



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2
Course Code	M A N 4 0 1	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	-
Course Web Site	http:// man401.cankaya.edu.tr	Number of Credit Hours	3
		ECTS Credit	0 5

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

English Name	International Business
Turkish Name	Uluslararası İşletmecilik
Mode of Delivery	Face to face
Language of Instruction	English

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

This course examines different cultural, political, legal, and economic environments in different countries that the businesses may deal with; types of regional economic integration; international strategies followed by the companies such as collaborative and control strategies; and international management of business functions.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	<input type="checkbox"/> Prior knowledge of management concepts is strongly recommended.
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <i>Check all that are applicable</i>	<input checked="" type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input type="checkbox"/> Elective course for dept. <input checked="" type="checkbox"/> Elective course for other dept.(s)			

Part II. Detailed Course Information

Course Objectives <i>Maximum 100 words.</i>
The objective of the course is to develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in a global environment; in addition, to improve the ability of the students to identify, analyze and execute strategies in the global business environment.

Learning Outcomes <i>Explain the learning outcomes of the course. Maximum 10 items.</i>
Upon the successful completion of the course students will: <ol style="list-style-type: none"> 1. Be able to provide an overview of different modes a company can use to accomplish its global objectives 2. Be able to understand the cultural guidelines for companies that operate internationally 3. Be able to describe how management can formulate and implement strategies to deal with foreign political environments 4. Be able to compare different types of legal systems and study the legal relationships that exist between countries 5. Be able to identify key economic issues that influence international business 6. Be able to evaluate the rationale for government policies that enhance and restrict trade 7. Be able to define different forms of economic integration and to describe how each form affects international business 8. Be able to evaluate different international opportunities and select one for international operations among the alternatives 9. Be able to learn types of collaborative and control strategies as an international operating mode 10. Be able to understand each of the business functions management internationally

Textbook(s) <i>List the textbook(s), if any, and other related main course material.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
J.D. Daniels L.H. Radebaugh D.P. Sullivan	International Business – Environments and Operations	Prentice Hall	2011	978-0-132-59452-3

Reference Books <i>List, if any, other reference books to be used as supplementary material.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Charles W.L. Hill	International Business	McGraw-Hill	2012	978-0-078-02924-0
Tamer Çavuşgil Gary Knight John Riesenberger	International Business: The New Realities	Prentice Hall	2012	978-0-136-09098-4

Teaching Policy <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
Three hours of lecturing. Case Studies about each topic will be provided to students in order to foster discussion. Students are expected to read these cases before each lecture.

Laboratory/Studio Work <i>Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.</i>
N/A

Computer Usage
<i>Briefly describe the computer usage and the hardware/software requirements for the course.</i>
N/A

Course Outline	
<i>List the weekly topics to be covered.</i>	
Week	Topic(s)
1	International Business: An Overview
2	The Cultural Environments Facing Businesses
3	The Political and Legal Environments Facing Business
4	The Economic Environment
5	Government Influence on Trade – Foreign Direct Investment
6	Regional Economic Integration and Cooperative Agreements
7	Midterm Exam
8	International Trade Theory
9	Country Evaluation and Selection
10	Collaborative Strategies and Control Strategies
11	Managing Business Functions Internationally – Marketing, Export and Import Strategies
12	Managing Business Functions Internationally – Global Manufacturing and Supply-Chain Management
13	Managing Business Functions Internationally – Multinational Accounting-Tax and Finance Functions
14	Managing Business Functions Internationally – Human Resource Management

Grading Policy								
<i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Case Discussion	10	10 %						
Term Project	1	10 %						
Midterm Exam	1	30 %						
Final Exam	1	50 %						

ECTS Workload			
<i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	13	3	39
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	-
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	13	0,5	6,5
Collection and selection of relevant material (<i>once</i>)	1	1,5	1,5
Self study of relevant material (<i>weekly basis</i>)	13	1	13
Take-home assignments	13	2	26
Preparation for quizzes	-	-	-

Preparation for mid-term exams (including the duration of the exams)	1	10	8
Preparation of term paper/case-study report (including oral presentation)	1	10	15
Preparation of term project/field study report (including oral presentation)	*	-	-
Preparation for final exam (including the duration of the exam)	1	15	15
TOTAL WORKLOAD / 25			124
ECTS Credit			5

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.				X	
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.					X
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.	X				
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.					X
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.			X		
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.					X
8	Be thereby qualified to conduct research in business administration and management.			X		
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.			X		
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.				X	
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.			X		
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.			X		
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.			X		

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest