**Ankara University**

**Food Engineering Department**

**2019-2020, Spring**

**FDE-210**

**Business Management**

**Tentative Outline**

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**REQUIREMENT** – Please **SIGN UP** to the Class Yahoo Groups by March 3, 2020.

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| Group name: | Business2020 |  | |
| Group home page:  <https://groups.yahoo.com/group/business2020>  Group email address:  [business2020@yahoogroups.com](mailto:business2020@yahoogroups.com) | | |
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| Week | Date |  |
| Week 1 | Feb. 11 | **Introduction** |
| Week 2 | Feb. 18 | **No CLASS!! Make-Up Class will be held later.** |
| Week 3 | Feb 25 | **No CLASS!! Make-Up Class will be held later.** |
| Week 4 | March 3 | **Management, Managers and Managing**  Case 1 : A Case in Contrast-Steve Jobs/Apple   * Amazon Case (supplementary) |
| Week 5 | March 10 | **The Environment of Managing**  Documentary: **FORDISM**  **ASIA RISING**  Case 2: Changing Ways of Making Cars |
| Week 6 | March 17 | **The Organizational Environment**  Case 3: Fordism in Practice  Case 4: The Hewlett-packard Way |
| Week 7 | March 24 | **The Global Environment**  Case 5: How Levi Strauss Built an Int. Competitive Advantage  Case 6: Brewing Industry |
| Week 8 | March 31 | **Managing Decision Making and Planning**  Case 7: A Shake up at Eastman Kodak  Case 8: Mc Donald’s Corporation in Emerging Market |
| Week 9 | Apr. 7 | **\*\*\*\*\*MIDTERM\*\*\*\*\*** |
| Week 10 | April 14 | **The Manager as a Decision Maker**  Case 9: Levi’s  Case 10: Managers Tackle Eastern Europe |
| Week 11 | April 21 | **The Manager as a Planner and Strategist**  Case 11: Fed-Ex |
| Week 12 | April 28 | Case 12: Why Expand Globally? Toys’R’Us – The Limited |
| Week 13 | May 5 | **Managing Individuals and Groups**  Case 13: Dell Case 1 |
| Week 14 | May 12 | **Globalization**  Case 14: Starbucks  Case 15: Starbucks Ankara |

**Course Evaluation:**

**Midterm Exam : %30 (There will be only one midterm)**

**Final Exam : %80**

**Course Requirements:**

The students are assigned cases from the selected textbooks and are expected to come to class prepared and ready to take part in class discussions.

Attendance is not mandatory in this class. Past experience repeatedly demonstrated that students who regularly attend class and read the case assignments perform significantly better than students who have an intermittent attendance and/or who do not keep current in reading the cases.

**Civility in the Classroom:**

Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

Notes:

• Usage of cellular phones is strictly prohibited during class.

• Please arrive on time and do not enter the classroom after I already have entered. If you have to leave early, please inform me in advance. If, due to uncontrollable circumstances, you end up being late for class, please wait outside until the first in-class break during which I will open the classroom door and let you in.

\*\*\*\* HAVE A GREAT SEMESTER ☺\*\*\*\*