

COURSE RECORD

Code	BA 311
Name	Globalization and International Business
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Type	Compulsory
Prerequisites	-
Description	The course will frequently use real-life case studies and involve individual and group projects to encourage active learning. international trade. In addition, it also includes globalization, international trade, customs, foreign environment in overseas operations, policies and programs in international trade, international economic policies, North American Free Trade Agreement (NAFTA), European Union, and other economic unions. The course helps understand management and finance.
Objectives	Introducing the key concepts in international business. Providing the knowledge of how international business differs from domestic business. Providing the knowledge of government intervention. Providing the students better interpret why and how firms internationalize.
Learning Outcomes	<i>By the end of the course, the student will be able to,</i> LO1. Assess cross-cultural, commercial, country, and financial risks in international business. LO2. Explain why nations trade in the context of international trade theories. LO3. Assess global market opportunities and analyze organizational readiness to internationalize. LO4. Explain global sourcing strategies and supply-chain management.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	3	2	1	1	2	0	3	2	4
L02	5	3	2	1	1	2	0	3	2	4
L03	5	3	2	1	1	2	0	3	2	4
L04	5	3	2	1	2	2	0	3	2	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
L01	5	5	3	4	2	3	3
L02	5	5	3	4	2	3	3
L03	5	5	3	4	3	3	3
L04	5	5	3	4	3	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Introduction: What Is International Business?	L01
Globalization of Markets and the Internationalization of the Firm	L01, L02, L03
The Cultural Environment of International Business	L01
Theories of International Trade and Investment	L02
International Financial Markets	L01, L02, L03, L04
International Strategy and Organization	L01, L02, L03, L04
Analyzing International Opportunities	L01, L02, L04

DERS BİLGİLERİ

Kodu	BA 311
İsmi	Küreselleşme ve Uluslararası İşletmecilik
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu ders, öğrencilere uluslararası ticaretin temel kavram ve ilkelerini tanıtır. Ek olarak; ayrıca küreselleşmeyi, uluslararası ticareti, gümrükleri, deniz aşırı operasyonlarda dış çevreyi, uluslararası ticarette politika ve programları içerir; uluslararası ekonomik politikalar, Kuzey Amerika Serbest Ticaret Anlaşması (NAFTA), Avrupa Birliği ve diğer ekonomik birlikler. Ders, uluslararası pazarlama, yönetim ve finans alanındaki yönetim kararlarını ve uygulamalarını anlamaya yardımcı olur