



Business Seminar III
Business and Economics
Faculty of International Liberal Arts
Spring 2020

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Office Hours: Tue 15:00-16:00, Thu 13:30-14:30 and Fri 13:00-14:00

Class Location and Time: Online (<https://blackboard.coursesites.com/>), Fri 10:45-12:15

Note: This syllabus is subject to revision by the first day of the semester.

Welcome! This seminar is one of the business seminars offered in the Faculty of International Liberal Arts. Its objective is to instill in students the knowledge in management, as well as providing them the opportunities to develop model building skills prerequisite to successful completion of the subsequent business seminars in the department.

Course Description:

Managerial decision making relies heavily on decision analysis and optimization. Therefore, as a natural continuation of Seminar 2, in Seminar 3, students will build and solve a management science model for the problem formulated previously. During this process students will make use of the information gathered in Seminar 2. They will evaluate the results obtained and make revisions to their model if required. In addition, students will further improve their modeling skills by learning about nonlinear optimization and heuristic approaches in solving business models. We will also explore additional techniques for developing realistic models.

In this seminar, you will be continuing the assessment of the organization or business you identified in the first seminar. The draft you constructed by now must have parts 4 thru 7 completed. Your goal during this seminar will be to complete parts 8 thru 10.

Student Learning Outcomes:

At the end of the course, the student will be able to:

1. Identify a problem that necessitates nonlinear optimization or heuristic approaches;
2. Recognize an appropriate technique to employ;
3. Construct an optimization model;
4. Solve the model using an appropriate software package;
5. Evaluate the results and revise the model if necessary;
6. Communicate the recommendations to the management.



Business Seminar III

Business and Economics

Faculty of International Liberal Arts

Spring 2020

Reference Textbook:

How to Solve It: Modern Heuristics, Michalewicz, Zbigniew, Fogel, David B., Springer, 2004.

We will make use of parts of this book. There are two editions available, either one would be sufficient for our purposes.

Course Structure and Participation:

Online instruction: Blackboard CourseSites will be used from April 24 onwards. Zoom and other software will be utilized as needed.

I will summarize and highlight essential points for the subjects covered during the lectures. The onus is on the students to ensure that they complete the assigned reading in a timely manner. The course is structured such that there is enough time for students to discuss the subject matter or participate in in-class activities, during which time my role becomes one of a facilitator. Periodically, I will make use of various resources such as a portion of a film, a scholarly or news article, a case study, a management dilemma, or a recent event to enliven in-class discussions. Therefore, participation does not mean being present in class. I expect you to positively contribute to the learning experience of the entire class by

- answering questions posed to get the discussion to a productive start,
- asking **relevant** and well-phrased questions to help clarify important points and identify key takeaways,
- providing **appropriate** comments on what a classmate stated to enrich the discussion,
- drawing on your ideas and experiences to be able to provide the big picture,
- making use of **logic and evidence** in crafting arguments,
- summing up information presented to form a concise argument.

If you must miss a class, it is your responsibility to ask for materials or information on what was covered by contacting your classmates or review the syllabus and course website. After that, you may visit the office hours if you have further questions.

Project:

For this assignment you will be asked to develop and solve a decision making model for the business challenge the organization you have targeted is facing. The timeline for the tasks that need to be completed are provided below:



Business Seminar III

Business and Economics

Faculty of International Liberal Arts

Spring 2020

- By the first meeting you should finalize parts 4 thru 7 of your report.
- By the fourth meeting you should complete part 8.
- By our eighth meeting you should complete part 9.
- By the twelfth meeting, you should complete part 10.
- During the last three weeks, you are required to deliver a thirty-minutes presentation and submit a MS Word report online (no hard copies). The report should contain sections 4 thru 10 as outlined in the guidelines. Sections 4 thru 7 needs to be in their final form or very close to it. Sections 8-10 should be well developed and written.

A basic outline for the report is provided on the website for this course, note that the contents may vary depending on the organization you are focusing on. Throughout the semester you are required to make three 5-minute presentations as noted in the course schedule.

Quizzes:

Quizzes are open book and notes. They will be made available in advance before their due date on Blackboard. In-class pop-quizzes will be made available during the scheduled class time. The time available to turn in your answers will be noted once the quiz is made available. Students may use textbooks to complete these tests, but they are required to work on their own and not to seek help from other people and web resources. Students are not allowed to collaborate when working on the exams. Cheating will not be tolerated and will result in a failing grade for the exam and/or the course. Your lowest pop-quiz score will be dropped at the end of the semester. This policy is in place to accommodate those of you who must miss a class due to unforeseen circumstances. No make-up quizzes will be given.

