



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Management							
Course Code		BİY123		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To introduce students to concepts related to international business and discuss various aspects related to the management of multinational companies to gain a global perspective.							
Course Content		International management concepts and definitions related to, the process of becoming international, input methods, international markets, management of multinational companies, international planning, international organization, decision-making in international business and control, political risk and negotiations in international business, international management, human resources, international management culture approaches, motivation and leadership in international management.							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
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	Esin Can Mutlu, Uluslararası İşletmecilik, Beta Publishing, 1999.
2	Hodgetts ve Luthans, International Management, Prentice Hall, 2001.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts and definitions in international management
2	Theoretical	Internationalization process
3	Theoretical	International market entry strategies
4	Theoretical	Management of multinational companies
5	Theoretical	International planning
6	Theoretical	International organization
7	Theoretical	Decision-making and control in international business.
8	Intermediate Exam	Midterm
9	Theoretical	Political risk and negotiations in international business,
10	Theoretical	Human resources in International management
11	Theoretical	Cultural approaches in International management.
12	Theoretical	Motivation and leadership in the international management.
13	Theoretical	Homework Presentation
14	Theoretical	Homework Presentation
15	Theoretical	Homework Presentation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	5	1	6
Midterm Examination	1	10	1	11



Final Examination	1	15	1	16
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To know the concepts of international business
2	Multinational businesses and to better understand their specific problems of these enterprises
3	To learn decision making and control methods in international business
4	To be able to make international planning
5	Learning cultural approaches to international management

Programme Outcomes (Business Administration Management)

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	4	5	4	3
P2	3	4	4	4	3
P3	4	4	3	5	3
P4	5	4	3	3	4
P5	5	4	3	3	4
P6	3	3	3	3	4
P7	4	4	3	4	4
P8	4	4	3	3	3
P9	3	4	3	3	3
P10	4	4	3	3	3
P11	1	1	1	1	1

