

COURSE RECORD

Code	BA 311
Name	Globalization and International Business
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course introduces students to the basic concepts and principles of 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 decisions and practices in international marketing, management and finance.
Objectives	((1) Introduce the key concepts in international business. (2) Provide the knowledge that how international business differs from domestic business. (3) Provide the knowledge of government intervention. (4) Provide the students better interpret why and how firms internationalize
Learning Outcomes	<i>By the end of this course, students will be able to</i> L01: Assess cross-cultural, commercial, country and financial risks in international business. L02: Describe why nations trade in the context of international trade theories. L03: Assess global market opportunities and analyze organizational readiness to internationalize. L04: Explain global sourcing strategies and supply-chain management

CONTRIBUTION TO PROGRAMME OUTCOMES*

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

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

COURSE CONTENT DETAILS

Topics	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

DERS BİLGİLERİ

Kodu	BA 311
İsmi	Küreselleşme ve Uluslararası İşletmecilik
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/3
Dönem	Güz
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 ticarete 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.