**FALL 2020-2021 MGMT 403 “INTERNATIONAL BUSINESS” COURSE SYLLABUS**

Instructor: Ahmet Esen

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Web: SuCourse

Office hours: Upon appointment, Instructor will accept all phone calls from students

a) COURSE OBJECTIVES

The purpose of this class is to introduce the student to:

1)THE NATURE OF INTERNATIONAL BUSINESS with emphasis on the rapid changes in international business, the international institutions from an international business perspective, and theories of international trade and investment including foreign direct investment,

2)INTERNATIONAL ENVIRONMENTAL FORCES with emphasis on sociocultural forces, natural resources and environmental sustainability, economic and socioeconomic forces, political forces, intellectual property and other legal forces, international monetary system and financial forces, labor forces,

3)THE ORGANIZATIONAL ENVIRONMENT with emphasis on international competitive strategy, organizational design and control, market assessment and analysis, entry modes to new markets, export and import practices, international marketing, international human resource management, international accounting and financial management.

The business World is becoming interconnected and global. This course will:

- acquaint the student to the International Business World; its rules, organizations, culture and theories,

- and help the student to understand the nature and the scope of the international business environment so that he/she can be a successful global leader in any area he/she will work.

Even if the student pursues a career within the Turkish market, the global environment will affect even the smallest local businesses. A general knowledge on international business environment will help enable the student make an informed choice on the career path he/she will pursue, whatever that be, ranging from military, government, NGO work to joining multinational companies, engaging in entrepreneurial activities, etc.,

During the term, the academic content of the textbook will be given while most of the real life experiences will come from the instructor's international experience.

b) LEARNING OUTCOMES

1. Understand rapid changes in international business and turn these changes to opportunities,

2. Interpret the actions/decisions of international institutions and apply this knowledge to international business situations,

3. Understand sociocultural forces and apply to business practices,

4. Understand natural resources and environmental sustainability and apply to international business opportunities,

5. Understand economic and socioeconomic forces and apply to business opportunities,

6. Understand/interpret political forces and apply to business opportunities and threats,

7. Understand international monetary system and financial forces and apply to business opportunities,

8. Understand international labor trends and apply to business threats and opportunities,

9. Understand international competitive strategy and apply to business situations,

10. Learn market assessment and analysis, entry modes to new markets and apply this knowledge to the Turkish business environment.

c) TEXTBOOK:

Ball/Geringer/Minor/McNett INTERNATIONAL BUSINESS McGraw-Hill International Edition.

d) CASES:

We will work on some of the cases given in the above textbook.

e) READINGS:

In order to enable the student follow and participate in the discussions in class in a meaningful manner, the student will read the relevant materials suggested by the Instructor. The weekly pre-class reading and assignments will take about 1 1/2 hours (one and a half hours).

STUDENTS MUST COME TO ACTUAL OR ONLINE CLASSES AFTER STUDYING THE READING MATERIALS IN THE SuCourse This is a MUST.

Students must follow Turkish, Regional and Global political and economic developments in order to fully understand how “global managers/global business leaders” follow, understand and interpret local, regional and global political and economic developments with the objective of preparing action plans where they turn these developments into their business advantage. This is a MUST.

f) COURSE WEB (SuCourse):

1- SYLLABUS (in both the SYLLABUS and RESOURCES Sections of SuCourse)

2- Below are in the RESOURCES Section of the SuCourse:

Chapter 1 of the Ball/Geringer/Minor/McNett course textbook: The Rapid Change of International Business

Chapter 2 of the Ball/Geringer/Minor/McNett course textbook: International Trade and Foreign Direct Investment

Chapter 3 of the Ball/Geringer/Minor/McNett course textbook:

Theories of International Trade and Investment

Chapter 4 of the Ball/Geringer/Minor/McNett course textbook: International Institutions from an International Business Perspective

Chapter 5 of the Ball/Geringer/Minor/McNett course textbook: Sociocultural Forces

Chapter 6 of the Ball/Geringer/Minor/McNett course textbook:

Natural Resources and Environmental Sustainability

Chapter 7 of the Ball/Geringer/Minor/McNett course textbook:

