

**BA in Management Program  
Fall 2021****MGMT 201 Introduction to Management**

**Instructor:** Ayşe Kocabıyıkoglu  
**Office:** FMAN 1049  
**Phone:** (216) 483-7069  
**Fax:** (216) 483-9699  
**E-mail:** [kocabiyikoglua@sabanciuniv.edu](mailto:kocabiyikoglua@sabanciuniv.edu)  
**Web:** SuCourse

**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	10:40 - 12:30	Monday	G060
	14:40 – 15:30	Wednesday	G060
Recitation	17:40 – 18:30	Wednesday	Online

**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 slides, reading material, deadlines, assignments, cancellations, postponements, in short, everything on SUCourse throughout the term. **Please check it frequently to see if new material has been placed.**

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 objective of the course is to make the lectures as interactive as possible. The students can download and upload files from the course website (on SUCourse) during classes. Students will be able to work on in-class exercises and submit their work at the end of the class and follow instructor-done examples on their own computers.

**Grading:**

<b>Deliverable</b>	<b>Due date</b>	<b>Grade percentage</b>
<b>Midterm I</b>	November 8	15%
<b>Midterm II</b>	December 13	15%
<b>In-class activities &amp; assignments</b>	Throughout the term	10%
<b>Quizzes</b>	Throughout the term	20%
<b>Business plan:</b>		
<b>Proposal &amp; proposal presentation</b>	October 25 & 27	5%
<b>Progress reports</b>	Throughout the term	5%
<b>Project meetings</b>	Throughout the term	5%
<b>Marketing plan</b>	November 22	10%
<b>Final presentation</b>	December 20 & 22	5%
<b>Final report</b>	January 10	10%
<b><i>TOTAL</i></b>		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, assignments and quizzes. 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. The questions will include short-essays, analysis and modeling done in Excel. The answers will be collected as MS Excel workbooks.

*Date: November 8*

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

*Date: December 13*

**In-class activities:** Throughout the term, we will have several in-class activities during the class meetings, which will be submitted via SUCourse at the end of the session.

**Assignments:** Throughout the term, we will post an assignment on SU Course every week on that week's topic. The main purpose of these assignments is to give you more hands on experience about the topics covered in class. You need to submit three of these assignments

via SU Course throughout the term. 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.

**Quizzes:** Every week during the recitation hour, we will post a quiz on the previous week's topic. The main purpose of the quizzes is to give you a sense of the kind of questions you may expect in the midterms, and to provide you with hands on experience. The quizzes will be time restricted and will be done individually. Any communication between the students during quizzes will be treated as cheating.

**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 "Sustainable Businesses Towards a Sustainable Future."

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: maximum 5 minutes - due date: **October 25 & 27**), (2) the marketing plan (maximum 7 pages, without the Appendix, detailing the marketing plan of your business idea – due date: **November 22**), (3) a presentation (maximum 10 minutes, on your whole business plan, before submitting the report– due date: **December 20 & 22**), (4) a final report (maximum 15 pages without the Appendix – due date: **January 10**), (5) three progress reports throughout the term (the template for the progress reports will be posted on SUCourse), and (6) several meetings with the TAs (the appointment schedules for the meetings & the expectations will be posted on SUCourse). 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 **October 10**, 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 progress reports are individual, whereas the proposal, marketing report, and final report are team assignments.

**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, assignments and quizzes.

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.

## Course Schedule:

<b>Week 1</b>	<b>Dates:</b> <b>September 27 &amp; 29</b> Topic: Introduction to MGMT 201
<b>Week 2</b>	<b>Dates:</b> <b>October 4 &amp; 6</b> Topic: Data analysis: Graphics
<b>Week 3</b>	<b>Dates:</b> <b>October 11 &amp; 13</b> Topic: Data analysis: Summary measures
<b>Week 4</b>	<b>Dates:</b> <b>October 18 &amp; 20</b> Topic: Data analysis: Organizing data
<b>Week 5</b>	<b>Dates:</b> <b>October 25 &amp; 27</b> Topic: Business plan proposal presentations
<b>Week 6</b>	<b>Dates:</b> <b>November 1 &amp; 3</b> Topic: Marketing: Basics
<b>Week 7</b>	<b>Dates:</b> <b>November 8 &amp; 10</b> Topic: <b>MIDTERM I</b>
<b>Week 8</b>	<b>Dates:</b> <b>November 15 &amp; 17</b> Topic: Marketing: Sales forecasting
<b>Week 9</b>	<b>Dates:</b> <b>November 22 &amp; 24</b> Topic: Guest speaker
<b>Week 10</b>	<b>Dates:</b> <b>November 29 &amp; December 1</b> Topic: Operations and decision making
<b>Week 11</b>	<b>Dates:</b> <b>December 6 &amp; 8</b> Topic: Operations and decision making
<b>Week 12</b>	<b>Dates:</b> <b>December 13 &amp; 15</b> Topic: <b>MIDTERM II</b>
<b>Week 13</b>	<b>Dates:</b> <b>December 20 &amp; 22</b> Topic: Business plan presentations
<b>Week 14</b>	<b>Dates:</b> <b>December 27 &amp; 29</b> Topic: Review and wrap up