

Antalya Bilim University
Department of Business Administration
BUSI 420 – Introduction to International Business

An understanding of international business is essential for students in today's interdependent global world. This course introduces students to the core concepts and techniques for entering international marketplace. The course highlights the realities of international business. The significance of economic, technological, political, legal, and socio-cultural factors in conducting business across borders are discussed. Other concepts covered include the dynamics of world trade, globalization, multinational enterprise, international finance, interest and exchange rate.

Course book:

John J. Wild, Kenneth L. Wild, *International Business: The Challenges of Globalization*, **10th International Edition** (Pearson). Courses related materials will be provided by the instructor.

Course Web:

<https://lms.antalya.edu.tr/>

<http://mohammedabubakar.com/moodle/moodle/>

Recommended readings:

Additional reading material will be provided by the instructor.

Developing Graduate Attributes

At the end of the course students should be able to:

- Understand the most widely used international business terms and concepts.
- Identify the role and impact of political, economic, social and cultural variables in international business.
- Analyze international business from a multi-centric perspective, avoiding ethnocentrism.
- Understand major developments in regional trading arrangements, the world trading and monetary system.
- Understand and be able to critically analyze the main arguments for trade protection and/or free trade, considering the costs and benefits of such policies.

Important note:

Academic Honesty: Plagiarism will not be tolerated under any circumstances. Plagiarism is intentionally failing to give credit sources used in writing regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt with accordingly

Assessment Criteria:

- 1) **Quizzes (30%):** Chapters for each quiz will be announced in class.
- 2) **Midterm (30%):** Students are responsible for all class material covered until the midterm exam.
- 3) **Final exam (40%):** This exam is cumulative and will focus on all units and topics studied throughout the course, but emphasis will be after midterm.

Course Schedule

WEEK 1: Introduction

Chapter 1

WEEK 2: Globalization

- Chapter 1*
- WEEK 3:** Cross-Cultural Business
- Chapter 2*
- WEEK 4:** Political Economy and Ethics
- Chapter 3*
- WEEK 5:** Discussions and quiz
- WEEK 6:** Economic Development of Nations
- Chapter 4*
- WEEK 7:** International Trade Theory
- Chapter 5*
- WEEK 8: Midterm Exam**
- WEEK 9:** Political Economy of Trade
- Chapter 6*
- WEEK 10:** Foreign Direct Investment
- Chapter 7*
- WEEK 11:** Discussions and quiz
- WEEK 12:** Regional Economic Integration
- Chapter 8*
- WEEK 13:** International Financial Markets
- Chapter 9*
- WEEK 14:** Revision, discussions, and quiz