

**School of Business and Management Sciences / Business Administration (English)**

**2023 - 2024 Academic Year**

**GLOBAL BUSINESS**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
GLOBAL BUSINESS	BUS3271450	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Corporate sustainability Management, Target Product and Country Analysis				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Elif BAYKAL				
<b>Name of Lecturer(s)</b>	Lect.Dr. Bahar DİVRİK				
<b>Assistant(s)</b>					
<b>Aim</b>	This course aims to provide students with the knowledge and abilities to understand the global economic, political, cultural and social environment within which firms operate. In this context the student will learn the international business's human resource planning, marketing strategies, global production and logistics strategies, foreign market entry modes, etc.				
<b>Course Content</b>	This course contains; Introduction to Global Business,Global Business Environment,Parties in Global Business,Culture and Ethics,Introduction to International Trade,Political and Legal Systems,Country Development Classifications,Strategy and Organization in the International Firm,Import, Export, FDI,Collaboration Ventures, Licensing, Franchising and Other Contractual Strategies,Global Sourcing,Global Marketing I,Global Marketing II,Global Human Resource Management.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1 the student will be able to analyze international business from a multi-centric perspective.			16, 9	A	
1.1 Examines the concept of international business in detail.					
1.2 Learns the differences between national and transnational companies.					
2 Will be able to identify the key ethical and environmental issues related to international business.			16, 9	A	
2.1 Gets information about the international environment and its elements.					
3 Will be able to explain how the economic, political, cultural, social environments affect international business operations.			16, 9	A	
3.1 acquires information about the relationship of organizations with political forces and governments.					
3.2 Learns the impact of multinational organizations on each other and the characteristics of the global market.					
4 Will be able to explain the most widely used international business terms and concepts.			16, 9	A	
4.1 Learns the technical aspects of the internationalization process with all its concepts.					
4.2 Learns important concepts related to international trade.					
5 Will be able to explain the foreign entry modes with pros and cons.			16, 9	A	
5.1 Examines all aspects of transnationalization steps.					
5.2 Examines the concept of globalization.					
6 Will be able to discuss international trade theory.			16, 9	A	
6.1 Learns about classical internationalization theories.					
6.2 Learns about modern internationalization theories.					
<b>Teaching Methods</b>	16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Global Business				
2	Global Business Environment				
3	Parties in Global Business				
4	Culture and Ethics				
5	Introduction to International Trade				
6	Political and Legal Systems				
7	Country Development Classifications				
8	Strategy and Organization in the International Firm				
9	Import, Export, FDI				
10	Collaboration Ventures, Licensing, Franchising and Other Contractual Strategies				
11	Global Sourcing				
12	Global Marketing I				
13	Global Marketing II				
14	Global Human Resource Management				
<b>Evaluation Methods</b>			<b>Weight(%)</b>		
(Midterm Exam) written exam			100		
Midterm Exam			40		
(General Exam) Written Exam			100		
General Exam			60		

<b>Resources</b>
Cavusgil, T., Knight G., Riesenberger, J. (2017). International Business: The New Realities Global Edition, 4/E, Pearson Publication Bird, A., & Mendenhall, M. E. (2016). From cross-cultural management to global leadership: Evolution and adaptation. Journal of World Business, 51(1), 115-126. Hong, E., & Sun, L. (2006). Dynamics of internationalization and outward investment: Chinese corporations' strategies. The China Quarterly, 187, 610-634. Pavlinek, P. (2012). The internationalization of corporate R&D and the automotive industry R&D of East-Central Europe. Economic Geography, 88(3), 279-310.