

BA in Management Program Spring 2021

MGMT 201 Introduction to Management

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Office Hours: By appointment. All appointment requests should be made via email. In your appointment request, include (i) purpose of the meeting, and (ii) at least three alternative meeting times. I will respond to you by email. Do not hesitate to email me when you have questions about the course.

Teaching

Assistants: TBA
Office Hours: TBA

Type	Time	Days	Where
Class	09:40 - 11:30	Tuesday	Asynchronous
	14:40 – 15:30	Wednesday	Zoom
Recitation	17:40 – 18:30	Wednesday	Zoom

Course Objective:

- To introduce the students to functional areas of management.
- To introduce the students to the management program at Sabancı University.
- To improve the computer skills of the students.
- To improve presentation and teamwork skills of students.

Knowledge Content:

- Basic data analysis
- Fundamentals of marketing
- Technological forecasting
- Operations and decision making

Skills Content:

- MS Excel for analysis, decision modeling, graphical presentation
- Effective presentation skills
- Teamwork
- Business plan preparation

Learning Outcomes:

Upon successful completion of the course, a student should be able to:

- (1) Perform basic data analysis and processing using Microsoft Excel.
- (2) Perform SWOT analysis and plan the marketing mix.
- (3) Use various forecasting tools and interpret the results.
- (4) Perform breakeven analysis and interpret the results.
- (5) Prepare and present a business a plan.

Course Material:

There is no textbook for this course. The main material for the course is going to be slides, videos and Excel sheets, which will all be posted on SUCourse.

Course Web:

We will post the videos, session recordings, slides, reading material, related websites or videos, deadlines, assignments, cancellations, postponements, links for the classes, in short, everything on SUCourse throughout the term. **Please check it frequently to see if new material has been placed.** We would like to emphasize the importance of checking SUCourse frequently, as there will be no offline classroom meetings for the course.

Note that Sabanci University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

Instructional Design:

The course will be delivered online, and follow a mix of synchronous and asynchronous formats. In particular, we will post the course material related to each topic (which will include PowerPoint presentations, Excel sheets & videos, alongside a short assignment) each Monday on SUCourse alongside an announcement on SUCourse to guide you through the material. You are expected to study the material posted online and submit the short assignment until the class meeting on Wednesday. The class meeting will be on Zoom (the link will be provided via an announcement on SUCourse). During the class meeting, we will discuss your questions regarding the material and work on examples. Note that the material delivered with the videos will not be covered again in the online class meeting. Rather, the online class meeting is designed to allow you to ask questions. We will also have a graded in-class exercise during this online meeting. Please note that

your in-class exercise will be graded only if you are present during the entire online meeting. Although you can view and study the material any time until the class meeting on Wednesday, we encourage you to do so during the allocated class hours (Tuesday 10:40-12:30) as this could give you more structure. We will also have occasional recitations, which will also be synchronous, and the Zoom link will be posted on SUCourse. The idea is to make both the class meetings and the recitations as interactive as possible. You will download and upload files from SUCourse during the class meetings and recitations and work on in-class exercises and submit your work at the end of the class.

Grading:

Deliverable	Due date	Grade percentage
Midterm I	April 6	15%
Midterm II	May 18	15%
In-class activities & assignments	Throughout the term	25%
Business plan:		
Proposal & proposal presentation	March 23 & 24	10%
Weekly reports	Throughout the term	5%
Bi-weekly meetings	Throughout the term	5%
Progress report	April 20	10%
Presentation	May 25	5%
Report	June 8	10%
<i>TOTAL</i>		100%

Requirements:

The assessment of this course consists of: 2 midterm exams, 1 business plan (to be delivered in several installments), and several in class activities and assignments. All are detailed below.

Midterm I: Midterm I will be on topics we have covered up until that date. This exam will be closed book and closed notes, and will be done on-line. The questions will include short-essays, analysis and modeling done in Excel. The answers will be collected as MS Excel workbooks.

Date: April 6.

Midterm II: Midterm II will be on topics we have covered after Midterm I up until that date. This exam will be closed book and closed notes and will be done on-line. The

questions will include short-essays, analysis and modeling done in Excel. The answers will be collected as MS Excel workbooks.

*Date: **May 18.***

Business plan: The business plan is an important part of the process, both in terms of the time the students should devote to it and in terms of grading. The goal is to engage students in a process where they think about different elements of designing and managing a business, how different elements of a business interact, how teams operate and how business ideas should be presented. The business idea you propose for the business plan should fall under the theme “Business Environment during or post Covid-19.”

