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| Course Title | International Business Management | | | |
| Course Code | MBA 602 | | | |
| Course Type | ELECTIVE | | | |
| Level | MASTER | | | |
| Year / Semester | Year 2 / Semester 5 or 6 | | | |
| Teacher's Name | Marios Katsioloudes | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week |
| Course Purpose and Objectives | <p>This course examines the theories that explain the need for international business in both international trade and direct investment. It also covers the complex environmental factors (economic, political, social, cultural, environmental, and legal) that affect the activities of multinational companies and international management practices in the areas of marketing, operations, human resources, finance, etc.</p> <p><u>Course Objectives</u></p> <ul style="list-style-type: none"> • Introduce the student to structures and systems that are the basis for conducting international business. • Increase the student's knowledge and the ability to use key international business information sources. • Heighten the student's awareness of issues and topics that are relevant to international business. | | | |
| Learning Outcomes | <p>Upon the successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the role of culture in international business transactions • Analyze the implications of making socially responsible decisions • Evaluate leadership skills at the international level • Identify and consider global issues in making business decisions. | | | |
| Prerequisites | ALL COMPULSORY COURSES | Required | | |
| Course Content | <ul style="list-style-type: none"> • An overview on international business and globalization. • The cultural, economic, financial, social, political and legal environments of international business. • Theories of international trade. • Economic Integration | | | |

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| | <ul style="list-style-type: none"> • International Financial Institutions/Organizations • Global strategic issues. • Entry modes and international marketing • International Accounting, taxation and financial issues. • International HR issues | | | | | | | | | | | | |
| Teaching Methodology | In addition to the weekly class discussions on current international/global business events, the Flipped Classroom Approach and the World Café will be used to some extent in class. Students are expected to come prepared to class based on the readings assigned so that fruitful and in-depth discussions take place. Critical thinking and constructive criticism will be strong parts of the class. | | | | | | | | | | | | |
| Bibliography | <ul style="list-style-type: none"> • Daniel Sullivan John Daniels, Lee Radebaugh (2019). International Business. Environments & Operations. Pearson. Global Edition. • Gannon, M. J. and Pillai. R (2016). Understanding Global Cultures. SAGE, 6TH Edition. | | | | | | | | | | | | |
| Assessment | <table> <tr> <td>Class contribution</td> <td>10%</td> </tr> <tr> <td>Individual Presentation</td> <td>10%</td> </tr> <tr> <td>Individual case analysis</td> <td>10%</td> </tr> <tr> <td>Group project</td> <td>20%</td> </tr> <tr> <td>Project Presentation</td> <td>10%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table> | Class contribution | 10% | Individual Presentation | 10% | Individual case analysis | 10% | Group project | 20% | Project Presentation | 10% | Final Exam | 40% |
| Class contribution | 10% | | | | | | | | | | | | |
| Individual Presentation | 10% | | | | | | | | | | | | |
| Individual case analysis | 10% | | | | | | | | | | | | |
| Group project | 20% | | | | | | | | | | | | |
| Project Presentation | 10% | | | | | | | | | | | | |
| Final Exam | 40% | | | | | | | | | | | | |
| Language | English | | | | | | | | | | | | |