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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | |
| **MAN 100** | | | | International Business | | | | | | | | | | | | 2 (2-0-0) | | | | | **6** | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | **Mode of Delivery** | | | | | | | **Face to Face** | | | | | |
| **Type and Level of Course** | | | | | | | | **Compulsory/1.Year/Spring Semester EQF- Level 6** | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | | Lecture Hours | | | | | Office Hours | | | | **Contacts** | | |
| **Course Coordinator** | | | | | Dr. Duygu Gür | | | | | | | Wednesday 10.15 -12:35 | | | | | Tu: 14-16 | | | | duygugur@cag.edu.tr | | |
| **Course Objective** | | | | | This course aims to teach students the fundamental concepts and practices in the field of international business management and to equip them with the theoretical knowledge and practical skills necessary to make effective decisions in global business environments. Additionally, it seeks to develop students' leadership, teamwork, and critical thinking skills by considering ethical and legal principles in professional business processes. | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** | |  | Students who have completed the course successfully should be able to | | | | | | | | | | | | | | | | | **Relationship** | | | |
| Prog. Output | | | **Net Effect** |
| 1 | position the business within an international context. | | | | | | | | | | | | | | | | | 3 | | | 5 |
| 2 | have a command of the theories and principles related to the field of international business management and will be able to critically question these theories and principles.. | | | | | | | | | | | | | | | | | 5 & 7 & 9 | | | 5 & 3 & 4 |
| 3 | identify the effects of culture on international business.. | | | | | | | | | | | | | | | | | 2 & 3 & 4 | | | 5 & 4 & 3 |
| 4 | analyze world economies in terms of developed and developing worlds.. | | | | | | | | | | | | | | | | | 2 & 3 & 4 | | | 5 & 4 & 3 |
| 5 | determine the effects of economic cooperation and integration on international business. | | | | | | | | | | | | | | | | | 3 & 4 | | | 4 & 5 |
| 6 | evaluate the impact of globalization on international business. | | | | | | | | | | | | | | | | | 2 & 3 & 4 | | | 5 & 4 & 3 |
| 7 | analyze entry strategies into international markets.. | | | | | | | | | | | | | | | | | 2 & 5 & 9 | | | 5 & 5 & 3 |
| 8 | convey their theoretical knowledge in the form of presentations and reports by utilizing information technology tools. | | | | | | | | | | | | | | | | | 1 & 2 | | | 5 & 4 |
| **Course Description:** This course aims to teach students the fundamental concepts and practices in the field of international business management and to equip them with the theoretical knowledge and practical skills necessary to make effective decisions in global business environments. Additionally, it seeks to develop students' leadership, teamwork, and critical thinking skills by considering ethical and legal principles in professional business processes. | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( Weekly Lecture Plan )** | | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | | | **Preparation** | | | | | | **Teaching Methods** | | | | |
| **1** | Introduction to International Business | | | | | | | | | | | | Chapter 1.1-1.2 | | | | | | **Presentation&Review** | | | | |
| **2** | Forms of International Businesses&The Globalization Debate&Ethics and International Business | | | | | | | | | | | | Chapter 1.3-1.4-1.5 | | | | | | **Presentation&Review** | | | | |
| **3** | International Trade Theory | | | | | | | | | | | | Chapter 2.1 | | | | | | **Presentation&Review** | | | | |
| **4** | Political and Legal Factors That Impact International Trade | | | | | | | | | | | | Chapter 2.2 | | | | | | **Presentation&Review** | | | | |
| **5** | Foreign Direct Investment | | | | | | | | | | | | Chapter 2.3 | | | | | | **Presentation&Review** | | | | |
| **6** | Culture and Business | | | | | | | | | | | | Chapter 3.1-3.2 | | | | | | **Presentation&Review** | | | | |
| **7** | Culture and Business | | | | | | | | | | | | Chapter 3.3-3.4 | | | | | | **Presentation&Review** | | | | |
| **8** | World Economies | | | | | | | | | | | | Chapter 4.1 | | | | | | **Presentation&Review** | | | | |
| **9** | Developed World | | | | | | | | | | | | Chapter 4.2 | | | | | | **Presentation&Review** | | | | |
| **10** | Developing World | | | | | | | | | | | | Chapter 4.3 | | | | | | **Presentation&Review** | | | | |
| **11** | Emerging Markets | | | | | | | | | | | | Chapter 4.4 | | | | | | **Presentation&Review** | | | | |
| **12** | International Economic Cooperation among Nations | | | | | | | | | | | | Chapter 5.1 | | | | | | **Presentation&Review** | | | | |
| **13** | Regional Economic Integration | | | | | | | | | | | | Chapter 5.2 | | | | | | **Presentation&Review** | | | | |
| **14** | The United Nations and the Impact on Trade | | | | | | | | | | | | Chapter 5.3 | | | | | | **Presentation&Review** | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | International Business, http://www.saylor.org/books | | | | | | | | | | | | | | | | | |
| **Related Links** | | | | | | **-** | | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | | **-** | | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | If required, additional learning materials and presentation outputs are accessible in the Student Automation System on Çağ University Web Site. | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | | **Notes** | | | | | | | | | |
| **Midterm Exam** | | | | | | | **1** | | | **30%** | | | |  | | | | | | | | | |
| **Homework** | | | | | | | **1** | | | **20%** | | | |  | | | | | | | | | |
| ***Effect of The Activities*** | | | | | | | **1** | | | **50%** | | | |  | | | | | | | | | |
| ***Effect of The Final Exam*** | | | | | | | **1** | | | **50%** | | | |  | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | | | **Hours** | | | | | | | **Total** | |
| **Hours in Classroom** | | | | | | | | | **14** | | | | | | **2** | | | | | | | **28** | |
| **Hours out Classroom** | | | | | | | | | **14** | | | | | | **7** | | | | | | | **98** | |
| **Homeworks** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Implementation** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Quizzes** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Midterm Exam** | | | | | | | | | **1** | | | | | | **20** | | | | | | | **20** | |
| **Fieldwork** | | | | | | | | | **-** | | | | | | **-** | | | | | | | **-** | |
| **Final Exam** | | | | | | | | | **1** | | | | | | **30** | | | | | | | **30** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | **176** | |
| **=176/30**  **=5,86** | |
| **6** | |