

COURSE PROFILE

Course Name	Code	Semester	Term	Theory+PS+Lab (hour/week)	Local Credits	ECTS
International Management	MAN514	I	I	3	3	7

Prerequisites	--
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Course Language	English
Course Type	Mandatory
Course Lecturer	
Course Assistant	
Course Objectives	This course is designed to give students a fundamental understanding of the environment in which international business operates and of the business practices required to compete successfully in global markets.
Course Learning Outcomes	<p>By the end of this course students should be able to:</p> <ul style="list-style-type: none"> • apply theories, tools, and insights found in the field of international management to common real world scenarios. • demonstrate or understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management. • discuss how various legal, political, economic, and cultural systems affect business attitudes and behavior. • discuss the managerial issues related to strategic planning, human resource management, financial management, motivation, and leadership which arise in an international context.
Course Content	Analysis of international competition; international markets. Cross-cultural relations and change. Application of managerial tools in a global context; cross cultural communication. Ethical issues.

COURSE CONTENT

Week	Subjects	Related
1	Globalization & Cross-Cultural Business	
2	Politics, Law and Business Ethics & Economics and Emerging Markets	
3	International Trade	
4	Business Government - Trade Relations	
5	Foreign Direct Investment & Regional Economic Integration	
6	International Financial Markets	
7	Midterm	
8	International Monetary System	
9	International Strategy and Organization	
10	Analyzing International Opportunities	
11	Selecting and Managing Entry Modes	
12	Developing and Marketing Products	
13	Managing International Operations & Hiring and Managing Employees	
14	Final	

Course Textbook	Wild, John J. and Kenneth L.(2008). International Business: The Challenges of Globalization, 4/E. Publisher: Prentice Hall.
Recommended References	

Semester Requirements	Number	Percentage of Grade
Attendance/Participation	1	10
Laboratory		
Application		
Special Course Internship (Work Placement)		
Quizzes/Studio Critics		
Homework Assignments	1	20%
Presentation		
Project		
Seminar/Workshop		
Midterms/Oral Exams	1	20
Final/Resit Exam	1	50
Total		100%

Percentage of Semester Work	2	50%
Percentage of Final Work	1	50%
Total	3	100%

COURSE'S CONTRIBUTION TO PROGRAM

#	Program Qualifications / Outcomes	Level of Contribution *				
		1	2	3	4	5
1	Being able to change management in the notion of life-long learning behavior.				*	
2	Broaden and deepen the knowledge about business administration area at the master's level.				*	
3	Being able to establish a target and resolutions on specialist business administration problems, to analyze via scientific research tools, to evaluate the results and to implement.		*			
4	Improving new strategic approaches by thinking within innovative and holistic ways, making decisions by taking responsibility during the unforeseen and complicated events in the field of business administration.	*				
5	Adapting the values of business ethics, teaching and controlling according to social, scientific and ethical values under any circumstances in the field of Business Administration.		*			
6	Understanding the multidisciplinary nature of business administration, and analyze theoretical and practical information and skills gain through master's degree on interdisciplinary dimension			*		
7	Communicating systematically the recent developments and one's individual studies in the field of business administration to the groups within and outside the field via written, oral and visual presentations			*		
8	Demonstrate oral and written communication skills in a foreign language			*		

*1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Number	Duration (Hours)	Total Workload
Course Hours (Including Exams)	14	3	42
Tutorials			
Laboratory			
Application			
Special Course Internship (Work Placement)			
Field Work			
Study Hours Out of Class	14	6	84
Presentations / Seminar	1	20	20
Project			
Preparatory reading			
Homework Assignments			
Quizzes			
Midterm Exams	1	15	15
Final / Resit Exam	1	15	15
Total Workload			176

COURSE CATEGORY

ISCED GENERAL AREA CODES	GENERAL AREAS	ISCED BASIC AREA CODES	BASIC EDUCATIONAL AREAS	
1	Education	14	Teacher training and education science	0
2	Humanities and Arts	21	Arts	0
		22	Humanities	0
3	Social sciences, Business and Law	31	Social and behavioral science	0
		32	Journalism and information	0
		34	Business and administration	100
		38	Law	0
4	Science, Mathematics and Computing	42	Life science	0
		44	Physical science	0
		46	Mathematics and statistics	0
		48	Computing	0
5	Engineering, Manufacturing and Construction	52	Engineering and Engineering Trades	0
		54	Manufacturing and processing	0
		58	Architecture and building	0
6	Agriculture and Veterinary	62	Agriculture, forestry and fishery	0
		64	Veterinary	0
7	Health and Welfare	72	Health	0
		76	Social services	0
8	Services	81	Personal services	0
		84	Transport services	0
		85	Environmental protection	0

		86	Security services	0
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