

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

**2023 - 2024 Academic Year**

**CURRENT ISSUES in BUSINESS**

**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>
CURRENT ISSUES in BUSINESS	BUS3113625	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Business Case Studies, Corporate sustainability management.				
<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. Candide ULUDAĞ				
<b>Assistant(s)</b>					
<b>Aim</b>	Major, ongoing change is the distinguishing characteristic of the business environment worldwide and it affects how contemporary organizations operate and deal with change. Organizations still need to do more with less. In addition, they need to provide for the needs of customers who, with more exposure to local and global markets, have higher expectations relating to the cost, quality, speed and innovation of the services and products they purchase from these organizations. Due to this global need for managing change, 'new' forms of organization are replacing the 'old' traditional bureaucracy and presenting managers with unique challenges. Thus managers of contemporary organizations need to take a holistic view of the changes in their environments and need to apply a completely new set of skills. The approach towards contemporary management principles offered in this publication integrates discussions on vital managerial competencies and skills with information on traditional and essential managerial concepts that have been effective in the past and are still effectively used today in many business organizations. The emphasis is on the vital role of human resources in the success of an organization and the need for modern managers to self-actualize and embrace the practice of life-long learning.				
<b>Course Content</b>	This course contains; Global Clusters of Innovation, Thin Political Markets: The Soft Underbelly of Capitalism, New World order and organizations, Developments in Supply Chain Management, Globalization and Organizations, Organizational Development, Productivity in aging world, G20 and new organizational relationships, World economic situation and effects on organizations., Latest developments in management education., Covid and business life, Covid and future of family businesses, Impact of Covid-19 on world business: Asian perspective., Impact of Covid-19 on world business: Asian perspective..				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1 The student will be able to examine the issue of globalization in depth from the perspective of businesses.			16, 9	A	
1.1 Learns about globalization in details.					
1.2 Examines the impact of globalization on operators.					
2 The student will be able to explain the impact of the basic dynamics of capitalization on businesses.			16, 9	A	
2.1 Learns about the logic and history of capitalism.					
2.2 Kapitalizmin modern örgütler üzerindeki etkilerini açıklar.					
3 Students will be able to explain the new world order and new management approaches.			16, 9	A	
3.1 Learns about newest political developments affecting business life.					
3.2 Understands the nature of the politics-business relationship.					
4 The student will be able to explain in detail the 4 new world orders and productivity in this new order.			16, 9	A	
4.1 Understands the logic of G20 countries and the organization in these countries.					
4.2 Understands the impact of world economic developments on businesses.					
5 The student will be able to explain the impact of global crises such as Covid-19 on business.			16, 9	A	
5.1 Understands the positive and negative effects of the Covid-19 process on businesses.					
5.2 Learns remote working and e-leadership processes.					
<b>Teaching Methods</b>	16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Global Clusters of Innovation				
2	Thin Political Markets: The Soft Underbelly of Capitalism				
3	New World order and organizations				
4	Developments in Supply Chain Management				
5	Globalization and Organizations				
6	Organizational Development				
7	Productivity in aging world				
8	G20 and new organizational relationships				
9	World economic situation and effects on organizations.				
10	Latest developments in management education.				
11	Covid and business life				
12	Covid and future of family businesses				
13	Impact of Covid-19 on world business: Asian perspective.				
14	Impact of Covid-19 on world business: Asian perspective.				
<b>Evaluation Methods</b>			<b>Weight(%)</b>		
(Midterm Exam) Written Exam			100		
Midterm Exam			40		
(General Exam) Multiple Choice			100		
General Exam			60		

**Resources**

Issues in Business, Thirteenth Edition

William H. Shaw, Vincent Barry

WWW RESOURCES:

- [www.imf.org](http://www.imf.org)
- <http://www.imf.org/external/ns/cs.aspx?id=29>
- <http://www.oxfordenergy.org/articles.shtml>
- <http://www.worldbank.org/financialcrisis/>
- <http://www.enterprisesurveys.org/>
- [http://ec.europa.eu/economy\\_finance/index\\_en.htm](http://ec.europa.eu/economy_finance/index_en.htm)
- <http://www.bbc.co.uk/news/business/>
- [http://www.opec.org/opec\\_web/en/154.htm](http://www.opec.org/opec_web/en/154.htm)
- <http://ppp.worldbank.org/public-private-partnership/agreements>

Hristov, I., & Appolloni, A. (2022). Stakeholders' engagement in the business strategy as a key driver to increase companies' performance: Evidence from managerial and stakeholders' practices. *Business Strategy and the Environment*, 31(4), 1488-1503.

Lim, W. M., Ciasullo, M. V., Douglas, A., & Kumar, S. (2022). Environmental social governance (ESG) and total quality management (TQM): a multi-study meta-systematic review. *Total Quality Management & Business Excellence*, 1-23.