

BA 4121 – INTERNATIONAL BUSINESS  
Thursdays, 14.40 – 17.30

Instructor:	Dr. Meltem Özge Özcanlı
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Office Hours:	By appointment
Course Web Page:	Link to ODTUClass Course Page
<b>Course Description:</b>	
	Over the past few decades, more companies have expanded beyond national borders than ever before. This course adopts both macro and micro perspectives for understanding international business. It uses a macro lens to introduce students to fundamental concepts of international business and general environmental level of doing business internationally. It also deals with the micro- or firm-level issues, such as market entry strategies and organizational processes. The role of social, political, legal, and economic environments in international business is discussed throughout the course.
<b>Course Student Learning Objectives: (CSLOs)</b>	
	<i>Upon successful completion of this course, students should be able to:</i> <b>Course Specific Skills:</b> 1. Understand why and how companies internationalize. 2. Describe the various strategies that international companies use to achieve their goals. 3. Explain how international companies carry out their activities. <b>Discipline Specific Skills:</b> 4. Understand the significant developments in the context of contemporary economic globalization. 5. Apply conceptual knowledge to analyses of international cases. <b>Personal and Key Skills:</b> 6. Understand the relevance of international business concepts and developments to their future careers. 7. Cultivate reflective (critical) thinking skills. 8. Improve teamwork skills through in- and out-of-class activities.
<b>Learning and Teaching Methods:</b>	
	This course will use lectures, discussions, in-class exercises, and case studies.
<b>Required Reading:</b>	
	Cavusgil, T. S., Knight, G., & Riesenberger, J. R. (2025). <i>International Business: The New Realities</i> , 6th Edition. Pearson. Students can use older editions of this textbook; however, they will be responsible for keeping track of the material covered in class.

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Midterm exam	35	120-minute essay-style questions	1, 2, 3, 4, 5, 7	Written and oral
Final exam	40	120-minute essay-style questions	1, 2, 3, 4, 5, 7	Written and oral
In-class exercises	10	Internet exercises, critical thinking and discussion questions	1, 2, 3, 4, 5, 7, 8	Written and oral
In-class case analyses	10	Brief case studies	1, 2, 3, 4, 5, 7, 8	Written and oral
Homework assignments and presentations	5	One- to two-page papers and 5-minute presentations	1, 2, 3, 4, 5, 7, 8	Written and oral

#### Course Policies:

**MAKE-UP EXAMINATIONS:** Students must submit medical reports or other official forms of documentation to be eligible to take a make-up exam. Make-up exams will be essay-type. **There will be no make-up for in-class exercises and case analyses.**

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's [Disability Support Office](#) ([Engelsiz ODTÜ Birimi](#), [ODTÜ Kütüphanesi](#), [Solmaz İzdemir Salonu](#), Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments. **Using AI like ChatGPT to complete assignments and activities is regarded as cheating.**

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be

used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

### **METU HONOR CODE**

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
February	20	Introduction: What is International Business?	Chapter 1	1, 2, 3, 4, 6
	27	Globalization of Markets and the Internationalization of the Firm  <b>In-class Exercise 1</b> <i>Students must have access to the Internet for this exercise, preferably via a computer.</i>	Chapter 2	1, 4, 8
March	6	Globalization of Markets and the Internationalization of the Firm (Continued)  <b>In-class Case Analysis 1</b> <i>Having completed the reading of the case on Vans and VF Corporation before coming to class is necessary for this activity.</i>	Chapter 2	1, 4, 5, 7, 8
	13	Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business  <b>In-class Exercise 2</b>	Chapter 4	2, 3, 7, 8
	20	Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business (Continued)  <b>Homework Assignment 1 Due</b> <i>Students must watch "Enron: The Smartest Guys in the Room" documentary for this assignment.</i>  <b>Student Presentations</b>	Chapter 4	2, 3, 5, 7, 8
	27	Political and Legal Systems in National Environments  <b>In-class Exercise 3</b> <i>Students must have access to the Internet for this exercise, preferably via a computer.</i>	Chapter 6	4, 8
April	3	Political and Legal Systems in National Environments (Continued)  <b>In-class Exercise 4</b>	Chapter 6	4, 5, 7, 8
	10	<b>Midterm Exam</b>	Chapters 1, 2, 4, 6	1, 2, 3, 4, 5, 7
	17	Government Intervention and Regional Economic Integration  <b>In-class Case Analysis 2</b> <i>Having completed the reading of the case on Netflix before coming to class is necessary for this activity.</i>	Chapter 7	4, 5, 7, 8

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
	24	Government Intervention and Regional Economic Integration (Continued)  <b>In-class Exercise 5</b> <i>Students should review the textbook material, as well as conduct an Internet search on Brexit to prepare for this exercise.</i>	Chapter 7	4, 5, 7, 8
May	1	<b>National Holiday</b>	<b>No Class</b>	
	8	Understanding Emerging Markets	Chapter 8	1, 2, 3, 4
	15	Strategy and Organization in the International Firm	Chapter 11	2, 3, 5
	22	Strategy and Organization in the International Firm (Continued) <b>Homework Assignment 2 Due</b> <i>Students might need to do some research into how Barbie fared in various markets before completing this assignment.</i>  <b>Student Presentations</b>	Chapter 11	2, 3, 5, 7, 8
	29	Global Market Opportunity Assessment  <b>In-class Exercise 6</b> <i>Students must have access to the Internet for this exercise, preferably via a computer.</i>	Chapter 12	1, 2, 3, 8
June	TBA	<b>Final Exam</b>	Chapters 7, 8, 11, 12	1, 2, 3, 4, 5, 7