

**MIDDLE EAST TECHNICAL UNIVERSITY**  
**Department of Business Administration**

BA 4136 Current Issues in Business

Fall, 2004

Asst. Prof. Dr. Adil ORAN

Phone: 210-2041

**Class Hours:** M 14:45-16:00 G164

Office: H114

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**Textbook: There will be no official textbook!** However, students will have to make use of a large number of Newspapers and Magazines from the Business Press. Students are encouraged to use both Turkish and Foreign material. Some examples of possible sources are: The Economist, Business Week, Time, Wall Street Journal, Financial Times, Ekonomist, Power, Capital, Platin.

**Course Objectives:**

This is a course that will allow students to bring together the information they have accumulated and apply it to understanding Business Issues. The students will find appropriate business articles, summarize and analyze them and write a 2-3 page paper on the subject. Then some students will be asked to discuss their subjects with the class after which the rest of the class will share their own views on the subject. In addition to providing a chance to strengthen their analytical abilities, this will also allow them to utilize their presentation and discussion skills.

**Course Description:**

This course requires that students examine current business issues from the Business Press in light of theories and models that they have learned throughout their university education. As a result, by using what they learned so far, students will be able to identify the major parties involved in the issues, their driving forces and possible directions that this may take. This analysis will help students practice and sharpen important analytical skills that they will need to be successful in the business world.

**Course Outline:**

<b>Weeks</b>	<b>Topics</b>
1 (27/09)	Introduction of the course and a review of how the course will be carried out. Discussion of possible sources of subjects and examples of subjects that may be appropriate.
2 (04/10)	Presentation and discussion of a current business issue by the instructor, followed by an open discussion of the subject by the class. This week will be an example of the type of analysis and discussion that will be done throughout the semester
3-12 (11/10 to 20/12)	Analysis and Discussion of Current Business Issues chosen by the Students. Each week two students will be asked to discuss their subjects. Group A will present on days 11/10, 25/10, 8/11, 29/11, 13/12 Group B will present on days 18/10, 1/11, 22/11, 06/12, 20/12
14 (27/12)	Extra presentations to allow students to complete any missing work and joint discussion of subjects chosen by the class and/or Instructor.

**Course Conduct:**

- Each student will find 5 Articles from the business press and will have each article approved by the instructor at least 1 week before presentation. They will prepare a 2-3 page paper. The paper should
  - i. Summarize the topic
  - ii. Provide brief background about the people and companies involved
  - iii. Identify important factors and Business ideas/areas/models/theories that may be involved
  - iv. Hypothesize about outcomes or possible future developments.
- At the beginning of the semester, each student will choose whether to prepare subjects for weeks 3,5,7,9,11 or 4,6,8,10,12. There will be 5 students in both groups.
- Each Student must get approval for the article they are preparing at least 1 week before the due date.
- Each class, 2 topics out of a possible 5 will be selected (1 at random, 1 by the group).
- As an alternative, the students may choose to do an extensive analysis of an individual or a company from the business world in place of **one (and only one)** of their articles.
- The subject will be presented by the student (10-15 minutes) and then discussed by the class (10-15 minutes)
- All papers (5) submitted that week will be placed on a website prepared for the class to be shared with the public.

**Class Participation:**

Participation is essential to this course, you are expected to participate in class discussions every session.

**Grading:**

Attendance	20%
Papers	60%
Presentation and Discussion	20%

**Class Web Page:**

The web page will contain all of the class material (including the material you submit!), links to useful sites, etc.

**Other:**

- Class is a 1 credit course that may be taken as an overload course.
- Students must be graduating Seniors.
- **Course capacity is limited to 10 students. Consent of the Instructor will be required to enroll.**