

BA in Management
MGMT 499 – Independent Study
Spring 2021

Course coordinator: Melek Akin Ateş

MGMT 499 is a three-credit independent study course where students conduct real-life research, gain experience, and find an opportunity to work one-on-one with a professor. Below is the list of topics offered this semester.

If you are interested in any of the topics, please first contact the professor of the topic via e-mail to meet and obtain more information. Professor and the student will agree on the content, learning objectives and outputs of the course. The professor can evaluate the student's total course load and content for the semester and extant CGPA before final acceptance. **Students will be allowed to register to the course after the professor grants an approval (please forward the approval e-mail of the professor to melek.ates@sabanciuniv.edu).**

Only senior students with a GPA of 2.50 or above are eligible to take MGMT 499. However, rare exceptions can be made with professors' consent.

TOPIC(S):

1) Title: Games for Measurement of Personal Entrepreneurial Traits

Professor: Kerem Kılıç (kerem.kilic@sabanciuniv.edu)

Required Skills: Good command of Python, basic understanding of survey methods

Project Description: We are designing an online experiment for see how entrepreneurial traits such as risk attitude, persistence, and individual thinking change based on training. To do this, we first need to create an online survey that includes various games that measure each of these concepts. The student will work with the professor to help design, code, implement and test these online games. Together, we will read cutting-edge academic research, and try to design online games that can capture the psychological concepts that are found to be essential to entrepreneurs.

2) Title: Understanding Native Advertising: A Growing New Form of Online Advertising

Professor: KİVİLCİM Döğerlioğlu Demir (kivilcim.demir@sabanciuniv.edu)

Required Skills: Good writing skills (English), MS Word, interest in the marketing field

Project Description:

In the project, we explore ‘native advertising’ in which advertisers create or sponsor content intended to blend in with the editorial content. This practice has become increasingly common. We specifically investigate how to make native advertising more effective in terms of the offer type, language use and brand presence. The students are expected to conduct literature review and collect data.