


Global Business Studies 	ÇANKAYA UNIVERSITY Faculty of Economics and Administrative Sciences Course Definition Form
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Part I. Basic Course Information

Department Name	INTERNATIONAL TRADE	Dept. Numeric Code	3 3
Course Code	I N T T 3 1 8	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	0
		Number of Credit Hours	3
Course Web Site	http:// xxx.cankaya.edu.tr	ECTS Credit	0 5

Course Name and Other Course Information <i>This information will appear in the printed catalogs and on the web online catalog.</i>	
English Name	Global Business Studies
Turkish Name	Küresel İşletmecilik Çalışmaları
Mode of Delivery	Lecture
Language of Instruction	English

Course Description <i>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.</i>	
<p>This course provides an overview of the importance of international business and trade in the global economy and explores the factors that influence success in international markets. Students will learn about the techniques and strategies associated with marketing, distribution, and managing international business effectively. This course prepares students for postsecondary programs in business, including international business, marketing, and management.</p>	

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 type="checkbox"/> Elective course for other dept.(s)			

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

To provide students with sufficient understanding of cross-border business issues to be in a position to contribute to decisions about the internationalization of business

To provide students with a managerial perspective of those aspects of the global business environment which directly affect a business's foreign trade and investment

To alert students to some of the practical factors which impact on international business activities in differing political, legal and cultural environments

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

After taking this course, student will be able to understand and analyze;

- Global business environment and variables affecting it,
- Political, cultural, economic and commercial parameters prevalent in international business,
- Internationalization process and means to do it,
- International marketing and management issues,
- Subjects related to finance and accounting,

An overall understanding of global affairs in the world business arena.

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

Author(s)	Title	Publisher	Publication Year	ISBN
John J. Wild, Kenneth Wild and Jerry C.Y. Han;	International Business: The Global Challenges,	Prentice Hall,	2013	978-0133063004
Daniels, J.; Radebaugh, L.; Sullivan, D.	International Business	Pearson	2013	9780132668668

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

Author(s)	Title	Publisher	Publication Year	ISBN

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

Teaching policy is based on lectures by the instructor and home works by the students.

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.*

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Course Outline

List the weekly topics to be covered.

Week	Topic(s)
1	Introduction: What Is International Business?
2	Globalization of Markets and the Internationalization of the Firm
3	Organizational Participants That Make International Business Happen
4	The Cultural Environment of International Business
5	Political and Legal Systems in National Environments
6	Regional Economic Integration & Understanding Emerging Markets
7	Mid- Term
8	Exporting and Counter Trade
9	Foreign Direct Investment and Collaborative Ventures
10	Licensing, Franchising, and Other Contractual Strategies
11	Global Sourcing
12	Human Resource Management in the Global Firm
13	Financial Management and Accounting in the Global Firm
14	Ethics, Sustainability, and Corporate Social Responsibility in International Business

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Mid-Term Exam	1	40	Mid-Term Exam					
Final Exam	1	50	Final Exam					
Home works	2	10	Home works					

ECTS Workload

List all the activities considered under the ECTS.

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	15	30
Preparation for quizzes			
Preparation for mid-term exams (<i>including the duration of the exams</i>)	1	30	30
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	40	40
TOTAL WORKLOAD / 25			127/25=5.08

ECTS Credit	5
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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