

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
ITB207	International Business	Compulsory	5	None	22/09/2025
Instructor of the Course & E-Mail Address	Assoc. Prof. Dr. Bilge Canbaloglu – bcanbaloglu@aybu.edu.tr				
Office Hours & Office Room	Wednesday 09.00 – 09:30 & 16.00-16.30 & Office No: Esenboga Campus B/226				
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's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.				
Textbook(s)	<ol style="list-style-type: none"> 1. Peng, M.W. (2018). Global Business, 4th Edition, Cengage Learning. 2. Business related magazines. 3. Magazine and journal articles. 				
Teaching Methods and Techniques	Lecturing, class discussions, and reading materials, midterm and final exams				
Course Learning Outcomes	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.			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	1	Students gain updated conceptual and practical knowledge of business and management by studying the fundamentals of global business and international markets.			
	2	Students learn to apply conceptual, methodological, and analytical skills to design effective solutions for organizational and managerial problems within international contexts.			
	3	Students develop creativity and entrepreneurial thinking by analyzing how firms grow and internationalize in the global business environment.			
	4	Students enhance their ability to communicate effectively in English through class discussions, presentations, and readings on global business topics.			
	5	Students learn to use information technologies, databases, and analytical tools to research and evaluate international markets and global financial data.			
	6	Students build awareness of ethical values and understand how ethical principles and cultural norms influence international business decisions.			
7	Students gain knowledge of international laws, regulations, and institutional frameworks that guide business operations across borders.				

	8	Students develop open-mindedness and cultural sensitivity by examining social, ethical, and cultural diversity in global business practices.	
	9	Students understand key environmental and social issues affecting global trade and sustainable business practices.	
	10	Students recognize the relationship between business and globalization by analyzing global integration, international trade, and foreign investment.	
Contribution of the Course to Field Instruction	<p>This course makes a substantial contribution to the field instruction of the Business Department by providing students with a comprehensive understanding of global business operations, international markets, and the dynamics of globalization. It enables students to interpret how political, legal, cultural, and economic factors influence business decisions and organizational strategies at the international level. Through the study of international trade, investment, ethics, and cross-cultural management, students develop analytical, strategic, and ethical competencies that are essential for effective decision-making in a globalized business environment. The course also fosters entrepreneurial thinking, innovation, and cultural awareness, preparing students to manage diverse business operations and adapt to rapidly changing global conditions. Thus, it bridges theoretical business knowledge with real-world applications, enhancing students' readiness for professional careers in international business, management, and entrepreneurship.</p>		
Topics Covered in the Course	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	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	% 40
	Quizzes		%
	Assignments		%
	Attendance		%
	Practice		%
	Project		%
	Final examination	1	% 60
	Total	2	100%
Disability Policy	<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 Business School 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 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>		