

Foreign Policy Analysis for Business Leaders

GLOBAL NETWORK

Office : CAS-249
E-MAIL : syilmaz@ku.edu.tr

COURSE DESCRIPTION: This course aims to examine business government relations in a rapidly changing international context. As learning outcomes, the students will be able to (1) identify shapeholders (i.e. social actors) that affect business risks and opportunities; (2) understand main global and regional trends in international politics; (3) analyze the major contours, concepts, and issues of foreign policy analysis with a particular focus on Turkish Foreign Policy in the post-Cold War era, which are relevant for business leaders. The goal is to provide the students with a better understanding of the key issues and regions through a comprehensive analysis of the conduct and changing priorities in a turbulent regional and global setting. Within this context, the impact of international developments on policy decisions, domestic and foreign policy linkages, the role of key figures and organizations, and the interaction of political, economic, cultural and military factors in foreign policy making and their significance for business leaders will be examined. There will be a special emphasis on relating foreign policy analysis with United Nations Sustainable Development Goals.

United Nations Sustainable Development Goals (SDGs)

SDGs address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. There are 17 interconnected goals which are the blueprint to achieve a better and more sustainable future for all. While the relevance of all SDGs will be discussed in this course, there will be a special emphasis on:



COURSE REQUIREMENTS:

- ❑ Case Study (50%)
- ❑ Course Project (50%)

Course Structure:

Class sessions will be organized in two major ways:

Synchronous lectures: Students are required to participate and be prepared, using materials provided before the lecture time.

Asynchronous lectures: Supporting class material such as short lecture videos/ handouts will be posted in between and before sessions to enhance students understanding of the concepts.

Group Work: There will also be a group case study session, as well as group project session for which the participants could meet at a suitable time for their schedules.

Synchronous Class Meeting: On 3 weekdays, on Mon/ Wed/Friday, May 4-6-8, 2026
May 4-6-8 15:00 – 17:30 PM (Istanbul Time Zone)

ACADEMIC HONESTY :

Honesty and trust are important to all of us as individuals. Students and faculty adhere to the following principles of academic honesty at Koç University:

- 1) Individual accountability for all individual work, written or oral. Copying from others or providing answers or information, written or oral, to others is cheating.
- 2) Providing proper acknowledgement of original author. Copying from another student's paper or from another text without written acknowledgement is plagiarism.
- 3) Study or project group activity is effective and authorized teamwork. Unauthorized help from another person or having someone else write one's paper or assignment is collusion.
- 4) Cheating, plagiarism, and collusion are serious offences resulting in an F grade and disciplinary action.

COURSE OUTLINE

Modul A

1.Introduction: The Complex Web of Business and Government Relations

☞ Identifying Shapeholders and Assessing Seven Steps to Shapeholder Success

https://books.google.com.tr/books/about/Shapeholders.html?id=t2-NDgAAQBAJ&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=true

☞ “BP in 2015” Case Study

Recommended:

- ☞ Mark R. Kennedy, *Shapeholders- Business and Success in the Age of Activism*, New York: Columbia Business School Publishing, 2017.

Modul B

2. International Context and Foreign Policy Analysis: ‘Tool Box’ and Levels of Analysis in World Politics

- ☞ David Kinsella, Bruce Russett and Harvey Starr, (2013) *World Politics: The Menu for Choice* (New York), 10th edition, pp. 4-20.

Recommended:

- ☞ Robert Putnam, "Diplomacy and Domestic Politics: The Logic of Two-Level Games," *IO*, Vol.42, (Summer 1988), p. 427-60.

3. A Brief Historical Overview of General Trends in Turkish Foreign Policy

- ☞ Ziya Öniş (2011) “Multiple Faces of the ‘New’ Turkish Foreign Policy: Underlying Dynamics and a Critique” *Insight Turkey*, pp. 1-23.
- ☞ Mustafa Kutlay& Ziya Öniş (2020) The anatomy of Turkey’s new heterodox crisis: the interplay of domestic politics and global dynamics, *Turkish Studies*, DOI: [10.1080/14683849.2020.1833723](https://doi.org/10.1080/14683849.2020.1833723).

