



YAŞAR UNIVERSITY  
FACULTY OF LAW  
COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
Fundamentals of International Business	INTF101	Fall	Theory 3	Practice 0	3	6
Course Type <input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective						

Language of Instruction	
Level of Course	<input type="checkbox"/> Associate Degree (Short Cycle) <input checked="" type="checkbox"/> Undergraduate (First Cycle) <input type="checkbox"/> Graduate (Second Cycle) <input type="checkbox"/> Doctoral Course (Third Cycle)
Special Pre-Conditions of the Course	-

Course Coordinator	Lec. Dr.BARIŞ SERKAN KOPURLU	ePosta: <a href="mailto:serkan.kopurlu@yasar.edu.tr">serkan.kopurlu@yasar.edu.tr</a> Web:---
Course Instructor(s)	Lec.Dr. BARIŞ SERKAN KOPURLU	ePosta: <a href="mailto:serkan.kopurlu@yasar.edu.tr">serkan.kopurlu@yasar.edu.tr</a> Web: ---
Course Assistant(s)/Tutor (s)	---	Mail: ---- Web:----
Aim(s) of the Course	Fundamentals of International Business is a compulsory course for the freshman students of the International Trade and Finance department. The course aims to acquaint the students with the very basics of international business and international trade. Today's globalizing trade environment, with the help of developments in communication and transportation technologies, challenges future managers. The topics discussed will provide the students the analytical tools to grasp the basis for international business.	
Learning Outcomes of the Course	1. Understanding the key concepts in international trade and investment. 2. Understanding the concept of globalization. 3. Assessing and evaluation the effects of globalization on businesses. 4. Learning the participants of international business 5. Analyzing the theories of international trade. 6. Analyzing the effects of cultural and political differences on international trade and investments	
Course Content	Participants and forces that influence international business activities; national differences in political economies and differences in national cultures; value creation, strategic positioning, and operations; organizational architectures of international businesses; human resource management in international businesses.	

COURSE OUTLINE/SCHEDULE (Weekly)			
Week	Topics	Preliminary Preparation	Methodology and Implementation (theory,practice, assignment etc)
1	Introduction: What is International Business?		Text Book
2	Introduction: What is International Business?		Text Book

3	Globalization of Markets and the Internationalization of the Firm		Text Book
4	Globalization of Markets and the Internationalization of the Firm		Text Book
5	Organizational Participants that Make International Business Happen		Text Book
6	Organizational Participants that Make International Business Happen		Text Book
7	The Cultural Environment of International Business		Text Book
8	The Cultural Environment of International Business		Text Book
9	Ethics and International Business		Text Book
10	Ethics and International Business		Text Book
11	Theories of International Trade and Finance		Text Book
12	Theories of International Trade and Finance		Text Book
13	Political and Legal Systems in National Environments		Text Book
14	Political and Legal Systems in National Environments		Text Book
15	Government Intervention		Text Book
16	Government Intervention		Text Book

<b>Required Course Material (s) /Reading(s)/Text Book (s)</b>	International Business Strategy, Management and the New Realities; Pearson International Edition by Cavusgil, Knight, Riesenberger, Third Edition 2013.
<b>Recommended Course Material (s)/Reading(s)/Other</b>	-

ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid- Term	1	50
Participation		
Quiz		
Assignment (s)		
Project/ Final Project/ Dissertation and Preparation		
Laboratory / Practice (Virtual Court, Studio Studies etc.)		
Field Studies (Technical Visits)		
Presentation/ Seminar		
Final Examination/		
Other (Placement/Internship etc.)		
<b>TOTAL</b>		<b>50</b>
<b>Contribution of Semester Activities/Studies to the Final Grade</b>		<b>50</b>
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	100
<b>TOTAL</b>		<b>100</b>

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
		Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To identify and formulate legal issues	✓				
2	To explain and interpret a legal problem	✓				
3	To investigate and analyze the basic legal sources such as foundation books, legal regulations and court decisions	✓				

4	To use the knowledge of law to solve the issues of law	✓				
5	To demonstrate the skill of writing legal texts	✓				
6	To use oral communication skills effectively		✓			
7	To adapt efficiently with the rapidly changing and competitive global legal environment				✓	
8	To adopt the skill of participating in team work	✓				
9	To present the fundamental law elements in English	✓				
10	To embrace the professional and ethical responsibility and imply them in professional life					✓
11	To demonstrate the skills of entrepreneurialism and open-minded thinking with the understanding of life-long learning					✓

ECTS (STUDENT WORKLOAD)				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL WORKLOAD
Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary Preparation and finalizing of course notes, further self- study	14	Week	3	42
Assignment (s)				
Presentation/ Seminars				
Quiz and Preparation for the Quiz				
Mid- Term(s)	1	Unit	30	30
Project (s)				
Field Studies (Technical Visits, Investigate Visit etc.)				
Practice (Laboratory, Virtual Court, Studio Studies etc.)		Week		
Final Project/ Dissertation and Preparation				
Final Examination	1	Unit	40	40
Other (Placement/Internship etc.)				
<b>Total Workload</b>				154
<b>Total Workload/ 25</b>				6,16
<b>ECTS</b>				<b>6</b>

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)

STUDENT WITH DISABILITIES OR SPECIAL NEEDS
Students with disabilities or special needs are encouraged to contact the instructor and the Unit for Student with Disabilities ( <a href="http://eob.yasar.edu.tr/">http://eob.yasar.edu.tr/</a> ) for academic adaptations.

ASSESSMENT and EVALUATION METHODS:	
Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation	
PREPARED BY/DATE	Lec. Dr. Barış Serkan Kopurlu / 08.09.2017
UPDATED BY/DATE	
APPROVED BY/DATE	