

## THE SUBJECT

### Business Organisation

#### TEACHING PLAN FOR

##### 1. Descriptive data for the subject

**Name of the subject:** Business Organisation

**Academic year:** 2010-2011

**Year:** 1st

**Term:** 2nd

**Degree / Course:** Bachelor's Degree in International Business and Marketing

**Subject code:** 41202

**Number of credits:** 6

**Total number of hours committed:** 150

**Teaching language:** English

**Teaching staff:** Funda Sezgi

**Timetable:**

GROUP 1 (Plenary Sessions)

Monday, 09.45 – 11.15

Tuesday, 08.00 – 09.30

GROUP 1A (Seminar Session)

Friday, 10.05 – 11.00

GROUP 1B (Seminar Session)

Friday, 08.05 – 09.00

GROUP 1C (Seminar Session)

Friday, 09.05 – 10.00

GROUP 2 (Plenary Sessions)

Monday, 08.00 – 09.30

Tuesday, 09.45 – 11.15

GROUP 2A (Seminar Session)

Friday, 13.35 – 14.30

GROUP 2B (Seminar Session)

Friday, 11.35 – 12.30

GROUP 2C (Seminar Session)

Friday, 12.35 – 13.30

##### 2. Presentation of the subject

This course is designed to challenge students to learn about the private enterprise system and better understand how organizations operate within that environment. The aim of the course is to expose the student to many aspects of business. The student will gain a basic understanding of why business organizations exist, how they operate in an environment characterized by uncertainty and the principle activities of a modern business. The course also aims to expose the student to the multiple career fields in the areas of business. Rather than focusing narrowly on a particular function of an enterprise, provides a broad overview of business-related concepts.

To achieve these purposes, the course will evolve around a theoretical and a practical base simultaneously. While the theoretical part concentrates upon the fundamental issues related to business organizations, the practical part is about building insights from real life situations. The participants of this course, hence, are expected to wear a bird's-eye-view glass and yet pay intent attention to both the theoretical and practical parts of the course.

### 3. Competences to be achieved in the subject

<b>General competences</b>	<b>Specific competences</b>
<p data-bbox="320 300 703 338">Instrumental competences</p> <p data-bbox="225 376 783 629">G.I.2. Ability to relate concepts and knowledge from different areas. G.I.3. Ability to organise and plan. G.I.5. Ability to take decisions in complex and changing situations. G.I.8. Oral and written competence in communicating in English.</p> <p data-bbox="320 667 775 705">General personal competences</p> <p data-bbox="225 743 783 887">G.P.1. Ability to adapt and work in and lead international, multicultural, interdisciplinary, competitive, changing and complex groups.</p> <p data-bbox="320 925 775 963">Generic systemic competences</p> <p data-bbox="225 1001 783 1254">G.S.4. Entrepreneurial ability. G.S.7. Promotion of and respect toward multicultural values: respect, equality, solidarity, commitment. G.S.8. Promotion of and respect for gender, environmental and safety at work issues.</p> <p data-bbox="320 1292 751 1330">Competences for applicability</p> <p data-bbox="225 1368 783 1433">G.A.4. Ability to understand and apply the network concept.</p>	<p data-bbox="874 300 1246 338">Disciplinary competences</p> <p data-bbox="804 376 1362 555">E.D.8. Analyse the organisation of businesses based on economic principles that make it possible to identify the most determining factors in results.</p> <p data-bbox="874 593 1257 631">Professional competences</p> <p data-bbox="804 669 1362 775">E.P.2. Ability to analyse economic and market indicators when taking decisions within the organisation.</p> <p data-bbox="804 775 1362 954">E.P.5. Ability to take strategic business decisions that take into account economic, cultural, social and political determinants specific to each area.</p> <p data-bbox="804 954 1362 1104">E.P.7. Illustrate the reality of business by using activities such as visits and lectures given by executives or by preparing case studies.</p> <p data-bbox="804 1104 1362 1209">E.P.8. Be able to take functional decisions within an organisation with international activity.</p> <p data-bbox="804 1209 1362 1395">E.P.17. Be able to express oneself and understand spoken and written communication in English at an advanced level to apply it to the international business area.</p>

The above abilities interrelated with the basic abilities set out in Royal Decree 1393/2007, namely:

- a. competence to **understand knowledge, on the basis of general secondary education**
- b. competence to **apply knowledge** to day-to-day work in international management or marketing, in particular, the ability to develop and defend arguments and to solve problems
- c. competence to **gather and interpret relevant data**, making it possible to issue reflective judgements on economic and social reality
- d. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialised and non-specialised public
- e. competence to **develop learning activities** in a relatively autonomous manner.

Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic competences and those that define the professional profile of the graduate, with respect to general and specific competences.

**Basic competence: understanding of knowledge**

*General competences. G.I.3*

*Specific competences. E.D.8*

**Basic competence: application of knowledge**

*General competences. G.I.2*

**Basic competence: gather and interpret data**

*Specific competences. E.P.2*

**Basic competence: communicate and transmit information**

*General competences. G.I.8*

*Specific competences. E.P.17*

**Basic competence: develop learning activities**

*General competences. G.I.3*

**competences that define the professional profile which are not included under basic competences**

In general, these competences combine the following key elements for professionalising students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments
- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project
- provide students with the capacity to take complex decisions and carry out negotiation processes

*General competences. G.I.5, G.P.1, G.S.4, G.S.7, G.S.8, G.A.4*

*Specific competences. E.P.5, E.P.7, E.P.8*

**own competences of the subject**

Understanding the fundamentals of how a company works and its relationship with customers and suppliers.

## 4. Contents

Various issues related to of business organization, such organizations and markets; corporate decisions and strategies; functional areas of a business organization; management control, coordination and motivation in organizations, and the world of an entrepreneur are to be discussed throughout the course. The breakdown of the content is as follows:

1. Introduction to the course
2. Organizations and markets. At the end of this section, students should be able to
  - a. Define what a business is and identify four key social and economic roles that businesses serve
  - b. Differentiate between a free-market system and a planned system
  - c. Identify ethical behavior and corporate social responsibility
3. Putting yourself in charge: entrepreneurs and small business owners. At the end of this section, students should be able to
  - a. Understand why people become entrepreneurs, and the different types of entrepreneurs
  - b. Define the first steps to be taken when starting one's own business
  - c. Write (simplified) business plans
4. Industry analysis and competitive strategies. At the end of this section, students should be able to
  - a. Understand the forces of external and internal environments
  - b. Define competitive positioning via cost leadership
  - c. Define competitive positioning via differentiation
5. Corporate-Level Strategies. At the end of this section, students should be able to
  - a. Define scope of the firm and characteristics of vertical integration
  - b. Understand the basics of multinational corporations
  - c. Identify basics of diversification
6. Designing organizational structures. At the end of this section, students should be able to
  - a. Understand authority and power distributions in organizations
  - b. Define and comprehend the basic functional areas of organizations: production, logistics, and finance to name a few
7. Management control systems and coordination. Human resources and motivation. At the end of this section, students should be able to
  - a. Define the control mechanisms at play in organizations to ensure coordination
  - b. Understand how organizations manage and motivate human resources
8. Wrap-up

## 5. Assessment

The course is graded from 0 to 10 points. Passing the course necessitates a *minimum grade of 4.0 point obtained in the final exam AND an average grade of 5.0 points in total.*

At the ordinary term, the final grade for the course will be determined on the following basis:

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight (%)
		Comp	Opt	Teacher	Self-assess	Co-assesses		Indiv	Group (#)	
Class participation	Throughout the course	+		+			Application, conceptual and synthesis	+		15%
Individual project	Due the end of 8 <sup>th</sup> week	+		+			Application and synthesis	+		15%
3 Group projects & 1 presentation	Once every two weeks	3 comp	1 opt	+	+	+	Conceptual and synthesis		+(5/grup)	30%
Final exam	Once									40%

### Terms and conditions for extraordinary exam sitting:

At the extraordinary exam sitting, the final grade for the course will be determined on the following basis:

Class participation & individual project	10%
Group projects and presentation	10%
September exam	80%

### Further specifications on grading and assignment rules:

1. Both for the ordinary and extraordinary grading periods, all evaluation items are compulsory. Therefore failing to take exams, save for justified reasons, imply 0 in that item.
2. In case of justified absence, grades accumulate to the final exam. Failing to take the final exam implies the qualification of "Not Attended".
3. If two (or more) students (or groups) turn in same / very similar assignments or quizzes, both items will be graded as zero points.
4. If a student does not hand in any of the obligatory assignments throughout the course, he or she will receive zero points from the whole category of class participation and individual assignments in the ordinary period (30%) and in September (10%).

