

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G382	Economic Environment Of The Firm	8	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is to provide an introductory analysis of the international context and dimensions of business activity, exploring the impact of political, economic, social and cultural factors on international business.
Content	Week 1. The Development of the International Economy in the Twentieth Century Week 2. The "Globalisation" of Economic Activity Week 3. The Growth of International Production Week 4. Conference (Guest Speaker)* Week 5. The Challenges Posed by Multinational Companies Week 6. Mid-Term Exam Week 7. The Emergence of the "Global" Firm Week 8. Multinational Companies and their Country of Origin Week 9. Emergence of EU – NAFTA –APEC Week 10. International Political Economy Week 11. Case Study Week 12. Conference (Guest Speaker)* Week 13. Effective Sectors of Turkey in the International Business World Week 14. Discussion *Guest Speakers will be one of the leading figures of Turkish business world directing international business operations.
References	Dicken, P. (1998) Global Shift: The Internationalisation of Economic Activity, London: Paul Chapman Hirst, P. And Thomson , P. (1996) Globalisation in Question:The International Economy and the Possibilities of Governance, Cambridge: Pollity Press Ohmae, K. (1990) The Borderless World, London: Collins Dunning, J. (1993) Multinational Enterprises and the Global Economy, Wokingham: Addison Wesley

Theory Topics

Week	Weekly Contents
1	The Development of the International Economy in the Twentieth Century
2	The "Globalisation" of Economic Activity Week
3	The Growth of International Production
4	Conference (Guest Speaker)*
5	The Challenges Posed by Multinational Companies
6	Mid-Term Exam
7	The Emergence of the "Global" Firm
8	Multinational Companies and their Country of Origin

Week	Weekly Contents
9	Emergence of EU - NAFTA -APEC
10	International Political Economy
11	Case Study
12	Conference (Guest Speaker)*
13	Effective Sectors of Turkey in the International Business World
14	Effective Sectors of Turkey in the International Business World