



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Business							
Course Code		PRL254		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	48 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim is that the students have basic knowledge about international business.							
Course Content		Developing company's ability to create strategies. They should be informed about the country differences, foreign market entry methods and strategies.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Çağrı Bulut, İge Pınar, Uluslararası İşletmecilik - Temel Kavramlar, Nobel Akademik Yayıncılık, 2013, Ankara.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Fundamentals and development of international trade.
2	Theoretical	The scope of international business and the environmental factors affecting it.
3	Theoretical	International Business Development activities and scope, political economy.
4	Theoretical	Multinational Corporations and Basic Theories.
5	Theoretical	Culture concept and importance in terms of international business, cultural differences, effects on business decisions.
6	Theoretical	Comparison of International, Multinational and International Firm Strategies.
7	Theoretical	Management in International Business. planning, organization, leadership, control.
8	Theoretical	Management of entrance to the market and marketing. Export, licensing, direct investments.
9	Intermediate Exam	Midterm Exam
10	Theoretical	Financial Management in International Business, Management of Human Resources and Industrial Relations.
11	Theoretical	Decision Making and Organization in International Business.
12	Theoretical	Company Planning in International Business.
13	Theoretical	International businesses and developing countries, changes the changing aspects of investment and trade.
14	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0.5	2	37.5
Midterm Examination	1	5	0.5	5.5
Final Examination	1	5	0.5	5.5
Total Workload (Hours)				48
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Explain the basic concepts of international business management and gain the ability to analyze strategy development process.
2	To explain basic concepts about strategies and structures in international business and defining functions and roles.
3	Explain the differences between the countries of the world in terms of political, cultural and legal practices



4	To be able to define economic and political factors in international trade and investment
5	To understand the organizational structures and differences in international business

**Programme Outcomes (Business Administration Management)**

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3	L4	L5
P1	3	3	3	3	3
P2	3	3	3	3	3
P3	3	3	3	3	3
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	3	3	3	3	3
P7	3	3	3	3	3
P8	3	3	3	3	3
P9	3	3	3	3	3
P10	3	3	3	3	3
P11	3	3	3	3	3
P12	3	3	3	3	3

