



AVRUPA KREDİ TRANSFER SİSTEMİ (AKTS)

Ders Bilgi Paketi

BUSI 302, – Uluslararası İşletme Yönetimi

Ders Bilgileri

Ders Kodu	BUSI 302,
Dersin Adı	Uluslararası İşletme Yönetimi
Ders Adı (EN)	International Business
Eğitim Düzeyi	Lisans
Ders Türü	Ders
Eğitim Dili	İngilizce
Öğretim Elemanı	Doç. Dr. Abubakar Mohammed ABUBAKAR
T / U / L	3 / 0 / 0
Kredi	3
AKTS	5

Dersin Amacı

In today's highly interconnected global economy, an understanding of international business is essential. This course introduces students to the fundamental concepts, frameworks, and practical approaches involved in entering and operating within the global marketplace. Emphasis is placed on the real-world challenges and complexities of conducting business across national borders. Students will explore how economic, technological, political, legal, and socio-cultural factors influence international business decisions. Additional topics include global trade dynamics, globalization, multinational enterprises, international finance, and the roles of interest and exchange rates in shaping global business environments. At the end of the course students should be able to:

- Understand the most widely used international business terms and concepts.
- Identify the role and impact of political, economic, social and cultural variables in international business.
- Analyze international business from a multi-centric perspective, avoiding ethnocentrism.
- Understand major developments in regional trading arrangements, the world trading and monetary system.
- Understand and be able to critically analyze the main arguments

for trade protection and/or free trade, considering the costs and benefits of such policies.

Dersin İeriđi

WEEK 1: Introduction to International Business WEEK 2: Globalization WEEK 3: Cross-Cultural Business WEEK 4: Political Economy and Ethics WEEK 5: Economic Development of Nations WEEK 6: International Trade Theory WEEK 7: Political Economy of Trade WEEK 8: Midterm Exam WEEK 9: Foreign Direct Investment WEEK 10: Regional Economic Integration WEEK 11: International Financial Markets WEEK 12: International Monetary System WEEK 13: International Strategy and Organization WEEK 14: Revision WEEK 15: Final Exam

Dersin n Koşulu/ Yan Koşulu

None

Ders Kitabı / Malzemesi / nerilen Kaynaklar

John J. Wild, Kenneth L. Wild, International Business: The Challenges of Globalization, 11th International Edition (Pearson). Courses related materials will be provided by the instructor.

Akademik Dürüstlük ve Yapay Zeka

· Plagiarism will not be tolerated under any circumstances.· Any form of academic dishonesty (e.g., plagiarism, intellectual property theft – including materials taken from the Internet, having others do your assignments, failing to participate in group work, etc.) will result in a penalty.· Students are expected to uphold the highest standards of academic integrity when using artificial intelligence (AI) tools. While AI resources may be used to support learning, all submitted work must reflect the student’s own understanding and effort.· Unauthorized use of AI to generate or complete assignments, or failure to properly acknowledge such use when permitted, constitutes academic misconduct.

Ders Çıktıları

LO1: Understand the most widely used international business terms and concepts.

LO2: Identify the role and impact of political, economic, social and cultural variables in international business.

LO3: Analyze international business from a multi-centric perspective, avoiding ethnocentrism.

LO4: Understand major developments in regional trading arrangements, the world trading and monetary system.

LO5: Understand and be able to critically analyze the main arguments for trade protection and/or free trade, considering the costs and benefits of such policies.

Haftalık Program

Bu ders için haftalık program bilgisi bulunmamaktadır.

Eğitim-Öğretim Metodları

Bu ders için eğitim-öğretim yöntemi bilgisi bulunmamaktadır.

Ders Değerlendirme Kriterleri

Aktivite Türü	Değerlendirme Adı	Katkı Oranı
Vize	Midterm	%30
Quiz	Quiz 1, 2 and 3	%30
Final	Final Exam	%40
Toplam		%100

Sürdürülebilir Kalkınma Amaçları

Seçilen Amaçlar: SKA 1, SKA 2, SKA 3, SKA 4, SKA 5, SKA 6, SKA 7, SKA 8, SKA 9, SKA 10, SKA 11, SKA 12, SKA 13, SKA 14, SKA 15, SKA 16, SKA 17

Bu belge 05.09.2026 tarihinde otomatik olarak oluşturulmuştur.