Course Syllabus

Code - Course Title	**İŞL543 - Introduction to International Business**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. GÜLŞAH KULALI

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	Koçel, T. (2010). İşletme Yöneticiliği (12. Baskı), Beta Basım Yayım Dağıtım: İstanbul.Saruhan, Ş. C. ve Yıldız, M. L. (2009). Çağdaş Yönetim Bilimi, Beta Basım Yayım Dağıtım: İstanbul.Baraz, B. (2014). İşletme Yönetiminde Küresel Düzenlemeler, Kültür Ajans, AnkaraÜlgen, H. ve Mirze, S. K. (2004). İşletmelerde Stratejik Yönetim (3. Baskı), Literatür Yayınları: İstanbul.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to International Business: What is International Business?	
Week - 2		The Concept of Globalisation	
Week - 3		The Emergence and Historical Development of International Business	
Week - 4		International Trade Theories	
Week - 5		International Environment: Economic and Financial Environment	
Week - 6		International Environment: Political and Legal Environment	
Week - 7		The Role of Culture in International Business	
Week - 8		Internationalization Strategies	
Week - 9		Competitiveness in International Markets	
Week - 10		International Business Management	
Week - 11		Organisation in International Businesses	
Week - 12		Marketing in International Business	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Ethics, Social Responsibility and Sustainability in International Business	
Week - 14		Case Studies in International Business	

Learning Outcomes

#	Learning Outcome
1	have fundamental knowledge in field of international business.
2	prove characteristics of multi 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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	20
Final Exam	1	40
Practice	1	40
	Sum (%)	**100**