BA in Management Program

Fall 2022

MGMT 201-B- Introduction to Management

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**Web:** SUCourse+

**Office Hours:** By appointment.

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| --- | --- | --- | --- |
| **Type** | **Time** | **Days** | **Where** |
| Class | 10:40-12:30 | Monday | FMAN L018 |
|  | 14:40 – 15:30 | Wednesday | FMAN L018 |
| Recitation | 17:40 – 18:30 | Wednesday | FMAN G060 |

**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.

# 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.

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

# Knowledge Content:

* + MS Excel for exploratory analysis, decision modeling, graphical presentation
  + Simple database functionality of MS Excel
  + Sunk, fixed and variable costs
  + Fundamentals of marketing
  + Discounting cash flows
  + Technological forecasting

# Skills Content:

* + Effective presentation skills
  + Teamwork
  + Business plan preparation

# Course Material:

Textbook:

Winston, W. (2022) Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365), 7th edition, Pearson Education Inc. (Kindle version)

The other main materials for the course is going to be slides and Excel sheets, which will all be posted on SUCourse+.

Software:

We will use MS Excel in this course.

# Course Web:

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

Note that Sabancı 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 follow instructor-done examples on their own computers.

# Grading:

|  |  |  |
| --- | --- | --- |
| **Deliverable** | **Date** | **Grade percentage** |
| **Midterm Exams (x2)** | ***Midterm 1:*** November 21  ***Midterm2:***  January 2 | 25% |
| **Quizzes (x3)** | ***Quiz 1:*** November 16  ***Quiz 2:***  December 14  ***Quiz 3:***  December 28 | 15% |
| **Business plan:** |  |  |
| Proposal & proposal  Presentation Performance (individual and team) | November 14 | 10% |
|  |  |  |
| Marketing plan report delivery | December 7 | 10% |
| Final Report presentation (individual &team)  Final report delivery  **Final Exam** | December 26  January 11  During the final exam period.  **Total** | 10%  30%  **100%** |

**Requirements:**

The assessment of this course consists of 2 midterm exams, 1 business plan (to be delivered in several installments), 3 quizzes and 1 final exam. All are detailed below.

**Pop quizzes through Top Hat :** Throughout the term, we will have several pop quiz questions that will be delivered through Top Hat during the lecture hours.

***It is mandatory*** to answer to 70% of the pop quiz questions and inclass exercises that will be asked during the lecture hours and to give right answers to 40% of them. Any student who will fail to accomplish this requirements will get an N/A grade for the course

Attendance records will start with the second lecture.

**Midterm I:** Midterm I will be on topics we have covered up until that date. This exam will be closed book. You can only use Sucourse+ lecture notes. You will deliver an answer sheet where you will interpret your findings and an excel file will be delivered through Sucourse+ Your grade will be the average of the interpretation given on the answer sheet and excel answers delivered through Sucourse+

*Date:* **November 21**

**Midterm II:** Midterm II will be on topics we have covered up until that date. This exam will be closed book. You can only use Sucourse+ lecture notes. You will deliver an answer sheet where you will interpret your findings and an excel file that you will deliver through Sucourse+ Your grade will be the average of the interpretation given on the answer sheet and the excel answers delivered through Sucourse+

*Date:* **December 26**

**Quizzes:** You will have three quizzes**.** 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 take 1-hour 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 10 minutes - due date: **November 14**, (2) the marketing plan (maximum 7 pages, without the Appendix, detailing the marketing plan of your business idea – due date: **December 7**), (3) a presentation (maximum 10 minutes), on your whole business plan, before submitting the report– due date: **December 26**, (4)Final Business Plan report delivery-due date: **January 2**, and (5) several meetings with the instructor and 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 19** 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. Otherwise, they will get zero from presentation Note that the progress reports are individual, whereas the proposal, marketing report, and final report are team assignments.

# Make up policy:

A makeup exam for either midterm or quizzes will be done the last week (the students who wants to makeup for a midterm exam will have to answer 4 questions whereas those who wants to makeup for a quiz will have to answer only the first 2 questions).

There will be **no make-up** for **missed poll questions,**

# 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 not to connect the laptop to the network and should not be doing any non-class activities during class time. Laptop usage may be forbidden if it is abused or if it distracts the professor or other students.

**Course Schedule:**

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| --- | --- | --- |
| **Week 1** | **Dates:** | **October 3 & 5** |
|  | Topic: | Introduction to MGMT 201,  Data analysis: Graphical Methods I-Histograms |
| **Week 2** | **Dates:** | **October 10 &12** |
|  | Topic: | Data analysis : Graphical Methods I-Histograms, Graphical Methods II-Basic charts |
| **Week 3** | **Dates:** | **October 17 & 19** |
|  | Topic: | Data analysis : Other Graphical Methods II-Basic charts |
| **Week 4** | **Dates:** | **October 24& 26** |
|  | Topic: | Exploratory Data Analysis : Summary Measures – I- Measures of Central Tendency and Spread/Variation |
| **Week 5** | **Dates:** | **October 31 & November 2** |
|  | Topic: | Marketing Basics, Exploratory Data Analysis: Summary Measures-II- Measures of Association |
| **Week 6** | **Dates:** | **November 7&9** |
|  | Topic: | Marketing: Sales Forecasting |
| **Week 7** | **Dates:** | **November 14**  **Business plan proposal presentations** |
|  |  | **November 16**  **Quiz 1** |
| **Week 8** | **Dates:** | **November 21**  **Midterm I**  **November 23** |
|  | Topic: | Marketing: Sales forecasting(continues) |
| **Week 9** | **Dates:** | **November 28 & 30** |
|  | Topic: | Business Plans, business research, Time -value of Money |
| **Week 10** | **Dates:** | **December 5 & 7** |
|  | Topic: | Time-value of Monday (cont.), Costing  **December 7:**  Data Base 1: Sorting, Filtering  **Delivery of marketing plan report** |
| **Week 11** | **Dates:** | **December 12** |
|  | Topic: | Data Base I: Sorting , Filtering  **December 14**  **Quiz 2** |
| **Week 12** | **Dates:** | **December 19 &21** |
|  | Topic: | Data Base II- Excel’s Database-Like Functionalities: Look up Functions |
| **Week 13** | **Dates:** | **December 26** |
|  | Topic: | **Final Business Plan Presentations**  **December 28**  **Quiz 3** |
| **Week 14** | **Dates:** | **January 2** |
|  | Topic: | **Midterm 2**  **January 11**  Data Base II(cont.)- Excel’s Database-Like Functionalities: Pivot Tables  **Delivery of the final business plan report**  **Make up: (the date will be announced)** |