Course Syllabus

Code - Course Title	**İŞL320 - International Business**
Course Type	VIII. 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 no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Introduction: What is International Business? (Chapter 1) Globalization of Markets and the Internationalization of the Firm (Chapter 2)	
Week - 3		Organizational Participants that Make International Business Happen (Chapter 3)	
Week - 4		The Cultural Environment of International Business (Chapter 4)	
Week - 5		The Cultural Environment of International Business (Chapter 4)	
Week - 6		Political and Legal Systems in National Environments (Chapter 7)	
Week - 7		Global Strategy and Organization (Chapter 12)	
Week - 8		Foreign Direct Investment and Collaborative Ventures (Chapter 15)	
Week - 9		Licensing, Franchising, and Other Contractual Strategies (Chapter 16)	
Week - 10		Global Sourcing (Chapter 17)	
Week - 11		Functional Areas in International Business (Marketing & HRM) (Chapter 18 & 19)	

Learning Outcomes

#	Learning Outcome
1	Can explain the concepts of globalization and international business.
2	Can describe how the process of globalization affects markets and the internationalization of the firm.
3	Can debate the benefits and volume of international trade, and can restate and illustrate the major theories that attempt to explain why trade occurs.

Learning Outcomes

#	Learning Outcome
4	Can distinguish different cultural environments facing multinational companies.
5	Can distinguish different political and legal environments facing multinational companies.
6	Can identify and distinguish emerging markets.
7	Can discuss the role of strategy and alternative structural arrangements in building a globally integrated enterprise.
8	Can explain foreign direct investment (FDI) and its impact on international business.
9	Can discuss functional areas in international business.

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.