



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Business Management							
Course Code		UTİ308		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	151 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Students the basics of international business management and functions is to provide basic information about.							
Course Content		business concept, -Enterprise, legal structure and size selection factors, -capacity selection and mergers-acquisitions -business; management, marketing, production, finance and human resources functions, but rather for them.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Cebrail MEYDAN							

### Prerequisites & Co-requisites

Equivalent Course	İŞLT418
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### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Rıdvan Karalar, Genel İşletme-Temel Bilgiler İşlevler
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to International Business Management: Importance and Content
2	Theoretical	Historical Development of International Trade
3	Theoretical	International Trade Theory
4	Theoretical	The International Business Environment
5	Theoretical	Preparing for International Business and Introduction to Foreign Markets
6	Theoretical	Internationalization and Internationalization Process
7	Theoretical	Methods of Entry into International Markets
8	Theoretical	International Environment and International Organizations
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Balance of Payments
12	Theoretical	Foreign Environmental Forces
13	Theoretical	Intercultural Differences and International Business Management
14	Theoretical	Strategic Management of International Business Functions
15	Theoretical	International Business Activities in Turkey
16	Final Exam	Final

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	4	52
Midterm Examination	1	28	1	29



Final Examination	1	30	1	31
Total Workload (Hours)				151
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Analyzing the developments in the world economy.
2	Students will have sufficient knowledge of international business
3	Students can interpret international business practices with the global perspective.
4	Students understand intercultural differences.
5	Students understand the global dynamics of world trade structure.

### Programme Outcomes (Human Resources Management)

1	Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continuous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L3	L5
P1		5	5
P2	4		
P3		5	
P4			4
P5	4		
P6		5	4
P8		5	
P9	5		4
P14	5	5	
P15			4

