**MGMT 403/MGMT 513**

**SPRING 2021-2022**

 **International Business**

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Office hours: Upon written (e-mail or whatsapp) appointment,

**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

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 physical or 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. Active and positive participation which contributes to the learning environment will be graded.

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 with 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 5 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 discuss 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:

 - 5 Short one-page assignments (3 % weight each) **15** **% weight**

* Participation in the class **10 % weight**
* Term Project (Deadline: 3 JUNE 2022 4:00 AM)  **10 % weight**
* Mid-term exam (in class hours in first half of April) **25% 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. If online, camera and microphone must be turned on during mid-term and final exams.

(Oral exam will be applied in case this is necessary (this is at the discretion of the instructor and will only be applied in hardship cases)).

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 5 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 mid-term and final exams. 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.**

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.

Please note that copying and pasting even one sentence from someone else without putting this sentence in quotation marks, even if you refer to the original document is plagiarism; in order to avoid plagiarism, students must use their own language/sentences.

**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