Modul C

4. Turkish-American Relations

- ☞ Sabri Sayari, “New Directions in Turkey–USA Relations”, *Journal of Balkan and Near Eastern Studies*, Vol. 15, No: 2, (2013), p. 129-142.

5. Turkey and the Middle East

- ☞ E. Fuat Keyman, (2016) “Turkish foreign policy in the post-Arab Spring era: from proactive to buffer state”, *Third World Quarterly*, 37:12, p. 2274-2287.

Modul D

6. Turkey and the European Union

- ☞ Atilla Eralp, Asuman Göksel and Jakob Lindgaard, (2017) “Political Changes in Turkey and the Future of Turkey-EU Relations: From Convergence to Conflict?”, *FEUTURE Online Paper*, No: 12.

7. Geopolitics of the Caspian Basin and Energy Politics

- ☞ Ziya Öniş and Şuhnaz Yılmaz (2016), “Turkey and Russia in a shifting global order: cooperation, conflict and asymmetric interdependence in a turbulent region” *Third World Quarterly* Volume 37, Issue 1, pp 71-95.
- ☞ Şuhnaz Yılmaz and Duygu Sever-Mehmetoğlu, (2016) “Linking Foreign Policy and Energy Security: An Asset or a Liability for Turkey”, *Uluslararası İlişkiler*, Volume 13, No. 52, pp. 119.

Modul E

8. Turkey in the Global Context: Increasing ties with Asia and Africa

- ⌘ Altay Atlı, “Turkey’s Foreign Policy Towards China Analysis and Recommendations for Improvement”, *Global Relations Forum Young Academics Program Policy Paper Series*, No.3, 2016.

9. Business and Government in a Turbulent Global Context: Quest for a Sustainable Future

- ⌘ United Nations Sustainable Development Goals,
<https://www.un.org/sustainabledevelopment/development-agenda/> .
- ⌘ Richard Haas, (2020) “The Pandemic will Accelerate History Rather than Reshape it,” *Foreign Affairs*, April 7. Available at: https://www.foreignaffairs.com/articles/united-states/2020-04-07/pandemic-will-accelerate-history-rather-reshape-it?utm_medium=newsletters&utm_source=twofa&utm_campaign=The%20Pandemic%20Will%20Accelerate%20History%20Rather%20Than%20Reshape%20It&utm_content=20200410&utm_term=FA%20This%20Week%20-%20112017



Şuhnaz Yılmaz

Şuhnaz Yılmaz is a Professor of International Relations and serves as the Dean of College of Administrative Sciences and Economics and the Director of Graduate School of Business at Koç University, Istanbul. During 2016-17, she was a Visiting Professor at UCLA with a dual appointment at the Department of Public Policy, Luskin School of Public Affairs and the Luskin Center for Innovation.

Professor Yılmaz graduated from the International Relations Department of Bilkent University in 1993 as the Valedictorian. She received her M.A (1995) and Ph.D. (2000) from Princeton University, specializing on Near Eastern Studies and International Relations. She conducted her post-doctoral Studies at Harvard University. She held visiting faculty positions at the Center for Russian, East European and Eurasian Studies, Stanford University and at the Center for International Studies, Princeton University. She received many national and international awards and grants. In 2008, she was granted the prestigious Distinguished Young Scientist Award of the Turkish Academy of Sciences and in 2016, she received the Koç University Outstanding Teaching Award.

Professor Yılmaz teaches courses on International Relations, Turkish Foreign Policy, Turkish-American Relations, Middle Eastern Politics, Politics of the Former USSR and Central Asia, European Foreign and Security Policy. She also teaches at the Graduate School of Business offering courses on Foreign Policy Analysis for Global Leaders, Business and Government, and Political Economy of the Middle East and North Africa in the Global Network for Advanced Management (GNAM). Her recent research focuses on the international affairs of Eurasia and the Middle East, foreign policy analysis, Turkish foreign policy, international security and European security and foreign policy, energy and natural resource politics, Turkish-US-EU and Turkish-Russian relations. She has numerous publications in prestigious journals such as *Political Science Quarterly*, *International Politics*, *Middle East Journal*, and *Third World Quarterly*. She has a recent book on Turkish-American Relations entitled *Turkish-American Relations (1800-1952): Between the Stars, Stripes and the Crescent* (2015) from Routledge Press International Relations Series.