The business plan consists of: (1) a proposal & its presentation (proposal report: maximum 1 page, detailing the idea you want to explore in your business plan; presentation (synchronous): maximum 5 minutes - due date: **March 23 & 24**), (2) a progress report (maximum 7 pages, without the Appendix, detailing the marketing plan of your business idea – due date: **April 20**), (3) a presentation (maximum 10 minutes, on your whole business plan, before submitting the report (asynchronous) – due date: **May 25**), (4) a final report (maximum 15 pages without the Appendix – due date: **June 8**), (5) weekly progress reports (the template for the weekly reports will be posted on SUCourse – the reports will be submitted every week starting from week 3 till the end of the term), and (6) bi-weekly meetings with the TAs (the appointment schedules for the bi-weekly meetings & the expectations will be posted on SUCourse – the bi-weekly meetings will take place every two weeks starting from week 4 till the end of the term). You can find the details about the requirements of each written installment of the business plan on SUCourse. The business plan will be done in groups of 5. You should form your groups by **March 9**, and fill and submit the Group Submission Form on SUCourse. If you have not formed a group by this date, you will be assigned to a group by the instructor. All members of the group need to take part in the presentations. Note that the weekly progress reports need to be submitted by every member of the group, whereas the proposal, progress report, and final report are team assignments.

In-class activities and assignments: During the term, we will have several in-class activities and assignments to be done individually. In particular, after viewing the material for a particular week’s topic, you will be asked to complete a short assignment, and submit it via SUCourse. During the class meetings and recitations, we will work on in-class exercises, which will be submitted via SUCourse at the end of the session. With the in-class exercises, you will be able to work in groups and receive help from each other and from the instructors and TAs. Finally, you will be given an assignment on that week’s topic, after the class meeting. The main purpose of in class activities and assignments is to provide feedback to both the students and the professor and facilitate

learning by doing. For the assignments, students will be expected to carry out the required work individually unless otherwise specified. To clarify this point, the students can talk to each other about how they tackle the assignments, but they should work on it individually. More specifically, since all of these assignments are going to be delivered as a MS Excel file, students should not give their own files to others even if the intention is to give a hint or answer a specific question. It is very tempting for the receiving student submit that file as his/her own and that would clearly be cheating; in that case both students would be held responsible not just the receiving one. If you want to help a fellow student, discuss your approach to the problem but do not give your file.

Make up policy:

If you cannot take a midterm due to a documented health problem, or a similar issue, you should contact the instructor **before** the exam. If you miss one of the midterms, your grade from the other midterm will count towards both midterms.

There will be **no make-up** for missed in-class activities and assignments.

All written assignments should be submitted on SUCourse at the indicated hour on the scheduled due date. Late submissions will not be accepted.

Academic Honesty:

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

Classroom Policies and Conduct:

Sabancı BA in Management program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

- Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned material for each session before class starts.

- Listen to the person who has the floor.
- Join the class on time.
- Use your laptop only for class activities such as taking notes or referring to a spread sheet.

You are expected to participate in class discussions, answer and ask questions. These questions are intended to help you better understand the concepts and learn the mechanics of specific solutions approaches. Please note the importance of coming to classes prepared. Please refrain from activities that will distract other fellow students and the instructor.

Zoom Conduct:

- Please join the class meetings and recitations on time, and stay for the entire session. Since the Zoom meeting will be closed to new participants after the session starts, if you have an excuse to miss an entire or a portion of a session, you should inform the instructor in advance.
- Please turn your camera on at the beginning of the class hour (if, for any reason, it is not possible to do so, please inform the instructor before or during the session).
- Please keep your microphone muted while others are speaking throughout the class.
- During the class meetings, you will see two pop-up windows on the right side of your screen.
- Please use the “Raise Hand” icon in the pop-up window on the right side of the screen when you want to take the floor or ask a question.
- You can also use the Chat feature of Zoom to ask your questions and make comments.

Course Schedule:

Week 1	Dates: February 23 & 24 Topic: Introduction to MGMT 201
Week 2	Dates: March 2 & 3 Topic: Data analysis: Graphics
Week 3	Dates: March 9 & 10 Topic: Data analysis: Summary measures
Week 4	Dates: March 16 & 17 Topic: Data analysis: Organizing data
Week 5	Dates: March 23 & 24 Topic: Business plan proposal presentations
Week 6	Dates: March 30 & 31

	Topic: Marketing: Basics
Week 7	Dates: April 6 & 7 Topic: MIDTERM I
Week 8	Dates: April 13 & 14 Topic: Guest speaker
Week 9	Dates: April 20 & 21 Topic: Marketing: Sales forecasting
Week 10	Dates: April 27 & 28 Topic: Operations and decision making
Week 11	Dates: May 4 & 5 Topic: Operations and decision making
Week 12	Dates: May 11 & 12 Topic: No class
Week 13	Dates: May 18 & 19 Topic: MIDTERM II
Week 14	Dates: May 25 & 26 Topic: Business plan presentations