

**MIDDLE EAST TECHNICAL UNIVERSITY**

BAS111 Fundamentals of Business

Fall 2011

Asst. Prof. Dr. Adil ORAN

Phone: 210-2041

**Class Hours:** M,W 08:45-10:00 (G207)

Office: H114

**Office Hours:** T,Th 10:15-11:30

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**Text:** Bovee, Thill and Mescon, Excellence in Business 3rd edition, Prentice Hall, 2007.

**Course Description and Objectives:**

In order to be successful, students of Business Administration need to have a wide range of knowledge spanning many different areas. This course tries to introduce the students to a number of those areas and familiarize them with the “lingo” (terminology) used. 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?

**Assignments:**

A number of Homework and in-class assignments will be given throughout the semester.

**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) placed on their desks so that I can read their names and be seated according to a seating chart to be finalized in the second week of classes. 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:**

## BAS111 Fundamentals of Business

Mid-Term 1	25 points
Mid-Term 2	25 points
Final (Comprehensive)	35 points
Class Participation and Assignments	15 points
<b>TOTAL</b>	<b>100 points</b>

### **Email list:**

You are required to join the email list for this course (bas111@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 books web page, 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