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|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|----------------|
| Identification                          | Subject<br>(Code, title, credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | IB 410 International Business, 6 ECTS |                |
|                                         | Department                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Economics and Management              |                |
|                                         | Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Undergraduate                         |                |
|                                         | Term                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Fall, 2025                            |                |
|                                         | Instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Nigar Valikhanli                      |                |
|                                         | E-mail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                       |                |
|                                         | Classroom/hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | TBD                                   |                |
| Prerequisites                           | ECON 205 Macroeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                |
| Language                                | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                |
| Compulsory/Elective                     | Compulsory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       |                |
| Required textbooks and course materials | <b>Core textbooks:</b> <ul style="list-style-type: none"><li>Tamer Cavusgil, Gary Knight, and John Riesenberger (2020). <i>International Business</i>, 5th Global Edition. Pearson Education, London, UK.</li></ul> <b>Supplementary textbook:</b> <ul style="list-style-type: none"><li>John B. Cullen &amp; K. Praveen Parboteeah's (2017), <i>Multinational Management: A Strategic Approach</i>, 6th Edition, Thomson South-Western, Mason, OH, USA</li></ul>                                                                                                                                         |                                       |                |
| Course outline                          | This course introduces the fundamentals of international business and the global marketplace, covering globalization, cultural and political environments, international trade and investment, regional economic integration and global financial systems.                                                                                                                                                                                                                                                                                                                                                |                                       |                |
| Course objectives                       | The objectives of this course are to provide students with a comprehensive understanding of international business and its impact on firms, governments, and societies. Students will gain insights into globalization, cultural and institutional differences across countries, and the dynamics of international trade, investment, and financial systems. The course aims to develop analytical, strategic, and practical skills to understand how companies expand abroad and compete in the global marketplace.                                                                                      |                                       |                |
| Learning outcomes                       | By the end of the course, students will be able to explain major concepts, theories, and frameworks in international business; assess opportunities and risks in global markets using analytical tools; analyze cultural, political, legal, and institutional influences on business decisions; evaluate entry strategies and competitive approaches; apply theoretical knowledge to real-world cases and group projects while demonstrating teamwork and presentation skills; and develop critical thinking, problem-solving, and decision-making abilities relevant to international business contexts. |                                       |                |
| Teaching methods                        | Lecture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       | ✓              |
|                                         | Practices                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       | ✓              |
|                                         | Group discussion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                       | ✓              |
|                                         | Case analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                       | ✓              |
| Evaluation                              | Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Date/deadlines                        | Percentage (%) |
|                                         | Midterm Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | To be announced                       | 30%            |
|                                         | Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       | 5%             |
|                                         | Activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                       | 5%             |
|                                         | Quizzes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | To be announced                       | 10%            |
|                                         | Project with presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | To be announced                       | 20%            |
|                                         | Final Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | To be announced                       | 30%            |
|                                         | Total                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                       | 100            |
| Policy                                  | Attendance: Students are expected to attend at least 75% of classes to qualify                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                       |                |

| <p>for the final exam.</p> <p><b>Class Activity:</b> Consists of in-class tasks, participation in practices, and contributions to discussions.</p> <p><b>Quizzes:</b> To evaluate continuous learning, brief, surprise tests will be administered. Only one quiz will be administered in this course.</p> <p><b>Project with presentation:</b></p> <ul style="list-style-type: none"> <li>• Students will form groups of <b>3–5 members</b>.</li> <li>• Each group will choose a company that is engaged in international business (multinational corporation, SME with international operations, or a local firm expanding abroad).</li> <li>• The project requires analyzing the firm's internationalization strategy and business environment.</li> </ul> <p>Written Report Length:</p> <ul style="list-style-type: none"> <li>• 10 pages (excluding references).</li> <li>• Format: Times New Roman, 12pt, 1.5 spacing.</li> </ul> <p>Oral Presentation Duration:</p> <ul style="list-style-type: none"> <li>• 15–20 minutes with PowerPoint or equivalent slides.</li> <li>• Each group member must present a part of the project.</li> </ul> <p><b>Academic Integrity:</b> Cheating, plagiarism, or any form of dishonesty is strictly prohibited and subject to university disciplinary measures.</p> <p><b>Make-up Exams:</b> Make-up midterms or finals will only be granted in cases of documented illness and official university-approved reasons.</p> <p><b>Classroom Etiquette:</b> Students are expected to be punctual, prepared, and respectful. Mobile phones must be kept silent during class.</p> |                       |                                                                                                   |          |
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| Tentative Schedule                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                                                                                   |          |
| Week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Date/Day<br>Tentative | Topics                                                                                            | Textbook |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | Introduction to Class and Course; What is International Business                                  | Ch.1     |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | Globalization of Markets and the Internationalization of the Firm                                 | Ch.2     |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | The Cultural Environment of International Business                                                | Ch.3     |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business | Ch.4     |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | Political and Legal Systems in National Environments                                              | Ch.6     |
| 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | Government Intervention and Regional Economic Integration                                         | Ch.7     |
| 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | Financial Management and Accounting in the Global Firm                                            | Ch.10    |
| 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | Strategy and Organization in the International Firm                                               | Ch.11    |
| 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | <b>Midterm Exam</b>                                                                               |          |
| 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       | Global Market Opportunity Assessment                                                              | Ch.12    |

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|-----------|--|----------------------------------------------------------|-------|
| <b>11</b> |  | Exporting and Global Sourcing                            | Ch.13 |
| <b>12</b> |  | Foreign Direct Investment and Collaborative Ventures     | Ch.14 |
| <b>13</b> |  | Licensing, Franchising, and Other Contractual Strategies | Ch.15 |
| <b>14</b> |  | Project submission and presentations                     |       |
| <b>15</b> |  | Project submission and presentations                     |       |
| <b>16</b> |  | <b>Final Exam</b>                                        |       |