



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Bussiness							
Course Code		LOJ259		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To give information about development in international business, types of international business and business functions in international business							
Course Content		Basic concepts of international business, functions of international business							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Ömer Burak TUNÇ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Uluslararası İşletmecilik, Esin Can Mutlu.
2	Uluslararası İşletmecilik, Recai Coşkun.

Week	Weekly Detailed Course Contents	
1	Theoretical	Globalization and Globalization Process
2	Theoretical	Basic concepts of international business
3	Theoretical	Export in international business
4	Theoretical	Import in international business
5	Theoretical	Intermediaries in international business
6	Theoretical	Facilitators in international business
7	Theoretical	International business environment
8	Intermediate Exam	International market entry strategies
9	Theoretical	Foreign market entry methods
10	Theoretical	Internet and e-commerce in international business
11	Theoretical	Types of strategies of international businesses
12	Theoretical	Organizational structuring in international businesses
13	Theoretical	Human resources management in international businesses
14	Theoretical	International marketing and supply chain management

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	21	2	23
Final Examination	1	22	2	24
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	International business
2	International activities
3	Managerial functions in international business
4	Strategies in international business



5	International Coordination and Control, International R & D Management
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**Programme Outcomes (Logistics)**

1	Understanding of the basics needed for the mobility of production and consumption ware
2	Give storage and inventory management decisions
3	To decide about types of transportation and handling equipment to be used to decide
4	Logistics information systems take advantage of the process of realization of activities
5	Be the judge national and international legislation regulating the field of logistics
6	Administration, management and marketing topic about give an idea
7	To be sensitive to the requirements of professional ethics
8	Provide an idea about the the national and international transport policies
9	To have written and spoken communication skills
10	Living in society and to understand the world

**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	5	5	5	5	5
P2	2	2	2	2	2
P3	5	5	5	5	5
P4	4	4	4	4	4
P5	4	4	4	4	4
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	5	5	5	5	5
P10	5	5	5	5	5

