

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS  
COURSE SYLLABUS**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>ECTS Credits</b>	<b>Prerequisite Information</b>	<b>Date of Preparation</b>
ITB313	Global Entrepreneurship and Trade	Compulsory	5	-	21.06.2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Dr. Haroon Mzuaffar hmuzaffar@aybu.edu.tr				
<b>Office Hours &amp; Office Room</b>	Wednesdays 10.15-11.30, B296				
<b>Course Content and Objectives</b>	The primary goal of the course is to introduce the students to the concept and the process of entrepreneurship and international trade. It focuses on a range of related concepts, ideas and tools that will help to develop a critical understanding of entrepreneurship and international trade. Entrepreneurship aspect of the course will be focused on the micro and macro dimensions of entrepreneurship. Whereas, the trade aspect of the course will be focused on the necessary global trade procedures and documentation.				
<b>Textbook(s)</b>	Bygrave, W.D. & Chaffey, A.Z. (2025) Entrepreneurship, 6 <sup>th</sup> Edition, Wiley. Osterwalder, A. & Pigneur, P. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Lee, E.S. (2023) A Guide to International Trading Professional Tools and Practice Insights for Successful Operations, Springer. <b>Other sources:</b> Additional articles to be shared weekly.				
<b>Teaching Methods and Techniques</b>	Face to face classes, Class Discussions, Debates, Group Presentations				
<b>Course Learning Outcomes</b>	1	To understand the need for and the nature of entrepreneurship process.			
	2	To grasp the phenomenon of the opportunity recognition and exploitation.			
	3	To gain skills for the new venture creation feasibility analysis.			
	4	To develop the skills for the business plan writing.			
	5	To learn the theories and nature of international trade.			
	6	To gain knowledge about the necessary procedures for international trade and why they are important.			
	7	To gain knowledge about the the necessary documents for international trade.			
<b>Program Outcomes Contributed by the Course</b>	<b>Program Outcomes (PO)</b>				
	PO1	Utilize course knowledge and learned tools for new venture creation.			
	PO2	Apply learned knowledge to manage a start-up.			
	PO3	Select and apply appropriate digital tools for digital entrepreneurship.			
	PO4	Understand the international trade and the procedures and documents for international trade.			
<b>Contribution of the Course to Field Instruction</b>	This course is designed to contribute the field of entrepreneurship and international trade by preparing the students to integrate the knowledge, values and skills essential for entrepreneurs and entrepreneurial managers. Moreover, by equipping the studies with the knowledge of international trade this course contributes towards the integration of theory with practice, which may lead to a better and comprehensive understanding of entrepreneurship and trade and equip the students with the skills essential for entrepreneurial behaviour and trade.				

<b>Topics Covered in the Course</b>	1. Week	Entrepreneurship: An overview
	2. Week	Recognizing, exploring and exploiting global opportunities
	3. Week	Developing the business model and writing a feasibility analysis and business plan
	4. Week	The entrepreneurial ecosystem and its components
	5. Week	Sources of entrepreneurial finance and their variation across the world
	6. Week	Entrepreneurial activities across the world
	7. Week	International trade theories and regulatory framework
	8. Week	Midterm Week
	9. Week	International trade risks and assessment
	10. Week	The export process trade documentation
	11. Week	The import process trade documentation
	12. Week	International trade payment methods
	13. Week	Trade Finance-I
	14. Week	Trade Finance-II
	15. Week	INCOTERMS

<b>Course Evaluation Criteria</b>	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	40
	Quizzes		
	Assignments	1	10
	Attendance		
	Presentations		
	Project		
	Final examination	1	50
	<b>Total</b>		<b>100</b>

**Disability Policy**

If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, please contact the AYBU Engelsiz office ([https://aybu.edu.tr/engelsiz/content\\_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html](https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html)) to arrange for reasonable conditions (such as accommodation, access to classroom etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the AYBU Business School's representative for students with disabilities. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.