive Adv.
Week 7	Oct. 31	Case 7: Brewing Industry
Week 8	Nov. 7	Case 8: A Shake up at Eastman Kodak
Week 9-10	Nov. 14-26	Midterm Weeks Midterm Date: November 14, 2017 – Tuesday (13:30)
Week 11	Dec.5	Case 9: Mc Donald’s Corporation in Emerging Markets
Week 12	Dec.12	Case 10: Managers Tackle Eastern Europe
Week 13	Dec.19	Case 11: Fed Ex
Week 14	Dec. 26	Case 12: Why Expand Globally? Toys’R’Us – The Limited
FINALS	Jan. 2-14	Final Exam Date: January 9, 2018 – Tuesday (13:30)

****Have a GREAT Semester! ☺****