

International Business

Course Title	International Business									
Course Code	TBUS-410									
Course Type	This course serves as both Elective and Requirement, according to the program.									
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>Business Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Business Elective	Business Bachelor	Business Elective	All Programs	General Elective		
Hospitality Bachelor	Business Elective									
Business Bachelor	Business Elective									
All Programs	General Elective									
Level	Bachelor (1 st Cycle)									
Year / Semester	Year 4, B' Semester									
Teacher's Name	Dr. Nicos Anastasiou									
ECTS	6	Lectures / week	3	Laboratories / week						
Course Purpose and Objectives	The aims of the course are to provide students with a thorough understanding of the international forces that drive today's business organizations into the international markets and furthers explain how globalization operates through theory and case-studies.									
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the complexity of the dynamic environment of global business and identify the dynamic changes. 2. List and explain the economic theories in the international business. 3. Critically analyze and interpret events relating to globalization and international business. 4. Articulate the forces influencing international business and perform market analysis. 5. Examine the main principles of human resource management and financial management and how they impact international business. 6. Learn how to successfully manage global organizations. 7. Increase awareness of the strategic structure for a global firm. 									
Prerequisites	N/A	Required	Junior							
Course Content	<ol style="list-style-type: none"> 1. Dynamic changes in global business 2. Economic theories in international business 									

	<ol style="list-style-type: none"> 3. The dynamics of globalization. 4. International monetary systems 5. Forces influencing international business 6. Assessing and analyzing markets. 7. International marketing 8. Human resource management 9. Trade practices 10. Financial management 11. Global organization management 12. Strategic structure of the global firm. 								
Teaching Methodology	The course is delivered through lectures, exercises, case studies and group discussions.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2009). <i>International business: Environments and operations</i> (12th ed.). Upper Saddle River, N.J: Pearson Education International <p>Recommended</p> <ol style="list-style-type: none"> 1. Ball, D.A., Geringer, M., Mcnett, J.M., Minor, M.S. (2012): <i>International Business: The Challenge of Global Competition</i>, (13th ed.), New York, McGraw-Hill. 2. Hill, C. W. (2007). <i>International business: Competing in the global marketplace</i> (6th ed.). Boston: McGraw-Hill/Irwin. 3. Readings from periodicals: <i>Harvard Business Review</i>, <i>Business week</i> etc. 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
30 – 50 %	Final Exam								
20 – 40 %	Mid –Term / Tests / Quizzes								
10 – 30 %	Assignments / Projects								
0 – 10 %	Class Attendance & Participation								
Language	English								