

BA in Management Program
Fall 2022
MGMT - 405 - Turkish Managerial Context

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Office: FMAN
Classroom/Time FASS G018 / Wednesday, 9:40 – 12:30
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Type	Time	Days	Where
Class	9:40 am – 12:30 am	W	FASS G018

Course Objective:

To examine the success factors in the Turkish managerial and business context grounded in specially selected “live cases” at different levels of organizations, industries and institutions together articulated with the leaders in those live cases.

Learning Objectives:

- To understand the uniqueness of the Turkish managerial and business context.
- To decipher and to identify the factors for success and failure among Turkish Businesses, industries and institutions in order to try to formulate what is built to last.
- To get insight into real life dynamics and capabilities that determine success within carefully selected managerial issues.
- To learn how to prepare critical questions of inquiry, to engage with real-life executives of all levels and to write reflection reports that are based on the data collected through interactive inquiry.

Subject Description:

This is a course that aims to delineate factors of success in the Turkish Managerial context. The approach is pragmatic and based on learning from real managers who bring their own account and their own interpretations of reasons for success. The students will try to uncover the surrounding issues, strategies, practices, capabilities and producers of the determinants of success. The learning will be distilled from different issues and themes that make up the Turkish context through the use of “live cases”.

Course Web:

Continuous monitoring and communication will be employed by e-mail and through SUCourse. 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 course will expose the students to all the benefits of a case study approach yet in a real time and in an interactive manner. The background analysis that will be done before each manager comes to class. A specific issue and the critical examination of all the relevant dimensions of that issue will be undertaken by a team together with the whole class and the real leader of the case. A series of reflection papers will be written individually and within a team will enable the students to understand the broader as well as unique determinants of success. The technique the students will learn as they write the reflection papers after the interactive class sessions and the comprehensive analysis of the ‘live case’ will help the students in managing their career in Turkey or in Turkish companies. The students will hence understand the Turkish managerial and business context and the success factors within it.

Grading:

○ Attendance and Class participation	15%
○ Reflection papers	25%
○ Mid-term Examination	30%
○ Term Paper (Final Exam)	<u>30%</u>
TOTAL:	100%

Requirements:

Evaluation will be based on reflection papers, midterm, and a final. Reflection papers will be written as a team paper each time after hosting a “Live Case” in class. Attendance and class participation is essential for effective learning. Therefore, it will also be evaluated. If you miss 3 classes, you will automatically fail the class.

Reflection Papers: You are expected to write reflection papers (2-3 pages) after most of the classes. This is an individual work. You should summarize the class discussion and reflect on the critical/important points mentioned.

Midterm: Midterm will be on the topics we have covered up until that date. This exam will be open book and open notes. The question will include short-essays and modelling.

Final Exam: It will be a Take Home Term Paper. You are expected to work in groups. The exam/term paper will be comprehensive and will include short essays and modelling and their explanations.

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. There will be no make-up for reflection papers. 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 readings for each session before class starts.
- Listen to the person who has the floor.
- Come to class on time.

Course Schedule:

Week 1 **Date:** **March 1, 2023**

Topic: **Introduction to Turkish Managerial Context**

Week 2 **Date:** **March 8, 2023**

Topic: **Success in Information Technologies**

Guest Speaker: **Sedat Kılıç, Google former CEO**

Week 3 **Date:** **March 15, 2023**

Topic: **Success in Electrical Industry**

Guest Speaker: **Bora Tuncer, Schneider CEO**

Week 4 **Date:** **March 22, 2023**

Topic: **Success in Agriculture Industry**

Guest Speaker: **Hakan Göral, Tekfen Tarım CEO**

Week 5 **Date:** **March 29, 2023**

Topic: **Success in Textile Industry**

Guest Speaker: **Fulya Kaşıkçı, Derimod CFO**

Week 6 **Date:** **April 5, 2023**

Topic: **Review Session**

Week 7 **Date:** **April 12, 2023**

Topic: **Success in Quick Commerce**

Guest Speaker: **TBA**

Week 8 **Date: April 19, 2023**
Topic: **Midterm**

Week 9 **Date: April 26, 2023**
Topic: **Success in e-Commerce**

Week 10 **Date: May 3, 2023**
Topic: **Success in Manufacturing**

Week 11 **Date: May 10, 2023**
Topic: **Success in FMCG**

Week 12 **Date: May 17, 2023**
Topic: **Success in Retail**

Week 13 **Date: May 24th 2023**
Topic: **Success in Grocery Delivery Industry**
Guest Speaker: Hatice Evren, GETIR Global CEO

Week 14 **Date: May 31, 2023**
Topic: **Term Paper Meetings**

Course Material:

Readings: Will be supplied separately.