Course Syllabus

Code - Course Title	**İŞL549 - International Business Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. UĞUR KESKİN

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 Corporations: Definition and Scope	
Week - 2		Planning in MNCs	
Week - 3		Organizational Stuructures of MNCs	
Week - 4		Global Structures	
Week - 5		International Business Strategies: International Strategy	
Week - 6		Multi-Local Strategy	
Week - 7		Multi-Local Strategy	
Week - 8		Global Strategy	
Week - 9		Supranational Strategy	
Week - 10		Entry Strategies of MNCs: Export	
Week - 11		Joint Ventures and Foreign Direct Investments	
Week - 12		Joint Ventures and Foreign Direct Investments	
Week - 13		Human Strategies for MNCs: Ethnocentrism, Polycentrism	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Geocentrism and Regiocentrism	

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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	50
Final Exam	1	50
	Sum (%)	**100**