



# ÇANKAYA UNIVERSITY

## Faculty of Economics and Administrative Sciences

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b>	MANAGEMENT	<b>Dept. Numeric Code</b>	3 2
<b>Course Code</b>	M A N 4 3 5	<b>Number of Weekly Lecture Hours</b>	3
		<b>Number of Weekly Lab/Tutorial Hours</b>	-
		<b>Number of Credit Hours</b>	3
<b>Course Web Site</b>	http://man435.cankaya.edu.tr		<b>ECTS Credit</b>
			0 5

#### Course Name and Other Course Information

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

<b>English Name</b>	Transnational Management
<b>Turkish Name</b>	Ulusötesi Yönetim
<b>Mode of Delivery</b>	
<b>Language of Instruction</b>	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 mainly focuses on globalization and international linkages. Managing across culture is another main theme of the course. Strategy formulation and implementation in international context is also examined.

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

**Part II. Detailed Course Information****Course Objectives***Maximum 100 words.*

The question "how organizations are adopting to this process" is an important question to answer. In fact, this course mainly focuses on this question and the consequences of the process. This course is aimed to build a basic understanding of the concept "globalization" and to provide a clear and complete description of transnational management process. Another important objective of this course is that to familiarize the students with both the theories and practical applications of the transnational management.

**Learning Outcomes***Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will:

1. Be able to define the term 'globalization'
2. Be able to examine the international business context
3. Be able to define Worldwide Competitive Advantage: Goals and Means
4. Be able to analyze global, international, multinational and transnational industries
5. Be able to analyze global, international, multinational and transnational strategies
6. Describe strategic global alliances such as joint ventures
7. Comprehend worldwide innovation
8. Define organizational structure of global, international, multinational and transnational firms
9. Be familiar with ethical issues in global, international, multinational and transnational firms

**Textbook(s)***List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
A. Bartlett, Paul W. Beamish	Transnational Management, 7 <sup>th</sup> edition	McGraw Hil	2011	13: 9781259253 76-8

**Reference Books***List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN
John Daniels Lee Radebaugh Daniel Sullivan	International Business, 12 <sup>th</sup> edition	Perason	2009	13: 9780136029 656

**Teaching Policy***Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of lecturing. Different notes and posted in the web page of the course. Students are expected to get the basics of organizational theory. Students are required to have one homework assignment and one quiz. Participation and attendance are crucial for the course.

**Laboratory/Studio Work***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.*

N/A

**Computer Usage**

Briefly describe the computer usage and the hardware/software requirements for the course.

N/A

**Course Outline**

List the weekly topics to be covered.

Week	Topic(s)
1	Understanding the International Context
2	The Means of Internationalization
3	Product cycle theory
4	International, Multinational, Global and Transnational Mentality
5	Forces for Global Integration and Coordination
6	Forces for Local Differentiation and Responsiveness
7	Midterm exam
8	Multinational, Global and Transnational Industry
9	Worldwide Competitive Advantage: Goals and Means
10	International, Multinational, Global and Transnational Strategies
11	The Transnational Organization
12	Building the Organizational Physiology
13	Worldwide Innovation: The New Competitive Battleground
14	Central, Local & Transnational Innovation

**Grading Policy**

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Term Project	1	% 20						
Midterm	1	% 30						
Final Exam	1	% 50						

**ECTS Workload**

List all the activities considered under the ECTS.

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	1	13
Collection and selection of relevant material ( <i>once</i> )	1	4	4
Self study of relevant material ( <i>weekly basis</i> )	13	3	39
Take-home assignments	-	-	-
Preparation for quizzes	-	-	-
Preparation for mid-term exams ( <i>including the duration of the exams</i> )	1	10	10
Preparation of term paper/case-study report ( <i>including oral presentation</i> )	-	-	-

Preparation of term project/field study report (including oral presentation)	1	12	12
Preparation for final exam (including the duration of the exam)	1	10	10
TOTAL WORKLOAD / 25			<b>127</b>
<b>ECTS Credit</b>			<b>5</b>

<b>Program Qualifications vs. Learning Outcomes</b> 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