

DEPARTMENT OF INTERCULTURAL MANAGEMENT
COURSE SYLLABUS

Course Details					
Code				Academic Year	Semester
IKM 115				1	1
Title	T	A	L	ECTS	
International Management	2			5	
Language	German				
Level	Graduate	X	Postgraduate		
Department / Program	Intercultural Management				
Forms of Teaching and Learning	Face to Face				
Course Type	Compulsory	X	Elective		
Objectives	The objectives of this course are to define the boundaries of the field of international business, examine how worldwide economic and political changes drive globalization, how innovation and technology serve as major factors underlying global economic growth and discuss the nature of the main actors in international business, ie multinational enterprises, small and medium-sized enterprises, value chains and networks, and institutions.				
Content	General frameworks in international business, multinational enterprises, innovation, and competitiveness, international politics/culture/trade/financial markets and institutions, regional strategy, multinational strategy, organizing strategy, corporate strategy and national competitiveness and functional area strategies.				
Prerequisites	-				
Coordinator	Prof. Dr. Dilek Zamantili Nayir				
Lecturer(s)	Prof. Dr. Dilek Zamantili Nayir				
Assistant(s)	Research Assistant Merve Ahter Dede				
Work Placement	-				
Recommended or Required Reading					
Books / Lecture Notes	Simon Collinson Rajneesh Narula Alan M. Rugman INTERNATIONAL BUSINESS 7th Edition				
Other Sources	Various texts from international management journals and specialist journals Movies/Related films Project work				
Additional Course Material					
Documents	Set of lecture slides by Prof. Dr. Zamantili Nayir - will be uploaded after the respective events				
Assignments	In each course, group tasks and presentations are expected from the students and graded as part of the midterm or final examination				

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Exams	Examination form: term paper + project work + presentation		
Course Composition			
Economics	70		%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge	30		%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		20
Quiz			
Assignments	2		5
Attendance			
Recitations	2		5
Projects	1		10
Final Exam	1		60
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	1	65	65
Assignments	2	12	24
Presentation / Seminar Preparation	1	30	30
Midterm Exam	1	1	1
Recitations			
Laboratory			
Projects			
Final Exam	1	2	2
		Total Work Load	150
		ECTS Points (Total Work Load / 28)	5
Learning Outcomes			
1	Understand the general frameworks, market entry forms and subsidiary roles in international business		
2	Develop an in depth understanding of international politics, culture, trade, financial markets and institutions		
3	Ability to distinguish between international business strategies, ie multinational strategy, organizing		

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	strategy, corporate strategy and make a connection with national competitiveness
4	Discuss functional area strategies, such as production, marketing, human resource management, political risk and negotiation strategy
5	Understand regional strategies (EU; Japan, US, emerging economies and China)

Weekly Content

1	Introduction to International Business and general frameworks
2	Multinational enterprises, innovation, and competitiveness
3	International politics and culture
4	International trade, financial markets and institutions
5	Multinational, organizing, corporate strategy and national competitiveness
6	Multinational enterprises as responsible stakeholders
7	Functional area strategies: Production and marketing strategy
8	Functional area strategies: Human resource management
9	Political risk and negotiation strategy
10	International financial management
11	Regional strategies: European Union
12	Regional strategies: Japan
13	Regional strategies: North America
14	Regional strategies: Emerging Economies
15	Regional strategies: China

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8
1	4	4	4	5	5	5	5	5
2	4	4	4	5	5	5	5	5
3	4	4	4	5	5	5	5	5
4	5	5	4	4	5	4	5	4
5	5	5	5	4	4	4	5	5

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

<https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=en&curSunit=199>

Compiled by: Prof. Dr. Dilek Zamantili Nayir, Res. Asst. Merve Ahter Dede

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