

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF BANKING AND FINANCE  
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>
ITB207	International Business	Compulsory	5	None	22/09/2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Assoc. Prof. Dr. Bilge Canbaloglu – bcanbaloglu@aybu.edu.tr				
<b>Office Hours &amp; Office Room</b>	Wednesday 09.00 – 09:30 & 16.00-16.30 & Office No: Esenboga Campus B/226				
<b>Course Content and Objectives</b>	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's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.				
<b>Textbook(s)</b>	<ol style="list-style-type: none"> <li>1. Peng, M.W. (2018). Global Business, 4th Edition, Cengage Learning.</li> <li>2. Business related magazines.</li> <li>3. Magazine and journal articles.</li> </ol>				
<b>Teaching Methods and Techniques</b>	Lecturing, class discussions, and reading materials, midterm and final exams				
<b>Course Learning Outcomes</b>	1	Students will be able to understand the most widely used international business terms and concepts.			
	2	Students will be able to identify the role and the impact of political, economic, social, and cultural variables in international business.			
	3	Students will be able to analyze international business from a multi-centric perspective.			
	4	Students will be able to discuss the challenges of international management and describe the 21st-century global competitive landscape.			
	5	Students will be able to create market penetration plans for products or services in different countries, considering strategic, marketing, cultural, and other critical success factors.			
	6	Students will be able to describe global business concepts, models, and frameworks, and explain their cross-functional integration.			
	7	Students will be able to research various foreign markets and develop strategies that account for relevant political, cultural, and economic factors.			
<b>Program Outcomes Contributed by the Course</b>	Program Outcomes (PO)				
	1	Students gain the ability to evaluate advanced knowledge in the field of banking and finance by analyzing global economic environments and international markets introduced through fundamental concepts of global business.			
	2	Students develop professional expertise by integrating economics, law, and management knowledge to interpret how global political and legal systems influence international financial structures.			
	3	Students learn to analyze the practical application of theoretical concepts in banking and finance through real-world examples of international trade, investment, and business globalization.			
	4	Students strengthen their understanding of how international institutions, regulations, and financial organizations operate and influence the global banking system.			
	5	Students develop effective decision-making skills by assessing the financial structures and strategic choices of multinational firms operating within dynamic global markets.			
6	Students enhance their analytical and quantitative competencies by interpreting global				

		market data, currency fluctuations, and foreign exchange mechanisms.	
	7	Students gain the ability to combine theoretical and practical financial knowledge to produce effective solutions to international banking and finance problems.	
	8	Students learn to evaluate financial models and strategies both at the micro and macro level, understanding how global and regional integration shapes financial and economic systems.	
	9	Students improve their innovative and entrepreneurial thinking by exploring how firms grow, internationalize, and sustain competitiveness in global financial environments.	
	10	Students enhance their analytical and quantitative competencies by interpreting global market data, currency fluctuations, and foreign exchange mechanisms.	
<b>Contribution of the Course to Field Instruction</b>	<p>This course makes a substantial contribution to the field instruction of the <b>Banking and Finance Department</b> by equipping students with the theoretical knowledge and practical skills necessary to operate effectively in the global financial environment. It enhances students' ability to analyze international markets, financial systems, and economic environments, fostering a deeper understanding of how global political, legal, and cultural factors shape banking and investment decisions. Through topics such as international trade, foreign direct investment, and foreign exchange operations, the course strengthens students' analytical, quantitative, and strategic decision-making abilities. It also helps students interpret the structure and regulations of international financial institutions while developing awareness of ethical, social, and scientific standards in financial data use. Moreover, by emphasizing innovation and entrepreneurship, the course encourages students to apply creative and sustainable approaches to international finance and banking operations. Overall, the course bridges theoretical frameworks with practical applications, preparing students for professional success in the global banking, finance, and investment sectors.</p>		
<b>Topics Covered in the Course</b>	1. Week	Introduction to Global Business	
	2. Week	Globalizing Business	
	3. Week	Understanding Politics, Laws, & Economics	
	4. Week	Understanding Politics, Laws, & Economics	
	5. Week	Emphasizing Cultures, Ethics, & Norms	
	6. Week	Emphasizing Cultures, Ethics, & Norms	
	7. Week	Leveraging Resources & Capabilities	
	8. Week	Midterm Week	
	9. Week	Trading Internationally	
	10. Week	Investing Abroad Directly	
	11. Week	Dealing with Foreign Exchange	
	12. Week	Dealing with Foreign Exchange	
	13. Week	Capitalizing on Global & Regional Integration	
	14. Week	Growing & Internationalizing the Entrepreneurial Firm	
	15. Week	Revision	
<b>Course Evaluation Criteria</b>	<b>In-Term Studies</b>	<b>Quantity</b>	<b>Percentage %</b>
	Mid-terms	1	% 40
	Quizzes		%
	Assignments		%
	Attendance		%
	Practice		%
	Project		%
	Final examination	1	% 60
	<b>Total</b>	<b>2</b>	<b>100%</b>

<b>Disability Policy</b>	<p>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 (<a href="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</a>) 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 local authority of the Faculty of Humanities and Social Sciences. 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.</p>
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