Economic and Socioeconomic Forces

Chapter 8 of the Ball/Geringer/Minor/McNett course textbook: Political Forces

Chapter 9 of the Ball/Geringer/Minor/McNett course textbook: Intellectual Property and Other Legal Forces (continued from the previous week)

Chapter 10 of the Ball/Geringer/Minor/McNett course textbook: Understanding the International Monetary System and Financial Forces

Chapter 11 of the Ball/Geringer/Minor/McNett course textbook: Labor Forces

Chapter 12 of the Ball/Geringer/Minor/McNett course textbook: International Competitive Strategy

Chapter 13 of the Ball/Geringer/Minor/McNett course textbook: Organizational Design and Control

Chapter 14 of the Ball/Geringer/Minor/McNett course textbook:

Assessing and Analyzing Markets

Chapter 15 of the Ball/Geringer/Minor/McNett course textbook: Entry Modes

Chapter 17 of the Ball/Geringer/Minor/McNett course textbook: Marketing Internationally

Turkey’s 2014 Balance of Payments

Purchasing Power Parity (PPP) of ONE $ in different countries

ECONOMIC INTELLIGENCE UNIT COUNTRY DATA

CHINA

INVESTING IN TURKEY

SYLLABUS

g) INSTRUCTIONAL DESIGN:

STUDENTS MUST COME TO ACTUAL OR ONLINE CLASSES AFTER HAVING STUDIED THE READING MATERIALS IN THE SuCourse. This is a MUST.

During the distant learning period, students must invest no less than ONE AND A HALF HOURS per week before they come to the online classes.

Students must follow Turkish, Regional and Global political and economic developments in order to fully understand how “global managers/global business leaders” follow, understand and interpret local, regional and global political and economic developments in order to prepare action plans where they turn these developments to their business advantage. This is a MUST.

Active participation is expected from the student: This will better take place if the assigned reading materials are read before each class.

While active participation is expected, unproductive/disruptive/disrespectful behavior will be discouraged.

During his presentations in class, the instructor will emphasize the points in the course material that can be difficult for the students. The instructor will, in most times, use his background experience to bridge the course material and real world experiences.

Students will be asked to complete an individual term project on a subject given by the Instructor. As the quality of the work is more important than the amount to be submitted, the Term Project must not exceed 2 pages (A4 size 12 font).

Students will be asked to complete 10 short one-page assignments where, in half a page, they will discuss the course material they have studied for the following week and, in half a page, they will disscuss the very recent Turkish, Regional and Global political and economic developments in order to fully understand how “global managers/global business leaders” follow, understand and interpret local, regional and global political and economic developments with the objective of preparing action plans where they turn these developments to their business advantage.

h) EVALUATIONS and GRADING:

- 10 Short one-page assignments (2% weight each) **20% weight**

* Term Project (Deadline: 15 November 2020 4:00 PM) **10 % weight**
* Mid-term exam (in class hours in second half of Nov) **30% weight**
* Final exam (University will announce the timing) **40 % weight**

Term grade will be calculated as discussed above:

95 and above A

90 - 94.99 A-

86.67 - 89.99 B+

83.34 - 86.66 B

80 - 83.33 B-

76.67 - 79.99 C+

73.34 - 76.66 C

70 - 73.33 C-

60 - 69.99 D

Below 60 F

i) REQUIREMENTS

Mid-term and Final Exams: There will be a mid-term and a final examination. No make-up will be given without proper documentation which will be acceptable to the University administration. Please note than an official health report from University Health Center or any other document approved by Faculty Administration will be needed for being excused from mid-term and/or final examinations.

The students will complete 10 short assignments during the term. Assignments will be submitted to the Instructor as an attachment to an e-mail.

In all exams, writings should be legible and must be in English.

Students are allowed to use their notes and books in the final exam. In all open book exams, no notes or books can be exchanged between students.

Students must write their names on mid-term exam, assignments, term project, and final exam submissions. Submissions without names of the student/s will receive 0 (zero) rating.

Term Project: Each student will be asked to complete an individual project on a subject given by the Instructor. As the quality of the work is more important than the amount to be submitted, the Term Project must not exceed 2 pages (A4 size 12 font). The subject matters of the Term Projects will be given to the students at the mid of the Term. Writings must be legible and in English. Project papers will be submitted to the Instructor as an attachment to an e-mail.

