

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2022-2023 FALL**

ITF 307 International Business							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
International Business	ITF 307	1	3	0	0	3	7,5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Practice, Presentation, Case Studies

Course Objective
The central objective of this course is to explore the unique opportunities and problems that confront international managers as they navigate the company through the extremely complex and ever-changing global economic, political, legal, technological and cultural environment. This course will particularly focus on people, values and culture. As a result of undertaking this study you will be better equipped to undertake an international career and to work within organizations with a culturally diverse workforce. The major areas and themes covered by this course are: what is context of international management; what is global strategic planning and how is it different from a domestic focus; what is national/regional culture and what is its impact on organizations, including an assessment of American culture; what are challenges of global communication and negotiations; how to manage in multicultural work environments, including how to leverage cultural diversity; and how to manage global managers.

Learning Outcomes

1. An awareness of and interest in how institutions—formal and informal ones—impact business decisions
2. An in-depth knowledge of analytical frameworks used in the screening of national markets (defining the key factors in the firm's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions)
3. An enhanced understanding of what determines the success and failure of companies around the globe
4. An ability to invoke different management theories (e.g., resource-based view, stakeholder theory, and institutional theory) to understand what is behind different firm performances around the world
5. An understanding of the "other side" of international business, namely, local firms that often compete and/or collaborate with foreign entrants, especially in emerging economies
6. An ability to recognize the tensions in adopting a global standardized action as opposed to a locally responsive action in international management and relate these to the overall corporate strategy of companies
7. A disposition to consider ethical and social responsibility issues in the development and implementation of an international management strategy

Weekly Topics and Related Preparation Studies

Weeks	Topics
1	Introduction Ice Breaking Information about content of the course
2	International Environment Challenges Globalization International business environment
3	The global trade Foreign direct investment National and regional competitiveness Regional economic integrations Global growth generators (emerging economies) The implications of economic inequality Bottom of the pyramid markets
4	Case Studies
5	Differences in national cultures Cultural Awareness Diplomacy in International Business
6	National differences in political economy Understanding formal state institutions Emphasizing informal institutions Politics and policy making

	Commodities and natural resources The challenges to effective business governance Government Relations and Political Risk Managing political risk
7	Case Studies
8	Mid-term Exam
9	Companies navigating through international political and business environment Ethics in international business Intellectual property rights
10	The Strategy and Structure of International Business Understanding global strategy Global value creation The ADDING value scorecard
11	Case Studies
12	International Business Operations Designing global products and services Global production, outsourcing, and logistics Global marketing Global R&D Global human resource management Accounting in the international business
13	Diagnosing industry global potential Managing global competitive dynamics Leveraging resources and capabilities Entering foreign markets Making strategic alliances and networks work Diversifying, acquiring, and restructuring Strategizing with corporate social responsibility
14	Final Exam

Textbook(s)/References/Materials:

1. Hill, C. W. L. (2011). International Business: Competing in the Global Marketplace (8th ed.). McGraw-Hill.
2. Bartlett, C. and Ghoshal, S. (1998). Managing Across Borders: The Transnational Solution. Harvard Business School Press.
3. Dunning, J. (2008). Multinational Enterprises and the Global Economy (2nd ed.).

4. Addison-Wesley. o Ghemawat, P. (2011). World 3.0: Global Prosperity and How to Achieve It. Harvard Business School Publishing.
5. Ghemawat, P. (2007). Redefining Global Strategy: Crossing Border in a World Where Differences Still Matter. Harvard Business School Publishing.
6. Jones, G. (2005). Multinationals and Global Capitalism. Oxford University Press.
7. Verbeke, A. (2009). International Business Strategy. Cambridge University Press.
8. Weiss, S.E., 'Negotiating with "Romans"', Parts 1 & 2, Sloan Management Review, Winter 1994, pp 51 – 99.
9. Campbell, E. and Reuer, J.L., 'International Alliance Negotiations: Legal Issues for General Managers, Business Horizons, Jan-Feb 2001, pp 19 – 26.
10. Holt, D.H., and Wigginton, K.W., International Management, 2nd Ed, Harcourt, Orlando, 2002.

Assessment						
Studies		Number	Contribution margin (%)			
Continuity						
Lab						
Application						
Field Study						
Course-Specific Internship (if any)						
Quizzes / Studio / Critical						
Homework						
Presentation						
Projects						
Report						
Seminar						
Attendance		14				
Midterm Exams / Midterm Jury		1	50			
General Exam / Final Jury		1	50			
Total			100			
Success Grade Contribution of Semester Studies			50			
Success Grade Contribution of End of Term			50			
Total			100			
Relationship Between Course Learning Outcomes and Program Competencies						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
1	An awareness of and interest in how institutions—formal and informal ones—impact business decisions					x
2	An ability to recognize the tensions in adopting a global standardized action as opposed to a locally responsive action in international management and relate these to the overall corporate strategy of companies					x
3	An understanding of the “other side” of international business, namely, local firms that often compete and/or collaborate with foreign entrants, especially in emerging economies					x

4	A disposition to consider ethical and social responsibility issues in the development and implementation of an international management strategy					x
5	An ability to invoke different management theories (e.g., resource-based view, stakeholder theory, and institutional theory) to understand what is behind different firm performances around the world					x
6	An in-depth knowledge of analytical frameworks used in the screening of national markets (defining the key factors in the firm's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions)					x
7	An enhanced understanding of what determines the success and failure of companies around the globe					x

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)	14	3	42
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	14	2	28
Presentation / Seminar Preparation	1	2	2
Projects			
Reports			
Homeworks			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	15	15
Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload	(105/30 = 3,5)		105