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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **International Business** | |  | 2 | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Departmental Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | In this course, understanding the international activities of enterprises, management styles, organizational structures, various strategies they apply, types of cooperation are discussed and explained with examples. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Determines and applies how the theoretical and practical knowledge and skills gained in the field of business are used in research, application and field analysis. 2. Knows SMEs' strategies to enter foreign markets 3. Knows franchising license agreements and Joint Venture practices 4. Gains knowledge about country risks in international business. 5. Gain knowledge of the international economic, political, social and cultural environment. 6. Analyzes the contribution of international businesses to the national economy. | | | | | | | Course Content | The concept of international business, historical development of international business, theories about international business, international economic, political, social and cultural environment, factors affecting the internationalization process, international business and development. | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | International business concept. | | | | | | | 2 | Historical development of international business. | | | | | | | 3 | Theories of international business | | | | | | | 4 | International economic, political, social and cultural environment | | | | | | | 5 | Factors affecting the internationalization process | | | | | | | 6 | International business and development. | | | | | | | 7 | International market entry and potential market selection strategies. | | | | | | | 8 | Country risks in international business: | | | | | | | 9 | Political risk and political risk management, risk avoidance methods | | | | | | | 10 | International management and multinational companies | | | | | | | 11 | Joint ventures (Joint Venture) | | | | | | | 12 | Entry strategies of SMEs to foreign markets | | | | | | | 13 | Franchising, License Agreements | | | | | | | 14 | Contract Manufacturing; definition, scope. advantages and disadvantages | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Demirci, E.A. Uluslararası İşletmecilik. Anadolu Üniversitesi- Açıköğretim Fakültesi Yayını No: 2142 | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | **PO4** | | **PO5** | | **PO6** | **PO7** | **PO8** | | **PO9** | | **PO10** | | **LO1** | 5 | | 4 | 3 | 3 | | 3 | | 3 | 3 | 1 | | 3 | | 2 | | **LO2** | 2 | | 2 | 3 | 2 | | 3 | | 3 | 2 | 2 | | 4 | | 2 | | **LO3** | 1 | | 1 | 3 | 1 | | 2 | | 1 | 2 | 1 | | 3 | | 2 | | **LO4** | 1 | | 1 | 1 | 2 | | 2 | | 1 | 2 | 1 | | 4 | | 2 | | **LO5** | 1 | | 1 | 1 | 1 | | 3 | | 2 | 2 | 1 | | 1 | | 1 | | **LO6** | 1 | | 1 | 1 | 1 | | 3 | | 2 | 2 | 1 | | 2 | | 1 | | **LO: Learning Outcomes OP: Program Outcomes** | | | | | | | | | | | | | | | | | **Contribution Level** | | **1 Very Low** | | | | **2 Low** | | **3 Medium** | | | | **4 High** | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | International Business | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 2 | |