

ANKARA YILDIRIM BEYAZIT UNIVERSITY-BUSINESS FACULTY- DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS					
Course Code	Course Title	Course Type	ECTS	Prerequisite Information	Date of Preparation
ITB 207	International Business	Mandatory	6	-	21.10.2025
Instructor of the Course & E-Mail Address	Assoc. Prof. Dr. Hakan DULKADİROĞLU &hdulkadiroglu@aybu.edu.tr				
Office Hours & Office Room	Wednesday, 12:20-13:00/ Wednesday, 15:30-17:30 & B 259				
Course Content and Objectives	This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which the firms operate. It will examine the strategies and structures of international business and assess the special roles of the international business' various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.				
Textbook(s)	Peng, M.W. (2023). Global Business, 5 th Edition, Cengage Learning.				
Teaching Methods and Techniques	Class time will be spent on lectures, discussion of current business situations, experiential exercises, and discussion of assigned reading materials, visiting speakers, and viewing films.				
Course Learning Outcomes	1. Discuss and understand news reports about events that impact international business activities.				
	2. Identify parts of the world where countries are located.				
	3. Anticipate key firm issues in doing business abroad.				
	4. Recognize the vast differences in cultures around the world and how they influence business.				
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	PO 1.	Understanding the most widely used international business terms and concepts.			
	PO 2.	Identifying the role and the impact of political, economic, social and cultural variables in international business.			
	PO 3.	Analyzing international business from a multi-centric perspective.			
	PO 4.	Discussing the challenges of international management and describe the 21st-century global competitive landscape.			
	PO 5.	Describing global business concepts, models, and			

		frameworks and their cross-functional integration.	
Contribution of the Course to Field Instruction	The students will be able to have knowledge of different advanced theoretical approaches and practical applications supported by textbooks containing up-to-date information in the field of social cognition.		
Topics Covered in Course	1. Week	Course Introduction	
	2. Week	Chapter 1: A Unified Framework	
	3. Week	Chapter 1: Globalization and Semiglobalization	
	4. Week	Chapter 2: Understanding Institutions	
	5. Week	Chapter 2: Formal Institutions: Politics, Laws, and Economics	
	6. Week	Chapter 3: Informal Institutions: Cultures and Cultural Differences	
	7. Week	Chapter 3: Informal Institutions: Ethics and Norms	
	8. Week	Midterm Week	
	9. Week	Chapter 4: Understanding Resources and Capabilities	
	10. Week	Chapter 4: From SWOT to VRIO	
	11. Week	Chapter 5: Theories of International Trade	
	12. Week	Chapter 5: Realities of International Trade	
	13. Week	Chapter 6: Why Do Firms Become MNEs by Engaging in FDI?	
	14. Week	Chapter 6: Realities of FDI	
	15. Week	Summary&Wrap-Up	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms		30%
	Quizzes		
	Assignments		
	Attendance		
	Practice		
	Project		
	Final examination		70%
Total		100%	
Disability Policy	If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the staff of Business Faculty. 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.		