Please read the Academic Honesty section (section (i)) below very carefully.

No special treatment will be made (no special project will be given) to students who need a higher grade in order to graduate.

During exams and pop quizzes: No WI-FI / electronic equipment can be used; laptops and phones must be turned off.

No verbal or written communication among students will be allowed during quizzes or mid-term/final exams.

Attendance to online and/or physical classes is a MUST.

j) ACADEMIC HONESTY

Learning is enhanced through cooperation and as such you are encouraged to work in

groups, ask for and give help freely in all appropriate settings. At the same time, as a

matter of personal integrity, you should only represent your own work as yours. Any

work that is submitted to be evaluated in this class should be an original piece of writing,

presenting your ideas in your own words. Everything you borrow from books, articles, or

web sites (including those in the syllabus) should be properly cited. Although you are

encouraged to discuss your ideas with others (including your friends in the class), it is

important that you do not share your writing (slides, MS Excel files, reports, etc.) with

anyone. Using ideas, text and other intellectual property developed by someone else

while claiming it is your original work is plagiarism. Copying from others or providing

answers or information, written or oral, to others is cheating. Unauthorized help from

another person or having someone else write one’s paper or assignment is collusion. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and

disciplinary action. Please pay utmost attention to avoid such accusations.

k) CLASSROOM POLICIES AND CONDUCT:

Rules of engagement within students, students and the instructor will not be different than any other requirement for any large group meeting that may take place in any business, academic, NGO, Government, military, sports environment.

Namely, but not limited to:

 no phones, no SMS and e-mail messaging, no laptops unless allowed by the Instructor. STUDENTS WHO USE THEIR PHONES/LAPTOPS DURING A CLASS (unless specifically allowed by the Instructor) WILL BE ASKED TO LEAVE THE CLASS,

 punctual attendance to classes (STUDENTS MAY NOT BE ACCEPTED TO A CLASS IF THEY ARE LATE),

 devoting 1 ½ hours (one and a half hours) of weekly pre-class reading and assignments,

 active and meaningful participation in discussions while respecting the appropriate participation of other students,

 no side discussions in class: Students engaged in side discussions WILL BE ASKED TO LEAVE THE CLASS,

 no disruptive behavior in class. Students engaged in disruptive behavior WILL BE ASKED TO LEAVE THE CLASS,

 maintaining a professional atmosphere in class,

 any other proper social behavior required in all other meetings.

l) COURSE SCHEDULE:

WEEK 1: Introduction

WEEK 2: Chapter 1 of the Ball/Geringer/Minor/McNett course textbook: The Rapid Change of International Business (slides 10-28 only)

WEEK 3: Chapter 2 of the Ball/Geringer/Minor/McNett course textbook: International Trade and Foreign Direct Investment

WEEK 4: Chapter 3 of the Ball/Geringer/Minor/McNett course textbook:

Theories of International Trade and Investment (slides 17-26 only)

WEEK 5: Chapter 4 of the Ball/Geringer/Minor/McNett course textbook: International Institutions from an International Business Perspective

WEEK 6: Chapter 5 of the Ball/Geringer/Minor/McNett course textbook: Sociocultural Forces

WEEK 7: MID-TERM EXAM

WEEK 8: Chapter 6 of the Ball/Geringer/Minor/McNett course textbook:

Natural Resources and Environmental Sustainability

WEEK 9: Chapter 7 of the Ball/Geringer/Minor/McNett course textbook:

Economic and Socioeconomic Forces & Chapter 8 of the Ball/Geringer/Minor/McNett course textbook: Political Forces & Chapter 9 of the Ball/Geringer/Minor/McNett course textbook: Intellectual Property and Other Legal Forces (slides 5, 6, 11-14, 17, 18, 22-28 only)

WEEK 10: Chapter 10 of the Ball/Geringer/Minor/McNett course textbook: Understanding the International Monetary System and Financial Forces. Turkey’s Balance of payments & Purchasing Power Parity (PPP) of ONE $ in different countries & ECONOMIC INTELLIGENCE UNIT COUNTRY DATA

