

**School of Business and Management Sciences / Business Administration (English)**

**2023 - 2024 Academic Year**

**BUSINESS CASE STUDIES**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
BUSINESS CASE STUDIES	BUS4114356	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Negotiation Management and Problem Solving				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Elif BAYKAL				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Elif BAYKAL				
<b>Assistant(s)</b>					
<b>Aim</b>	In this course, it is aimed to develop ideas and systematic thinking about how students should behave in a wide variety of managerial and operational situations that they may encounter in business life.				
<b>Course Content</b>	This course contains; Systematic of Case Studies, Basic Principles of Analysing a situation, Reporting Cases, Case 1, Case 2, Case 3, Case 4, Case 5, Case 6, Case 7, Case 8, Case 9, Case 10, Case 11.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1 Students can examine business management case studies.			10, 13	A	
1.1 Learns the logic of case study analysis.					
1.2 Learns the operationalization of case study analysis.					
3 Can use correct reading techniques and analysis techniques of case studies.			10, 13	A	
3.1 Learns the case reading method.					
3.2 Learns to identify problematic points in case studies.					
4 Can bring the most reasonable and effective solutions to the problems in the case studies.			10, 13	A	
4.1 Problem solving skills develop.					
4.1 Can bring alternative solutions to problems.					
5 Students can think and develop attitudes that prepare them for real business life.			10, 13	A	
5.1 Learn to be prepared for possible situations in business life through experienced business problems.					
5.2 Learns to remain more calm in the face of problems.					
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Systematic of Case Studies				
2	Basic Principles of Analysing a situation				
3	Reporting Cases				
4	Case 1				
5	Case 2				
6	Case 3				
7	Case 4				
8	Case 5				
9	Case 6				
10	Case 7				
11	Case 8				
12	Case 9				
13	Case 10				
14	Case 11				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
(Midterm Exam) Written Exam		100			
Midterm Exam		40			
(General Exam) Written Exam		100			
General Exam		60			

<b>Resources</b>
<p>www.thetimes100.co.uk</p> <p><a href="https://hbsp.harvard.edu/cases/Harvard Business Review Case Studies (ebook)">https://hbsp.harvard.edu/cases/Harvard Business Review Case Studies (ebook)</a></p> <p>Velasquez, M. G. (2018). Business ethics: Concepts and cases. Pearson.</p> <p>Rashid, Y., Rashid, A., Warraich, M. A., Sabir, S. S., &amp; Waseem, A. (2019). Case study method: A step-by-step guide for business researchers. International journal of qualitative methods, 18, 1609406919862424.</p> <p>Alkhezali, Z., Abu-Rumman, A., Khdour, N., &amp; Al-Daoud, K. (2020). Empowerment, HRM practices and organizational performance: a case study of Jordanian commercial banks. Entrepreneurship and Sustainability Issues, 7(4), 2991.</p> <p>Kauffmann, E., Peral, J., Gil, D., Ferrández, A., Sellers, R., &amp; Mora, H. (2020). A framework for big data analytics in commercial social networks: A case study on sentiment analysis and fake review detection for marketing decision-making. Industrial Marketing Management, 90, 523-537.</p>