

Identification	Subject	IB 410 International Business – 3KU (6 ECTS)
	Program	Undergraduate
	Department	Economics and Management
	Term	Fall 2026
	Instructor	Tural Gojayev Latif
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	Phone	
	Classroom/hours	41 Mehseti str. (Neftchilar campus), Khazar University, Wednesday, 15:20 to 18:30
	Office hours	By appointment
Prerequisites	ECON 205 Macroeconomics	
Language	English	
Compulsory/Elective	Compulsory	
Textbooks and course materials	Main book: Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022 Supplementary materials Charles W.L. Hill: International Business: Competing in the Global Marketplace, 13th edition, 2021. John D. Daniels: International Business: Environments and Operations, 15th edition, 2015. Griffin, R. W., & Pustay, M. W.: International Business: A Managerial Perspective, 8th edition, 2018.	
Course outline	This course provides students with a comprehensive understanding of the global business environment. It examines the forces driving globalization and how they affect the internationalization of markets and enterprises. The course covers various economic systems, international trade theories, trade protectionism, economic integration, exchange rates, and country evaluation for operations. Students will also learn about modes of trading internationally, forms of foreign production, collaborative arrangements, global marketing strategies, and supply chain management. By the end of the course, students will be able to analyze global market opportunities, evaluate country risks, and develop strategies for international business operations.	
Course objectives	The main objective of this course is to provide students with a solid foundation in the principles and applications of International Business. The course aims to enable students to: • Describe the forces driving globalization and explain how they affect the internationalization of markets and enterprises. • Explain international trade theories and evaluate the instruments and rationales of trade protectionism. • Understand the mechanisms of economic integration and analyze major regional trading groups. • Analyze the factors that influence exchange rates and understand their business implications. • Evaluate countries for international operations using various analytical tools. • Compare various modes of trading internationally and forms of foreign production. • Understand collaborative arrangements such as licensing, franchising, and joint ventures. • Develop global marketing strategies and understand global production and supply chain management. • Strengthen analytical and decision-making abilities through case studies and real-world applications.	
Learning outcomes	Upon successful completion of this course, students will be able to: 1. Understand the fundamental concepts of international business, including globalization, international trade, and the roles of multinational enterprises. 2. Describe how the globalization process affects the internationalization of markets and enterprises. 3. Explain the forms of international business: export-import of goods and services, international cooperation, and joint ventures. 4. Understand strategies and methods for entering international markets, including customs operations and international contracts. 5. Explain and compare investment theories and provide examples of international investment activities. 6. Understand multinational companies and distinguish the different socio-cultural environments in which they operate. 7. Differentiate how business functions (management, production, marketing, finance, human resource management) in international enterprises differ from those in local enterprises.	

	8. Analyze global marketing strategies and evaluate their importance for international business success. 9. Explain different modes of trading internationally and evaluate associated problems and resources. 10. Compare and contrast collaborative arrangements, including licensing, franchising, joint ventures, and equity alliances.		
Teaching methods	Lecture	☐	
	Group discussion	☐	
	Case analysis	☐	
	Practice questions	☐	
Evaluation criteria	Methods	Date/deadlines	Percentage (%)
	Midterm exam	To be announced	30
	Class attendance		5
	Class activity		5
	Quiz	Week 5 and week 12	10 (each for 5)
	Presentation	Week 6-7 and week 13 - 14	10 (each for 5)
	Final exam	To be announced	40
	Total		100
Policy	Attendance and participation: The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc.) are required to inform the instructor. Generally, four (4) unauthorized absence marks will lead to the students' expulsion from the course. If a student is late to the class for more than ten (10) minutes, s/he is NOT allowed to enter and disturb the class. However, this student can enter the second double hours without delaying. The attendance and participation will account for 10 % of the total course grade, which depends on students' good class attendance and active participation in class discussions. Preparation for class The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions. Throughout the semester we will also have many review sessions. These review sessions will take place during the regularly scheduled class periods. Withdrawal (pass/fail) This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor. Presentation Acceptance of individual assignments of students for the course of "International Business" will be carried out in the form of presentations on the topics chosen from the textbook. Students can choose other topics that are relevant to the content of the subject as a topic of independent work in consultation with the instructor. AI Usage Guidelines (in line with University policy): Permitted (as support): Structuring content, exploring different perspectives, grammar/spelling editing, and initial idea generation. Prohibited: Full or partial AI-generated content (text, analysis, conclusions) presented as your own work; concealing AI usage; using AI-generated fake references or distorted data. Disclosure: You must clearly state if and how you used any AI tool (e.g., "ChatGPT was used for text structuring and editing. All analysis and conclusions are my own."). Penalty: Violations will be treated as academic dishonesty and may result in grade reduction or a zero (0) on the assignment. Quiz Quizzes will be held on week 5 and week 12 each counting for 5 (five) points. Each quiz will have both multiple-choice questions and open questions. Each section will have the same weight and the points for these questions will be 2.5 points. Open questions made up from theory and small cases from these theories. Cheating/plagiarism Cheating or other plagiarism during the Quizzes, Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.		

		Professional behavior guidelines The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.	
		Tentative Schedule	
Week	Date/Day	Topics	Textbook/Assignments
1	16.09.2026	Globalization and International Business	Chapter 1. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
2	23.09.2026	The Economic Environments Facing Businesses	Chapter 4. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
3	30.09.2026	International Trade and Factor Mobility Theory	Chapter 6. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
4	07.10. 2026	Governmental Influence on Trade	Chapter 7. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
5	14.10. 2026	Cross-National Cooperation and Agreements	Chapter 8. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
6	21.10. 2026	The Determination of Exchange Rates	Chapter 10. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
7	28.10. 2026	Global Capital Markets	Chapter 11. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
8		Midterm	
9	11.11. 2026	AI-enhanced Country Evaluation and Selection for International Operations	Chapter 13. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022. Lecture notes by instructor.
10	18.11. 2026	Export and Import	Chapter 14. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
11	25.11. 2026	Direct Investment and Collaborative Strategies	Chapter 15. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022

12	02.12. 2026	Major types of Collaborative Arrangements	Chapter 15. (second part) Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
13	09.12. 2026	The Organization of International Business	Chapter 16. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
14	16.12. 2026	Marketing Globally	Chapter 17. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
15	23.12. 2026	Global Operations and Supply-Chain Management	Chapter 18. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International Business: Environments and Operations, 17th edition, 2022
		Final Exam	

This syllabus is a guide for the course and any modifications to it will be announced in advance.