WEEK 11: Chapter 11 of the Ball/Geringer/Minor/McNett course textbook: Labor Forces & Chapter 12 of the Ball/Geringer/Minor/McNett course textbook: International Competitive Strategy & Chapter 13 of the Ball/Geringer/Minor/McNett course textbook: Organizational Design and Control

WEEK 12: Chapter 14 of the Ball/Geringer/Minor/McNett course textbook:

Assessing and Analyzing Markets & INVESTING IN TURKEY & Chapter 15 of the Ball/Geringer/Minor/McNett course textbook: Entry Modes

WEEK 13: Chapter 17 of the Ball/Geringer/Minor/McNett course textbook: Marketing Internationally & DISCUSSION ON CHINA

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Professional Experience

CURRENT:

Executive in Residence, Sabanci University: Teaches “International Business” course to senior undergraduate and Professional MBA students. Arranges study trips to China for Professional MBA students in conjunction with Shanghai University.

Part time instructor at Ozyeğin University: Teaches “International Business” course to junior/senior undergraduate students.

Trustee of Boğaziçi (Bosphorus) University Foundation

PAST:

3/2013-3/2017 International Board Member - Lindstrom, a Finland-based international textile service company. Esen’s objective was to improve the business of Lindstrom Oy in Europe and Asia.

2/2011-11/2013 Executive Committee member at Hedef Alliance, a leading pharmaceutical distribution company with $ 3.5 Billion annual turnover. Esen’s objective was to facilitate integration of the business to Alliance Boots.

4/2006-11/2009 President, Pfizer China

As the Local Chairman and General Manager led a team of 10 direct reports and staff of over 4000. In four years grew Pfizer's business from $ 240 M to over $ One Billion.

6/1999-3/2006 President, Pfizer Turkey

As the Local Chairman and General Manager led the local leadership team of 7 and staff approaching 1000 colleagues. Pfizer's business in Turkey was $ 300 Million in 2005.

1/1996-5/1999 President, Pfizer South & Central Africa

As the Local Chairman and General Manager led the local leadership team of 6 and the Company of around 400 colleagues.

3/1995-12/1995 Executive Regional Personnel Director, Pfizer NY Headquarters

Responsible for human resources functions of Japan, China, Taiwan HK and Australia reporting to International Head of Personnel and working for the Asia Area President..

1/1993-2/1995 President, Pfizer Pakistan

As the Local Chairman and General Manager led the local leadership team of 6 and the Company of around 500 colleagues.

12/1989-12/1992, Sales Manager, Pfizer Turkey

6/1989-11/1989, Assistant Finance Director, Pfizer Turkey

1/1983-5/1989, Personnel Director, Pfizer Turkey

1/1981-12/1982, Investment Projects Coordinator, Pfizer Turkey

12/1979-12/1980, Assistant to Technical Director, Pfizer Turkey

2/1979-11/1979 Manufacturing Section Head, Koc Group Bozkurt Textiles, Turkey

8/1977-1/1979 Compulsory Military Service as Reserve Lieutenant

4/1976-7/1977 Management Trainee, Aygaz Koc Holding, Turkey

Past Memberships

Board Member of Peryon (Personnel Management Association) in Turkey

Founding Board Member and Secretary General of AmCham (American Chamber of Commerce/TABA) in Turkey

Board Member of South Africa R&D based Pharmaceutical Association in South Africa

Board Member of IEIS (Ilac Endustrisi Isverenler Sendikasi) in Turkey

Board Member of AIFD (Research-Based Pharmaceutical Industry) in Turkey

Vice-Chairman of AIFD (Research-Based Pharmaceutical Industry) in Turkey

Member of TUSIAD (Turkish Businessmen’s Association) in Turkey

Board Member of AmCham (American Chamber of Commerce) in China

Board Member of RDPAC (Research-Based Pharmaceutical Industry Association) in China

Education

Bogazici University at Istanbul – MBA 1975-1977

Imperial College in London – M.Sc. in Chemical Engineering 1974-1975

Bogazici University – B.S. in Chemical Engineering 1970-1974

Robert Academy in Istanbul – High School 1967-1970

English High School in Istanbul – Middle School 1963-1967