



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	International Trade	Dept. Numeric Code	3 3
Course Code	I N T T 1 0 2	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	-
		Number of Credit Hours	3
Course Web Site	http:// xxx.cankaya.edu.tr	ECTS Credit	0 5

Course Name and Other Course Information

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

English Name	Introduction to International Trade II
Turkish Name	Uluslararası Ticarete Giriş II
Mode of Delivery	Lecture
Language of Instruction	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 is designed to be a lesson of surveying business topics, issues, and practices on a global scale. Students will be introduced to each of the functional areas of business, including marketing, accounting, finance, operations, human resources management, and business intelligence with respect to international trade and business dimensions.

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

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

The course is designed to help students appreciate the interrelationship of these business functions and, more generally, the role and context of business in international society. Other topics considered include: the economic and legal environment of business, the globalization of markets, workforce diversity, leadership, and entrepreneurship with global respects. To convey course content, lectures, class discussions, exercises, simulations and visiting speakers will be used.

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

Upon completion of this course, students should be able to:

Define basic business functions with international trade and business dimensions,

Describe business ethics for international trade,

Describe the global business issues,

Define marketing issues in international trade,

Describe global promotion activities,

Describe product pricing for international trade operations,

Discuss the efficiency and effectiveness of the distribution networks in international trade and business,

Describe global production management,

Describe the consumer behavior for global products,

Describe the fundamentals for social behavior for international trade and business,

Discuss the strategic management of a global enterprise

Describe the information technology and e-commerce,

Discuss the players and processes involved in international trade,

Describe the human resources management for international trade,

Define the art and science of international marketing.

Describe the mobile computing infrastructure that supports mobile commerce for international business and trad

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

Author(s)	Title	Publisher	Publication Year	ISBN
Michael SOLOMON; Mary Anne POATSY; Kendall MARTIN	Better Business	Pearson	2016	9780133920581
Michael HITT; Stewart BLACK; Lyman PORTER	Management	Pearson	2012	9780132553285
Paul MURPHY; Michael KNEMEYER	Contemporary Logistics	Pearson	2018	9781292004846

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

Author(s)	Title	Publisher	Publication Year	ISBN
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Teaching Policy

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

Teaching policy is based on lectures in the class and defining case studies comprehensively.

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.

Computer Usage

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

Course Outline

List the weekly topics to be covered.

Week	Topic(s)
1	Marketing and Consumer Behavior
2	Product Development and Pricing Strategies
3	Promotion and Distribution
4	Financing and Tracking Business Operations
5	Investment Opportunities in the Securities Market
6	An Overview of Logistics
7	Mid-Term Exam
8	Logistics and Information Technology
9	Strategic and Financial Logistics
10	Organizational and Managerial Issues In Logistics
11	The Supply Chain Management Concept
12	Transportation
13	Transportation Management
14	International Logistics

Grading Policy								
<i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Mid-Term Exam	1	30%	Mid-Term Exam					
Mid-Term Exam	2	30%	Mid-Term Exam					
Final-Exam	1	%40	Final-Exam					
Total		%100	Total					

ECTS Workload			
<i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	1	3	3
Attending Labs/Recitations (<i>weekly basis</i>)			
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	1	8	8
Collection and selection of relevant material (<i>once</i>)	1	8	8
Self study of relevant material (<i>weekly basis</i>)	1	8	8
Take-home assignments	2	20	40
Preparation for quizzes			
Preparation for mid-term exams (<i>including the duration of the exams</i>)	1	20	20
Preparation of term paper/case-study report (<i>including oral presentation</i>)			
Preparation of term project/field study report (<i>including oral presentation</i>)			
Preparation for final exam (<i>including the duration of the exam</i>)	1	25	25
TOTAL WORKLOAD / 25			112/25=4,48
ECTS Credit			4

Program Qualifications vs. Learning Outcomes <i>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.</i>						
No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Be able to understand the relationships of several aspects of doing business globally within an interdisciplinary approach.					X
2	Have necessary and sufficient knowledge as well as the analytical ability to evaluate his/her knowledge and information in his/her field.					X
3	Be able to adapt to rapidly changing global business environment and be open to new ideas and business practices.					X
4	Have necessary skills required to implement his/her knowledge in real life situations and to develop an effective problem solving and decision making capabilities.					X
5	Have the sufficient technical knowledge and the ability to improve his/her professional qualifications.					X
6	Be able to understand and evaluate the problems in his/her field and to discuss and express his/her opinions clearly.					X

7	Be able to understand the obstacles he/she faces in his/her field and to criticize them within an analytical point of view.					X
8	Be able to propose possible solutions to problems faced within both national and international arena with an understanding of the importance of life-long learning and social responsibilities.					X
9	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.					X
10	Be able to learn the second foreign language, if taken, at least in the European Language Portfolio B1 General Level					X
11	Be able to work both independently and as a team member to solve problems in his/her field.					X
12	Develop effective communication skills.					X

Scale for contribution to a qualification: **0**-none, **1**-little, **2**-moderate, **3**-considerable, **4**-highest