Course Syllabus

Code - Course Title	**İŞL320 - International Business**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ GÖKHAN ÖNDER, DOÇ. DR. ASLI ŞAFAK

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Özalp, İ. (2012). Uluslararası İşletmeler ve Yönetim Stratejileri Global Bir Yaklaşım. Nisan Kitabevi.Can, E. (2012). Uluslararası İşletmecilik Teori ve Uygulama. İstanbul: Beta Yayıncılık.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Multinational Business	
Week - 2		Definition of Multinational Business, Development, Advantages	
Week - 3		Policies for entering Foreign Countries	
Week - 4		Policies for entering Foreign Countries	
Week - 5		Without managerial activities	
Week - 6		With Managerial activities	
Week - 7		Management of Multinational Business Organizations	
Week - 8		Planning, Organizational structures	
Week - 9		Planning, Organizational structures	
Week - 10		Multinational Business Organizations	
Week - 11		Multinational Business Organizations	
Week - 12		Product, Pricing and Distribution Policies	
Week - 13		Financial Structure of Multinational Organizations	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Personal Policies of Multinatşonal Business Organizations	

Learning Outcomes

#	Learning Outcome
1	explain fundamental concepts of international business and diffrentiate them from the basic business management concepts.
2	explain the process of historical development of international business.
3	explain the stages of the internationalization of enterprises.
4	evaluate the evaluate the success factors of international business.
5	analyze international management problems and solutions.

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.