

INTERNATIONAL BUSINESS

1	Course Title:	INTERNATIONAL BUSINESS
2	Course Code:	IIS4110
3	Type of Course:	Optional
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	8
7	ECTS Credits Allocated:	6.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Dr. Öğr. Üyesi FİLİZ EREN BÖLÜKTEPE
15	Course Lecturers:	
16	Contact information of the Course Coordinator:	Dr. Öğr. Üyesi F. Eren BÖLÜKTEPE İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 eboluktepe@uludag.edu.tr
17	Website:	
18	Objective of the Course:	The objective of this course is to form a basic framework of international business management. The course discusses driving forces in international trade and industry, international business transactions, examines the formulation of global business strategies, presents operational management of the global firm and looks over the future developments of international business environment. This course also aims for students to develop the basic decision-making skills associated with managing different aspects of international business management.
19	Contribution of the Course to Professional Development:	Gains knowledge of the operational management of global companies.
20	Learning Outcomes:	
	1	Students will be able to demonstrate that they understand how various legal, political, economic, and cultural systems affect business decisions and behaviors to present the understanding of the similarities and differences in international business.
	2	Student will be able to describe how international strategy is implemented with particular attention to location and functional area implementation to apply theories, tools, and insights found in the field of international business management
	3	Students will be able to discuss the managerial issues related to strategic planning, human resource management, financial management, marketing management in an international context to recognize the key functions of international organizations by analyzing common real world cases
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21	Course Content:			
	Course Content:			
Week	Theoretical	Practice		
1	What is International Business			
2	International Business Environment			
3	The Framework for International Transactions			
4	Strategy and opportunity assessment for international business			
5	Multinational Operations Management			
6	The Strategies of International Business			
7	Foreign Exchange Market, Global Capital Markets			
8	Exporting, Importing and Countertrade			
9	International Financial Management:			
10	Business Policies and Planning in International Corporations, Organizational Structure of International Business, Negotiation Strategies			
Activities		Number	Duration (hour)	Total Work Load (hour)
Theoretical	Negotiation Strategies	14	3.00	42.00
12	Future Developments and Challenges in			
Practicals/Labs		0	0.00	0.00
13	Self-study Cases and Discussions	14	3.00	42.00
Homeworks		0	0.00	0.00
Projects		0	0.00	0.00
22	Textbooks, References and/or Other	1	50.00	50.00
Field Studies		0	0.00	0.00
Midterm exams		1	50.00	50.00
Others		0	0.00	0.00
TERM LEARNING ACTIVITIES		NUMBER	WEIGHT	
Final Exams		1	50.00	50.00
Total Work Load				184.00
Total work load/ 30 hr		0	0.00	6.13
ECTS Credit of the Course				6.00
Final Exam		1	60.00	
Total		2	100.00	
Contribution of Term (Year) Learning Activities to Success Grade		40.00		
Contribution of Final Exam to Success Grade		60.00		
Total		100.00		
Measurement and Evaluation Techniques Used in the Course		Online multiple-choice/ online written exam/ written exam		
24	ECTS / WORK LOAD TABLE			

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	3	3	3	3	4	5	2	3	5	4	2	2	0	0	0	0
ÖK2	3	4	5	5	2	4	3	4	4	4	5	5	0	0	0	0
ÖK3	3	2	5	4	2	4	3	4	4	4	4	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			