

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
Business Simulation	MAN 424	8	3 + 0	3	5

Prerequisites	-
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Language of Instruction	German
Course Level	Bachelor's Degree (First Cycle Programmes)
Course Type	Compulsory
Course Coordinator	Prof. Dr. Uğur YOZGAT
Instructors	Prof. Dr. Uğur YOZGAT
Assistants	
Goals	<ol style="list-style-type: none"> 1. To increase awareness of the complexity of operating an international company from a strategic and general management perspective 2. To develop capabilities in identifying & analyzing key environmental & organizational variables that may influence an organization performance within & across national markets, and how these variables may influence the organization 3. Enhance fact-based analytical decision-making and understand the financial implications of business decisions by linking the decisions to cash flows and bottom line performance. 4. Get practical experiences in team-work and problem solving and excite competitive spirits in a dynamically evolving marketplace.
Content	This course gives more sophisticated business analysis, marketing and strategy concepts with the goal of completing a market-oriented strategic business plan in a PC-based team simulation over 10 weeks of the course. By the end of the course, students will be able to put together a strategic business plan and present it to the class.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
Ability to develop, evaluate, and/or revise business and marketing plans for an international business.	1,2	1,2,3,	A,B,C
Ability to identify the basic operation of the functional departments in a National/international business to include human resources, marketing, finance/accounting, and purchasing.	3,4	1,2,3,	A,B,C
Ability to demonstrate management practices.	4,12	1,2,3,	A,B,C
Ability to develop cross-cultural business skills in a team environment.	4	1,2,3,	A,B,C

Ability to demonstrate problem-solving and critical decision-making skills in real business situations.	1,6,9	1,2,3,	A,B,C
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Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion,
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	Topics	Study Materials
1	Course Introduction, Requirements, and Policies	---
2	Introduction to the Business Simulation	Textbook
3	Practice Round	Textbook
4	Round #1, Business Plan Presentations	Textbook
5	Round #2, Business Plan Presentations	Textbook
6	Round #3, Business Plan Presentations	Textbook
7	Round #4, Business Plan Presentations	Textbook
8	Round #5, Business Plan Presentations	Textbook
9	Round #6, Business Plan Presentations	Textbook
10	Round #7, Business Plan Presentations	Textbook
11	Round #8, Business Plan Presentations	Textbook
12	Round #9, Business Plan Presentations	Textbook
13	Round #10, Business Plan Presentations	Textbook
14	General Evaluation	---

RECOMMENDED SOURCES	
Textbook	Business Simulation Textbook
Additional Resources	Strategic Management Books

MATERIAL SHARING	
Documents	PowerPoint presentations, Videos
Assignments	

Exams	
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ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Mid-terms	1	50
Quizzes	-	
Assignment	5	50
Total		100
Contribution of final examination to overall grade		40
Contribution of in-term studies to overall grade		60
Total		100

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.					X
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.			X		
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.			X		
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					X
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.					X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.					X

7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.								X
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.								X
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.								X
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.								X
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.							X	
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.							X	
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.								X
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.							X	
15	Students should use effectively widespread and valid information technologies in their field.								X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to social and professional life, should be aware of the importance how these ethical behavior add value to the society.						X		
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.							X	
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.							X	
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.							X	
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social								X

framework.

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 14x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	16	3	48
Mid-terms	1	4	4
Homework	4	1	4
Final examination	1	4	4
Total Work Load			108
Total Work Load / 25 (h)			4,3
ECTS Credit of the Course			4