## Evaluation of the competences:

	G.I.2	G.I.3	G.I.8	E.D.8	E.P.2	E.P.17	Profile
Class participation	+		+	+	+	+	+
Individual project	+	+	+	+	+	+	+
3 Group projects & 1 presentation	+	+	+	+	+	+	+
Final exam		+	+	+		+	+

## 6. Bibliography and teaching resources

- Basic bibliography
  - Bovee, C. L.; Thill, J. V.; Mescon, M. H. (2009) *Excellence in Business (3rd Edition)*. Prentice Hall.
  - Gitman, L. J.; McDaniel, C. (2008). *The Future of Business: The Essentials*. Pearson Prentice Hall.
- Supplementary bibliography
  - Business plans and business resources: [http:// www.bplans.com](http://www.bplans.com)
- Teaching resources
  - Supplementary printed and video cases for teaching purposes

## 7. Methodology

The classes will be delivered through presentations during lecture hours. Seminar hours will start with a short video or a written case based on a real life situation illustrating one or more of the topics covered in the lectures. Students will then work in groups of two to discuss the questions provided by the lecturer. Altogether, we will discuss the questions during the second half of the hour. It should be noted that the purpose of the chosen cases is not to cover all the issues covered in class, but to illustrate how various organizational concepts shape the decisions on real-world problems. Students will be encouraged and are expected to participate in the discussion of the topics delivered by the instructor in lecture hours AND during seminar hours.

Students are also expected to be prepared and participate actively in class discussions. Therefore, prior to each class and seminar session, you should familiarize yourself with the topics covered in the relevant chapters of the suggested textbooks or with the cases and/or video case notes to be discussed in class (especially if the student is uncomfortable with following the videos where the speakers are mostly native English speakers).

## 8. Scheduling activities

Week	Activity in the classroom Grouping/type of activity	Activity outside the classroom Grouping/type of activity
Week 1 -Introduction to the course -Organizations and markets	-3 hour lecture on the topics specified -1 hour video case exercise (Case: Demand Drives the Toyota Prius): Teams of 2 students to prepare the discussion questions. Discussion during the second half of the class.	-Go through the syllabus -Form teams (for group assignments), inform the lecturer
Week 2 -Business done right: ethically and socially responsible businesses -Putting yourself in charge: entrepreneurs and small business owners	-3 hour lecture on the topics specified -1 hour video case exercise (Case: Fair Trade Sweetens Coffee): Teams of 2 students to prepare the discussion questions. Discussion during the second half of the class.	-Pre-seminar activity: Read the handout distributed about the video case to be discussed in class -Group Assignment 1: Assessing P&G's socially responsible practices
Week 3 -Preparing a business plan -Discussion of the specifications of the group project (due end of the term) -Industry analysis	-3 hour lecture on the topics specified -1 hour video case exercise (Case: Healthy Treats Annie's Way - an entrepreneur's own experiences): Teams of 2 students to prepare the discussion questions. Discussion during the second half of the class.	-Pre-seminar activity: Read the handout distributed about the video case to be discussed in class -Navigate through the following website: <a href="http://www.bplans.com">http://www.bplans.com</a> (as the basis of the group project due term end)
Week 4 -Competitive strategies	-3 hour lecture on the topics specified -1 hour video case exercise (Case: Of Paramount Importance): Teams of 2 students to prepare the discussion questions. Discussion during the second half of the class.	-Pre-seminar activity: Read the handout distributed about the video case to be discussed in class -Group Assignment 2a: Industry analysis of a self-chosen company (to be submitted together with Group Assignment 2b)
Week 5 -Corporate strategies I -Corporate strategies II	-3 hour lecture on the topics specified -An Individual SWOT Analysis	-Group Assignment 2b: Corporate strategies of the company chosen earlier (to be submitted together with Group Assignment 2a)
Week 6 Designing organizational structures	Revising mid-term questions	-Pre-seminar activity: Read the handout distributed about the video case to be discussed in class -Group Assignment 3 (OPTIONAL): Assess the logistics structure of UPS.
Week 7 -Functional areas: Production & Logistics, Accounting & Finance	-3 hour lecture on the topics specified -1 hour video case exercise (Case: Lonely Planet Travels the Globe): Teams of 2 students to prepare the discussion questions. Discussion during the second half of the class.	-Pre-seminar activity: Read the handout distributed about the video case to be discussed in class
Week 8 -Management control systems & coordination	-3 hour lecture on the topics specified -1 hour video case exercise (Case: Uno Corporation Knows Pizza by the Numbers): Teams of 2 students to prepare the discussion questions. Discussion during the second half of the class.	-Pre-seminar activity: Read the handout distributed about the video case to be discussed in class -Individual projects due the end of the week
Week 9 -Taking care of employees: managing human resources - Lighting the fire: employee motivation	-3 hour lecture on the topics specified -1 hour video case exercise (Stanfor University Leadership Series): Teams of 2 students to prepare the discussion questions. Discussion during the second half of the class.	-Pre-seminar activity: Read the handout distributed about the video case to be discussed in class -Individual projects due the end of the week -Final group projects due
Week 10 -Group projects presentations -Wrap-up	-Student presentations	-Prepare for the final exam
Week final exams		