Course Syllabus

Code - Course Title	**İŞL634 - Global Management Strategies**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. OZAN AĞLARGÖZ

Mode of Delivery	On-campus; Distance
Prerequisites	N/A
Courses Recomended	N/A
Recommended Resources	Credit Suisse Research Institute (December, 2020). What will last? The Long-termImplications of Covid-19.Schilling, M. A. and Shankar, R. (2019). Strategic Management of Technological Innovation.McGraw- Hill Education.Christopher A. Bartlett – Paul W. Beamish. Transnational Management. Cambridge UniversityPress (Recent editions).David, F. R. & David, F. (2017). A Competitive Advantage Approach, Concepts and Cases. (16thEd.). Upper Saddle River, NJ: Pearson Education.Wheelen, T. L., Hunger, J. D., Hoffman, A. N. & Bamford, C. (2015). Strategic Management andBusiness Policy: Globalization, Innovation, and Sustainability. (14th Ed.). Upper Saddle River,NJ: Pearson Education.Ebert, R. J. and Griffin, R. W. (2017). Business Essentials (11th Ed.). Pearson: Essex, UK.Luthans, F. & Doh, J. P. International Management. Mc Graw Hill, Irwin (recent editions).Peter G. Northouse. Leadership-Theory and Practice. Sage Publications (recent editions).Walters, B. & Tang, Zaiyong. IT Enabled Strategic Management. Idea Group Publishing, 2006.Goodman, M. B. Intercultural Communication for Managers. Business Expert Press, 2013.
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Globalization	
Week - 2		Human Resources, economy, management and business in the global context	
Week - 3		İşletmelerde uluslararasılaşma süreci	
Week - 4		Globalization and digitalization	
Week - 5		Global business strategies	
Week - 6		Global business strategies	
Week - 7		Global business ethics	
Week - 8		Presentations	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9		Presentations	
Week - 10		Presentations	
Week - 11		Presentations	
Week - 12		Presentations	
Week - 13		Presentations	
Week - 14		Presentations	

Learning Outcomes

#	Learning Outcome
1	Conducting a comprehensive analysis of the present era in the mix of globalization, people, economy, management, and business.
2	Understanding the internationalization process for businesses and recognizing the relevant challenges espeacially in terms of technological developments
3	Identifying global business strategies as they relate to local responsiveness, global integration, and worldwide learning.
4	Describing the anatomy of leadership in diversified cultural settings and assessing the impact of ethics for a benevolent business process.

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

AKTS Workload

Activity	Duration (Hour)	Count	Workload
		Calculated ECTS	0

Assessment Method and Passing Requirements

No content has been provided.