

SYLLABUS

Faculty of Economics & Administrative Sciences

Course Code	Course Title	Credits	ECTS Value	
MAN 100	International Business	3-0-3	6	
Prerequisite Courses:	None			
Course Language:	English	Course Delivery Mode:	Face to Face	
Course Type and Level:	Compulsory / First cycle / 1. Year / Fall Semester			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	
Assist. Prof. Dr. Duygu Gür		Tuesday 13:25-15:45	Wednesday 10:00-12:00	
Course Coordinator:	Assist. Prof. Dr. Duygu Gür			
Course Objectives				
This course is designed to provide students with the core concepts and practical applications of international business management, equipping them with the skills to make strategic decisions in a global context. Furthermore, it aims to foster leadership, collaboration, and critical thinking while emphasizing ethical and legal standards in professional practice.				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	
			Net Contribution	
	1	Students explain the fundamental concepts and scope of international business, as well as the dynamics of the global business environment.	3&7	5&4
	2	Students analyze the management and organizational structures of businesses operating in different countries and cultures through a comparative approach.	7&8&9	4&4&3
	3	Students evaluate international marketing, production, human resources, and financial decisions within the framework of global competitive conditions.	7&5&9	5&5&3
	4	Students develop appropriate decisions by analyzing ethical issues and social responsibility practices encountered in international business life.	4&9	5&3
	5	Students develop recommendations by solving international business cases through analytical and creative approaches.	5&9	4&5
6	Students demonstrate effective written and oral communication skills in international business environments through teamwork and presentations.	1&6	5&4	
7	Students effectively use current information technologies and digital tools in international business decision-making processes.	2&5	5&3	
Course Content:	This course covers the fundamental concepts and strategies necessary for success in the global business world. Its content focuses on the following topics: globalization and the international business environment; the impact of cultural, political, and economic environments on business; international trade theories and applications; and global market research and entry strategies.			
Course Schedule (Weekly Plan)				
Week	Topic	Preparation	Teaching Methods and Techniques	

1	Introduction	Reflect on personal expectations and prior knowledge of business.	Reflect on personal expectations and prior knowledge of business
2	Introduction to International Business	Reading, chapter 1	Lecture, discussion
3	Globalization of Markets and the Internationalization of the Firm	Reading, chapter 2	Lecture, discussion
4	The Cultural Environment of International Business	Reading, chapter 3	Lecture, discussion
5	Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business	Reading, chapter 4	Lecture, discussion
6	International Trade and Investment Theories	Reading, chapter 5	Lecture, discussion
7	Midterm Exam Preparation Course		Q&A, discussion
8	Midterm Exam		
9	Midterm Exam		
10	Strategy and Organization in International Business	Reading, chapter 11	Lecture, discussion
11	Guest Speaker + Strategy and Organization in International Business		Guest Speaker presentation, Q&A, discussion
12	The International Monetary and Financial Environment	Reading, chapter 9	Lecture, discussion
13	Project	Report and presentation preparation	Report delivery and in class presentations
14	Government Intervention and Regional Economic Integration	Reading, chapter 8	Lecture, discussion
15	Assessment of Global Market Opportunities	Reading, chapter 912	Lecture, discussion
16	Final Exam Preparation Course		Interactive Q&A, discussion
17	Final Exam		
18	Final Exam		

Course Resources

Textbook: International Business: The New Realities: S. Tamer Cavusgil, Gary Knight, John Riesenberger

Recommended References:

Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm Exam	1	%25	Exam
Project	1	%25	Report and presentation (after midterms)
Final Exam	1	%50	Exam

ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Study	14	2	28
Project	1	20	20
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	45	45

Final Exam (Final Exam Duration + Final Exam Preparation)	1	45	45
Total:			180
Total / 30:			180 ÷ 30 ≈ 6,0 ≈ 6
ECTS Credit:			6

