

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

DEPARTMENT OF ECONOMICS

SYLLABUS OF BUSINESS ECONOMICS (GBM 702)

2021 – 2021 Autumn

Course Name and Code	: International Business Economics - GBM 702
Time of Course	: (3 hours theoretical)
Credit of Course	: 3 Credit – 7.5 (ECTS)
Status of Course	: Compulsory
Lecturer	: Rıza BAYRAK, Ph.D.
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The Purpose of Course:

This course focuses on the topics of basic business economics and in that sense additionally macroeconomic and international economic concepts, international trade and finance.

This course investigates key aspects of the international economics environment in which business operates. Topics covered include the concept of globalization, national economic differences, international trade theories, governmental policies toward trade, multilateral approaches to trade (primarily the World Trade Organization), regional approaches to trade (particularly the European Union and NAFTA), foreign direct investment and multinational enterprises, the foreign exchange market, the balance of payments and the international monetary system. Assignments include a country analysis, many short case analyses, two exams, and a written research paper on a trade-related conflict. Students are expected to keep up with current news related to international business.

Preconditions: There is no prerequisites for this course.

Expected Outputs of the Course:

The students are expected:

1. To have knowledge about the basic principles and concepts of international business economics,
2. To have analytical thinking ability on the theories of international business economics,
3. To have abilities in order to analyze business economic problems with valid data, and thereafter to make some solutions not only for professionals but also non-professionals and additionally for institutions as well.

Evaluation of the Course:

Mid-term Exam	%30
Final Exam	%50
Lecturer evaluation and attendance to course	%20

Results of Exams:

<u>Letter grade</u>	<u>Coefficient</u>	<u>Points</u>	<u>Status</u>
AA	4,00	90-100	Pass
BA	3,50	85-89	Pass
BB	3,00	80-84	Pass
CB	2,50	70-79	Pass
CC	2,00	60-69	Pass
DD	0	0	Unsuccessful

Text books and References proposed:

1. Sitkin, E. and K. Mangion-Thornly (2021). *Absolute Essentials of International Business Economics*, ISBN: 978-0-367-07710-5 (hbk), ISBN: 978-0-429-02223-4 (ebk), New York: Routledge
2. Salvatore D. (2013). *International Economics*-11th Edition, ISBN 978-1-118-17793-8, USA: John Wiley & Sons.
3. Myers, D.H. (2021). *Sustainability in Business-A Financial Economic Analysis*. ISBN 978-3-319-96603-8 ISBN 978-3-319-96604-5, Switzerland: Palgrave Macmillan
4. Krugman P. R. and O. Maurice (2012). *International Economics Theory and Policy*, 9th", Harper Collins Pub. Inc.

Mid-term Examination:

Within the scope of mid-term exam of this course, each student will be evaluated with exam or homework.

In case of given homework, all students have to prepare and submit the assignment on time. All students are responsible for the plagiarism rules while preparing their homework.

Final Examination:

Within the scope of mid-term examination of this course, each student will be evaluated with examination.

Attendance to Course:

Attendance is compulsory. In the formal course, students are expected to participate in class discussion and raise questions while arguing the details of topics.

Weekly Programme:

Weeks	Topics
1	Basic Principles and Concepts of Business and International Economics
2	Trade Theory, Mercantilism, Classic Liberalism, Labor Theory of Value, Absolute and Comparative Advantages
3	Analysis of Trade Gains: Analysis with Community Indifference Curves, General Equilibrium in Economy, Equilibrium in Open and Closed Economy, Trade Gains
4	Trade Policy and Comparative Analysis of Protection and Free Market Stances
5	International Business Theories
6	The Politics of International Business
7	Ethics and International Business
8	Mid-term Exam
9	Cultural Environments
10	Foreign Market Entry
11	Multinational Organisations and Paradigms
12	International Upstream Operations
13	International Downstream Operations

14	International Talent Management
15	The Future of International Business
16	Final Exam

General Course Regulations that all students must obey:

1. All students are expected to comply with the rules, procedures and ethical principles determined by OSTİM Technical University.
2. Updates may be made in the programs and methods specified in this syllabus in line with the restrictions or needs that may occur during the term.
3. Within the scope of law on the protection of personal data and copyrights; you are not allowed to use the course materials, such as power point presentations, lecturer videos and notes, etc., provided by the lecturer for any other purpose and on other websites other than the official internet accounts of OSTİM Technical University without the consent and permission of the lecturer.

(Signed)

Rıza BAYRAK, Ph.D.