Assessment and Grading:

Final grades will be based on the following distribution:

Participation	10%
Quizzes	15%
Pop-quizzes	5%
Discussion	5%
Presentations	30%
(5% per mini presentation 15% Final presentation)	
Papers	35%
(10% Draft due week 1 25% Final paper)	



Business Seminar III
Business and Economics
Faculty of International Liberal Arts
Spring 2020

Late assignments will not be accepted unless the instructor is notified in advance whenever possible, and an approved absence slip from academic affairs is submitted at most within one week of the absence. When requesting more time, ensure that you provide documentation to the relevant university office for your legitimate delay due to an emergency such as emergency dental work or hospitalization; death of relative or close friend; a car accident. Please consult the academic affairs office to understand what a legitimate absence means. If you cannot submit an approved absence slip, you will receive no credit for participation, quizzes and in class activities. For exams, reports and presentations you may be allowed a one-time exception to make up the assignment at the discretion of the instructor only if the instructor is notified in advance and the rationale why you are late is sensible, however, in this case you will lose at least 40% of the total points allocated for the respective assignment, the loss of points will increase in proportion with the delay in submitting the assignment.

Cheating of any sort will **not** be tolerated, and will result in a failing grade for the assignment or the course. The grades and grade point equivalents are listed below. I reserve the right to “curve” the overall final grades. If any “curving” is done, it can only help you; it cannot hurt you. One of the scales listed below will be used for your grades depending on your year of entry to Soka University.

Grading scale for students who were admitted to Soka University in AY2018 and before

GP	Grade	Range		Grade	Range
5	S	≥90	≤100	N	Not possible to evaluate
4	A	≥80	<90	N is assigned if you do not take the final exam, submit the final report or miss more than one third of the classes.	
3	B	≥70	<80		
2	C	≥60	<70		
1	D	≥50	<60		
0	E	≥0	<50		

Grading scale for students who were admitted to Soka University in AY2019

GP	Grade	Range		GP	Grade	Range	
4-4.3	A+	≥95	≤100	2	C	≥60	≤65
4	A	≥90	<95	1.7	D+	≥55	<60
3-7	A-	≥85	<90	1.3	D	≥50	<55
3-3	B+	≥80	<85	1.0	E+	≥45	<50
3	B	≥75	<80	0	E	≥0	<44
2-7	B-	≥70	<75	N is assigned if you do not take the final exam, submit the final report or miss more than one third of the classes.			
2-3	C+	≥65	<70				



Business Seminar III
Business and Economics
Faculty of International Liberal Arts
Spring 2020

Academic Honesty Policy:

Carrying out any of the actions below will result in a failing grade for the assignment or the course:

- 1) During the exams or quizzes:
 - a) Copying from other students' work
 - b) Allowing other students to copy from your work
 - c) Unauthorized access of any resource online via any electronics device
 - d) Talking with someone other than the instructor or the proctor
 - e) Presenting someone else's work as your own
 - f) Using someone else's work verbatim without using quotations and providing citations
 - g) Paraphrasing from another source without providing citations
 - h) Providing references but not citing properly within the body of your report

- 2) For all written assignments:
 - a) Presenting someone else's work as your own
 - b) Using someone else's work verbatim without using quotations and providing citations
 - c) Paraphrasing from another source without providing citations
 - d) Providing references but not citing properly within the body of your report

Classroom Etiquette and Course Policies:

- Please be on time and be prepared.
- You should expect to study on average two to three hours outside of the class for every hour spent in class.
- There is no doubt that all of the students enrolled in this course are civil and courteous. However, just as a reminder, please be considerate of other people in class and do not talk, chatter or make noise while another person is speaking. Disruptions will not be allowed. If necessary, the person interrupting the lecture will be excused from the session and will receive no credit for the respective session's activities. Each such disruption will result in the loss of 1% from the 5% class participation.
- Do turn off your cell phone ringers/alarms before you attend the class.
- You are not allowed to browse the internet, check email or use your cellphone, laptop or computer to work on matters irrelevant to the course during the time allocated for our meetings. If you do not follow this rule, you will lose one participation point for each violation.
- Please put your cellphone away so that it is not visible to anyone during the entire class time.



