Course Syllabus

Code - Course Title	**İŞL216 - Multinational Companies**
Course Type	IV. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇ. DR. BAHAR SUVACI

Mode of Delivery	The mode of delivery of this course is Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no recommended optional programme components.
Recommended Resources	Balcı, M. Multinational Enterprises in the Global Economy: From Theory to Practice
Work Placement	There are no formal internship practices for this course.
Aims of the Course	The course on multinational enterprises examines the structures, strategies, and management processes of companies operating in global markets.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		INTRODUCTION TO COURSE	
Week - 2		Emergence and Development of Multinational Corporations	
Week - 3		MULTINATIONAL ENTERPRISES IN TURKEY AND WORLD	
Week - 4		COMPETITION AND BASIC CONCEPTS OF COMPETITION	
Week - 5		ANALYSE OF MULTINATIONAL ENTERPRISES 1	
Week - 6		ANALYSE OF MULTINATIONAL ENTERPRISES 2	
Week - 7		COMPETITIVE STRATEGIES 1	
Week - 8		COMPETITIVE STRATEGIES 2	
Week - 9		Strategies of Internationalisation	
Week - 10		Businesses Success in the Competitive Conditions SPEED TECHNOLOGY QUALITY ORGANIZATIONAL FLEXIBILITY	
Week - 11		Businesses Success in the Competitive Conditions INNOVATION KNOWLEDGE MANAGEMENT	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		Businesses Success in the Competitive Conditions CULTURAL MANAGEMENT CHANGE MANAGEMENT	
Week - 13		THE NEW APPROACHES OF COMPETITION: TALENT-BASED COMPETITION Resource-based competition COMPETITION BASED ON DIFFERENCE	

Learning Outcomes

#	Learning Outcome
1	Explains how Multinational businesses were born and evolved.
2	Explains the multinational companies that form competitiveness of our country
3	Will learn how multinational businesses enter foreign countries.
4	Defines the concepts used in the competition.
5	Analyzes the environment of business enterprises (competition).
6	Distinguishes which strategies should be determined in line with the anaysis.
7	Will learn the types of organizations of multinational enterprises.

Sustainable Development Goals

✓ Decent Work and Economic Growth

Course Theme

✓ Economics, Finance and Management

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	2.00	28	56
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	6.00	1	6
Ara Sınav Hazırlığı (sınav süresi dahil)	6.00	1	6
Final Sınavı Hazırlığı (sınav süresi dahil)	8.00	1	8
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**3.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Presentation