

Identification	Subject (Code, title, credits)	IB 410 International Business - 3KU/6ECTS	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall, 2025	
	Instructor	Gulnar Chalabiyeva	
	E-mail	gnuriyeva@khazar.org	
	Classroom/hours		
Prerequisites	ECON 205 Macroeconomics		
Language	English		
Compulsory/Elective	Compulsory		
Required textbooks and course materials	<b>Core textbooks:</b>  Hill, Charles W.L. <i>International business: competing in the global marketplace</i> . 14 <sup>th</sup> edition, 2023 <b>Supplementary textbook:</b>  S.Tamer Cavusgil, Gary Knight, John Riesenberger. <i>International Business: The new realities</i> . 5 <sup>th</sup> edition, 2020		
Course outline	This course offers a comprehensive analysis of the essential ideas and practices associated with global business. It highlights the global business landscape, the key challenges encountered by international managers and the strategic approaches necessary for achieving success worldwide. By integrating theoretical concepts, real-world case studies and interactive tasks, participants will gain a thorough understanding of the complexities involved in international business activities. Designed to equip students with a thorough grasp of global markets, the course addresses essential topics such as globalization, international commerce, strategies for market entry abroad, cultural impacts and the management of global supply chains.		
Course objectives	<ul style="list-style-type: none"><li>• Recognize the significance of globalization and its impact on businesses, economies and societies across the globe.</li><li>• Analyze the primary factors driving global economic integration and examine its effects.</li><li>• Determine the significance of cultural awareness in overseeing and conducting international business operations.</li><li>• Apply ethical standards to steer responsible choices in global business contexts.</li><li>• Understand the mechanisms of international financial systems and the factors influencing currency exchange rates.</li></ul>		
Learning outcomes	After successfully finishing this course, students will be capable of: <ul style="list-style-type: none"><li>• Develop the ability to grasp how globalization influences the contemporary business landscape.</li><li>• Analyze existing trends, obstacles and advantages linked to the global expansion of business activities.</li><li>• Show the capability to understand the intricacies of globalization by utilizing the knowledge gained during the course.</li></ul>		
Teaching methods	Lecture		✓
	Practices		✓
	Group discussion		✓
	Case analysis		✓
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Attendance		5
	Activity		5

	Quizzes		6 <sup>th</sup> week and 12 <sup>th</sup> week	10
	Individual Projects		15 <sup>th</sup> week	10
	Final Exam			40
	Total			100
Policy	<b>Attendance and Activity:</b> Students who surpass the 25% absence limit will be ineligible to take the final exam. A student will receive an absent mark 15 minutes after a class begins. <b>Activity</b> refers to engaging participation, such as posing and responding to questions, providing insights and feedback, showing eagerness and commitment to be involved in class discussions, and taking part in online concluding summary quizzes. <b>The assessments/quizzes:</b> There will be 2 assessments during the course. The quizzes could consist of multiple-choice questions, true/false items, and brief open-ended questions. The questions will address the topics studied up to each prior class. Every quiz will be worth 5 points. <b>Project:</b> Teams will be formed based on the total number of students present in the class. Every group must choose a topic from the syllabus and relate it to any country of their choice. Teams will showcase their project during a 10–12-minute presentation session.			
Tentative Schedule				
Week	Date/Day Tentative	Topics	Textbook	
1		Globalization	Chapter 1, (Hill, 2023)	
2		Political Economy and Economic Development	Chapter 3, (Hill, 2023)	
3		Differences in Culture	Chapter 4, (Hill, 2023)	
4		Ethics in International Business	Chapter 5, (Hill, 2023)	
5		International Trade Theory	Chapter 6, (Hill, 2023)	
6		Government Policy of International Trade/ <b>Quiz</b>	Chapter 7, (Hill, 2023)	
7		Foreign Direct Investment	Chapter 8, (Hill, 2023)	
8		<b>Review for The Midterm Exam</b>		
		<b>Midterm Exam</b>		
9		Regional Economic Integration	Chapter 9, (Hill, 2023)	
10		The Foreign Exchange Market	Chapter 10, (Hill, 2023)	
11		The International Monetary System	Chapter 11, (Hill, 2023)	
12		The Global Capital Market/ <b>Quiz</b>	Chapter 12, (Hill, 2023)	
13		The Strategy of International Business	Chapter 13, (Hill, 2023)	
14		Entering Developed and Emerging Markets	Chapter 15, (Hill, 2023)	
15		<b>Presentation Session and Review for The Final Exam</b>		
16		<b>Final Exam</b>		