**Spring 2013**

Erlan Bakiev, Ph.D. **Office Hours**: Mon. 14:15 -16:15

Room 413 by appointment

**Phone: 0342 211 6666 Ext. (**6813)

**E-mail:** erlan.bakiev@zirve.edu.tr

**Text**

**Excellence in Business,** 3rd Ed. by Courtland L. Bovee, John V. Thill, Michael H. Mescon, Prentice Hall.

<http://wps.prenhall.com/bp_bovee_eib_3>

**Course Description**

This course is designed to be a course for students at Zirve Unıversity, surveying business topics, issues, and practices. Students will be introduced to each of the functional areas of managing employees, developing marketing and customer satisfaction strategies, including marketing, accounting, finance, operations, and human resources management. The course is designed to help students to understand theoretical perspectives in managing businesses, accounting and financial resources and determine the role and context of marketing strategies to satisfy customers. To convey course content, lectures, class discussions, exercises, simulations, and case studies are used. Class discussions strengthen class materials and concepts by focusing on case studies of actual businesses.

**Learning Objectives**

1. Provide information about challenges and implications in managing employees throughout theoretical perspectives

2. Understanding the important points of staffing, workforce and the relationships of management and unions

3. Define the role and scope of management within an organization

4. Examine the concept of financial management of resources of a business

5. Discuss fundamental elements of marketing goods and/or services in our economic system, international economics systems, and e- commerce

6. Explaining the importance of marketing research and the ways reaching customers

7. İdentify the main steps in developing strategies in marketing planning process

8. Define and discuss the role of financial information in the relationship of busıness partners

9. Understand the process of regulation of securities and making investment decisions

**Course Requirements**

1) Mid-term (**30%**) The mid-term will be an in-class exam designed to assess student facility with concepts. There may be some objective format items such as multiple choice.

2) Term Project (**20%**)

3) Assignments (**10%)** 3 homework assignments will be assigned over the course of the semester. Unless the professor says otherwise, each project must be developed and completed by each student without the help of others. The purpose of each project is to reinforce the application of concepts discussed in class.

4) Final (**40%**) The final exam will be a semi-comprehensive exam comprised of concepts and applications discussed in class.

NOTE: Students are always responsible for weekly reading assignments listed in this syllabus **after** coming to class. Notes distributed in class and textbook material are to be read following the class lecture in which the topics were discussed.

**Grading Criteria**

-Mid-term 30 %

-Term Project 20 %

-Assignments 10 %

-Final 40 %

**Attendance Policy**

Attendance is important to stay on top of class material and homework assignments. Students are encouraged to come to class, but are left with the responsibility of managing their own attendance. Attendance will be taken for the purpose of explaining poor performance should the need arise.

**Evaluation Policy**

Students will be allowed to make-up an exam or submit homework or other assignments beyond a deadline only with written documentation (e.g., doctor’s letter) for extenuating circumstances covered under Zirve University policy.

**Caveat**

The instructor reserves the right to change the schedule, assignments, and/or evaluation criteria throughout the semester. Any changes will be announced to the class with sufficient notice to prepare for the changes. It is your responsibility to keep informed about discussion topics and assignments. If in doubt, check with your instructor.

**Tentative Agenda**

***Topic*** ***Assigned Reading*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

06/02 **Class #1: Introduction and Employee Motivation, Chapter 10**

**Workforce Trends, and Labor Relations**

13/02 **Class #2: Employee Motivation, Chapter 10**

**Workforce Trends, and Labor Relations**

20/02 **Class #3: Managing Human Resources Chapter 11**

27/02 **Class #4: The Art and science of Marketing Chapter 12**

05/03 **Class #5: Product and Pricing Strategies Chapter 13**

12/03 **Class #6: Distribution Strategies Chapter 14**

19/03 **Class #7: *\*\*\* Midterm Exam \*\*\**** ------ No Class ------

26/03 **Class #8: Promotional Strategies Chapter 15**

02/04 **Class #9: Basic Accounting Concepts Chapter 16**

09/04 **Class #10: Financial Management and Banking Chapter 17**

16/04 **Class #11: Securities and İnvestment Strategies Chapter 18**

23/04 **Class #12** No Class

30/04 **Class #13 Presenting Term Projects**

07/05 **Class #14 Preparation to Finals and Discussions on Covered Materials**

14/05**Class #15 *\*\*\* Final Exam \*\*\**** ------ No Class ------