



Course Syllabus
BA 411- Business Model Planning 3
Summer 2020

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Location: Online / Zoom

Importance Notice: The instructor reserves the right to change any aspect of this syllabus at any time, as the need arises. Students are responsible for all announcements and assignments made in class in addition to those posted on Canvas.

Grade Distribution:

<u>Evaluation Criteria</u>	<u>Percentage</u>
Weekly Paper Presentation	50%
Attendance	10%
Final Project	40%

	Total: 100%

To be able to pass from the course, at least 70 points over 100 points should be obtained.

Weekly Paper Presentation (individual work): Each student shall present and explain academic papers assigned by the instructor.

Final Project (individual work): On a selected topic, each student shall prepare a report around 10-pages (Except reference section) in MS Word (Font 12, 1.5 space, Times New Roman) format.

Course Aim:

Business Model Planning III is an application course in which students develop their business ideas that they initiated in Business Model Planning I and analyzed it in Business Model Planning II. In the scope of the course, internal & external operations and logistics, inventory issues, resource planning, demand, financial plans, profitability, laws and regulations etc. will be examined. This course consists of variety of teaching and learning styles including lecturing, field research, student presentations and intense feedback.

Learning Objectives and Outcomes:

By the end of this course, students will be able:

1. Understanding new technological approaches in marketing.
2. Understanding new technological approaches in distribution networks.
3. Understanding new technological approaches in manufacturing.
4. Understanding Laws and Regulations.

Resource/s:

Various texts
Lecture slides, Selected articles

Accommodations:

Any student requiring special accommodations for any reason should contact the instructor as soon as possible.

Homework& Papers & Presentations:

Students will be given homeworks and case assignments and similar type of work during the semester. Late assignments will not be accepted. Plagiarism is not acceptable. Identical homework submission will receive zero. You should protect your own work including individual assignments, term paper and exams all the time.

Course Web Site:

canvas.agu.edu.tr will be used to post important announcements, documents, and homework assignments.

Attendance Policy:

All students attend a minimum of 70% of classes during their course. If you enter the zoom after the instructor or leave any class for more than 5 minutes you will be marked absent for that class. All absences from class, including absences due to illness, are counted as official absences.

Class Policy:

You must be in zoom-class before the lecture starts. You are expected to do your best to be in class on time. You are not allowed to enter the zoom-classroom after

the lecture starts. You must turn off all your electronic equipment before the lecture starts, in particular mobile phones, laptops and tablets. During the lecture, you must avoid all activities that are better performed elsewhere.

Cheating & Plagiarism:

You are responsible for knowing the University policies on cheating and plagiarism. Not giving credit to a person for their intellectual work and passing it off as your own is stealing.

Specifically:

- 1) Copying or allowing someone to copy your work on an exam, homework, or in class assignment is cheating.
- 2) Cutting and pasting material from the web or any other electronic source is plagiarism.
- 3) Copying and turning in the same assignment as someone else, from this class or from another class, is cheating. Unless explicitly told otherwise, you can discuss and problem- solve on homework together but the final product has to be your own – not just your own handwriting but your own way of explaining and organizing your ideas.
- 4) Making superficial changes (minor additions, deletions, word changes, tense changes, etc) to material obtained from another person, the web, a book, magazine, song, etc. and not citing the work, is plagiarism. The idea is the intellectual property, not the specific format in which it appears (e.g., you wouldn't reword Einstein's theory of relativity and imply that relativity was your own idea, would you?)
- 5) If you find material and it is exactly what you are trying to say, or you want to discuss someone's idea, give the person credit and cite it appropriately. Don't overuse citations and quotes: instructors want to know how you think and reason, not how some one else does.

If you have any questions or concerns about whether your behavior could be interpreted as plagiarism, please ask the assistants or me before you submit the work.

General Comments:

- If you are having problems with the course, come and discuss the situation with me as soon as possible.
- The work you hand in on your exams will be your own.
- If the pace of the lectures is too fast or slow, let me know. I am not always aware of it, no matter how obvious it may be to you.

Course Outline:

Week	Date	Topic
1	22 June	Presentations
2	29 June	Presentations
3	6 July	Presentations
4	13 July	Presentations
5	20 July	Presentations
6	27 July	Presentations
7	3 August	Presentations
8	10 August	Presentations