

Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI193		
Course Name:	International Business Environment		
Semester:	Spring		
Course Credits:	ECTS 5		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	Bachelor TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. ELİF ÇİÇEKLI		
Course Lecturer(s):	Dr. Elif Cicekli		
Course Assistants:			

Course Objective and Content

Course Objectives:	The aim of this course is to: 1) Introduce students to environmental forces, environmental forecasting, and environmental analysis in international business, 2) Explain the major issues in the international competitive, economic, and technological environment, 3) Familiarize students with the international cultural, demographic, social environment,
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	4) Provide students an understanding on the issues of ecological environment, 5) Acquaint students with the issues on international political environment and legal environment, 6) Enable students to carry out research, prepare, and present a project on the topics of the course as member of a team.
Course Content:	Innovations and improvements in transportation, manufacturing, communications and technology have resulted in a truly global economy. With the development of the worldwide marketplace, the need for business people to understand the sometimes subtle nuances of doing business overseas and across borders has increased. Designed for the future executive engaged in international enterprise and those affected by it, this course covers the essential areas of international business environment.

Learning Outcomes

The students who have succeeded in this course;

- 1) On successful completion of this course, the students will be able to; 1. Describe basic business concepts and practices related to environmental forces, environmental forecasting, and environmental analysis in international business
- 2) 2. Analyze the competitive forces in the international business environment
- 3) 3. Explain the major issues in the international economic and technological environment
- 4) 4. Evaluate the elements of international cultural, demographic, and social environment
- 5) 5. Define the major issues in the international ecological, political, and legal environment on international business
- 6) 6. Carry out research, prepare, and present a project on the topics of the course as member of a team.

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to the topics of the course	
2)	Environmental forces in international business	
3)	Environmental forecasting and analysis in international business	
4)	The international competitive environment-1	
5)	The international competitive environment-2	
6)	The international economic environment	
7)	The technological environment	
8)	The international cultural, demographic, and social environment	
9)	The ecological environment	
10)	The international political environment	

11)	The legal environment	
12)	Overview of the course subjects and final exam topics	
13)	Project Presentations	
14)	Project Presentations	
15)	Final Exam Period	
16)	Final Exam Period	

Sources

Course Notes / Textbooks:	Brooks, I., Weatherston, J., & Wilkinson G. (2011). The International Business Environment (2nd ed.). Harlow, UK: Financial Times/ Prentice Hall.
References:	Worthington, I., Britton, C., & Thompson, E. (2019). The Business Environment A Global Perspective (8th ed.). Pearson.

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6
Program Outcomes						
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.						
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.						
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.						
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.						
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.						
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual						

forms.						
Course Learning Outcomes	1	2	3	4	5	6
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.						
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.						
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.						
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.						
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.						
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society						
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.						
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.						
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.						

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

Program Outcomes	Level of
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		Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
9)	By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.	
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	situations regarding their urgency and patient priority.	
15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Presentation	1	% 5
Project	1	% 25
Midterms	1	% 30
Final	1	% 40
total		% 100
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	14	42
Presentations / Seminar	2	5
Project	10	20
Midterms	6	20
Final	9	26
Total Workload		113