Business Seminar III

Business and Economics

Faculty of International Liberal Arts

Spring 2020

- It is not permitted to make audio or video recordings, live stream, photograph anything or anyone in the classroom without permission of the instructor. If the instructor permits to it, then consent of all of the students must be given as well.
- Feel free to ask for clarification of details, but asking whether a particular detail will be on a test is always inappropriate. Consider *everything*—every word of every lecture, discussion, or reading—essential to the class and fair game for tests unless noted otherwise.
- During most of the lectures, there will be a five-minute break. Please be back to your seats before the break is over. If you expect to step out of the classroom during our meetings e.g. to answer an important call or have to leave early, please be seated close to the entrance so as to depart without disrupting the lecture. If you are late to class for more than fifteen minutes, this will be recorded as tardiness. If you are late for more than 30 minutes, this will be recorded as an absence. If you are late for more than 30 minutes, please wait until the break to enter the classroom. In total, if you miss more than 15 minutes but less than 30 minutes of the lecture, this will be recorded as tardiness. In total, if you miss more than 30 minutes of the lecture, this will be recorded as an absence.
- I will use email to communicate with you so please make sure to check your email periodically i.e. at least every two days.
- The instructor will provide assignment grades and scores to each student within a week of the date of submission. Student's e-mail will be answered within 48-60 hours. Please keep this in mind and plan ahead so you do not miss deadlines.
- The instructor reserves the right to keep either the original or a copy of any student's written assignment, paper, video, or other work submitted by the student, either individually or as a team, for this class.
- No need to inform me if you are going to visit me during my office hours. Office hours are first-come-first-served. If you cannot meet me during those times, please make an appointment. To make an appointment, please send an email at least one week before your intended day of visit.
- If visiting my office is not possible due to a state of emergency, students can schedule online chat session. When scheduling a session, ensure that you contact me by email me at least one week in advance.
- To successfully complete this course please ensure that you have access to a reliable computer with a stable Internet connection. If you do not have a stable internet connection you may have access to a hotspot nearby, for details please see <https://itsupport.soka.ac.jp/en/eduroam.html>.
- Students are expected to have a basic knowledge of how to navigate websites, send messages with or without attachments, how to open attachments in an e-mail, and how to use Microsoft software. In addition, students are expected to learn how to use Blackboard or additional software needed for the course by reading instructions and manuals provided by the respective software provider.



Business Seminar III

Business and Economics

Faculty of International Liberal Arts

Spring 2020

- Please restart your computer before each online instruction session and ensure that your microphone and camera are working properly. In addition to an Internet browser, you may need to use the following software, please install them at the beginning of the semester: Zoom, Microsoft Excel, Word, One-drive and PowerPoint. If you have any technical questions or problems relating to the use of any software or device, contact Soka University IT Support Desk, <https://itsupport.soka.ac.jp/>. Alternatively, you can also contact the software or hardware provider directly using the help features available for the respective software or device.
- All in-class communication shall be conducted in English.

Course Schedule (Tentative):

*All assignments listed should be completed and submitted before the scheduled start of class time unless noted otherwise on Blackboard.

Date	Topics	Readings/Assignments
4/3	Please complete readings assigned	Chapter 12 (12.1, 12.2)
4/10	Please complete readings assigned	Chapter 13 (13.2)
4/17	Tests of goodness of fit and independence Please study the slides posted	1) Discuss Chapter 12 utilizing the Google Classroom platform 2) Complete your draft for sections 4 thru 7 of your paper on OneDrive 3) Email your completed drafts noted in #2 above 4) Log in to Blackboard CourseSites and become familiar with it.
4/24	ANOVA	Discuss Chapter 13 utilizing the Google Classroom platform All sessions from this date onwards will make use of Blackboard CourseSites, please login to the site before the scheduled class time.
5/1	Discussion of Ch 12 and 13	Ch12 Exercise 27, 29 Ch13 Exercise 37, 39
5/8	NO CLASS	Feedback will be provided for the drafts submitted
5/15	Discussion: Section 8 of your paper	Presentation of alternatives section of your paper. Append section 8 to your document on one drive. Please prepare a power point presentation. (5 minutes)



Business Seminar III
Business and Economics
Faculty of International Liberal Arts
Spring 2020

5/22	Advanced modeling skills	Quiz 1 Handout: Advanced modeling
5/29	Nonlinear optimization	Handout: Nonlinear models
6/5	Discussion: Section 9 of your paper	Presentation of Analysis section of your paper Append section 9 to your document on one drive Please prepare a power point presentation (5 minutes)
6/12	Nonlinear approaches	Quiz 2 Handout: Nonlinear models
6/19	Nonlinear models	Handout: Nonlinear models
6/26	Heuristic Modeling	Quiz 3 Handout: Heuristic Optimization
7/3	Discussion: Section 10 of your paper	Presentation of Results section of your paper Append section 10 to your document on one drive Please prepare a power point presentation (5 minutes)
7/10	Presentations	Please prepare a power point presentation, email it to me before class Reports due (Parts 4-10, refer to the report guidelines for content requirements, email final draft) Update your documents on one drive
7/17	Presentations	Please prepare a power point presentation, email it to me before class
7/24	Presentations	Please prepare a power point presentation email it to me before class