Course Syllabus

Code - Course Title	**İŞL320 - International Business**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses

Mode of Delivery	The mode of delivery of this course is face-to-face
Prerequisites	There is a prerequisite for this course: İŞL223 Business Management
Courses Recomended	There is no recommended optional programme component for this course. İŞL420 Foreign Trade Transactions and Management İŞL460 Cross-Cultural Management FIN407 International Finance İKT467 Taxation of International Trade
Recommended Resources	Cavusgil, S.T.; Knight, G., and Riesenberger, J.R. (2020). International business: The new realities. (5th & Global Edition). London: Pearson.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Introduction & Globalization of Markets and the Internationalization of the Firm (Chapter 2)	
Week - 3		The Cultural Environment of International Business (Chapter 3)	
Week - 4		The Cultural Environment of International Business (Chapter 3)	
Week - 5		Political and Legal Systems in National Environments (Chapter 6)	
Week - 6		Midterm Exams (No Classes)	
Week - 7		Midterm Exams (No Classes)	
Week - 8		Strategy and Organization in the International Firm (Chapter 11)	
Week - 9		Exporting and Global Sourcing (Chapter 13)	
Week - 10		Licensing, Franchising, and Other Contractual Strategies (Chapter 15)	
Week - 11		Foreign Direct Investment and Collaborative Ventures (Chapter 14)	
Week - 12		Functional Areas in International Business (Marketing; HRM; and Finance) (Chapter 16; 17; and 10)	
Week - 13		Review and Conclusions	

Learning Outcomes

#	Learning Outcome
1	Explain the concepts of globalization and international business.
2	Describe how the process of globalization affects markets and the internationalization of the firm.
3	Distinguish different cultural environments facing multinational companies.
4	Distinguish different political and legal environments facing multinational companies.
5	Discuss the role of strategy and alternative structural arrangements in building a globally integrated enterprise.
6	Explain different modes of entering and working in international markets.
7	Discuss foreign direct investment (FDI) and its impact on international business.
8	Discuss functional areas in international business.
9	Identify and distinguish emerging markets.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.