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| **Course Title** | Contemporary Issues in Business | | | | | | |
| **Course Code** | TMBA - 230 | | | | | | |
| **Course Type** | This course is an Elective | | | | | | |
| **Level** | Master (2nd Cycle) | | | | | | |
| **Year/Semester** | Year 1, A’ or B’ Semester | | | | | | |
| **Teacher’s Name** | Dr Nikos Karfakis / Dr Michalis Anastasiou | | | | | | |
| **ECTS** | 6 | **Lectures/weeks** | 3 | | **Laboratories/weeks** | |  |
| **Course Purpose and Objectives** | This course takes an issue - centred approach to encourage reflective learning, decision - making, critical awareness, problem - solving and self - development in managing new challenges in today’s increasingly complex business environment. Students are guided through a selection of the most important, pressing and controversial topics in management and leadership, globalization and competition, technology and e-business, corporate governance and social responsibility and sustainability from a global contemporary perspective. The subject aims to sharpen students’ analytical and methodological skills encouraging them to examine and question the legitimacy of alternative approaches to business and management and to evaluate their impact by assessing competing viewpoints, principles and often complex arguments in confronting global economic issues, policy decisions, as well as the role of government and EU.  Students are expected to:   * Assess the cause – and - effect relationship along with business and management implications emerging from the shifting of global political, economic, and social developments and changes; * Apply research and analysis techniques and cognitive knowledge and competencies from different disciplines to collect information and evaluate the challenges faced by organisations and business leaders; * Reflect on globalization and competition, technology and e-business, as well as sustainability and their implications on national or international institutions; * Examine and debate some of the contested issues and complex problems which business leaders and organisational managers encounter; * Evaluate alternative responses to contemporary challenges faced by business and society within the knowledge and service economy; * Apply critical analysis to political, social, economic and environmental challenges that arise in particular business sectors and professional contexts. | | | | | | |
| **Learning Outcomes** | Upon completion of this course students will be able to:   1. Perform a focused literature search into the areas of business & management in order to identify and evaluate key developments in the field; 2. Analyze and support argumentation against contemporary and pervasive business and management issues; 3. Gain a critical comprehension of a variety of contemporary issues impacting the management of international business; 4. Design creative, pragmatic and sustainable options to address business and management decision - making and problem solving issues; 5. Validate advanced theoretical and practical knowledge of contemporary contexts; 6. Synthesize and apply theory and research to explore contemporary issues in modern business; 7. Collect, assess and interpret relevant data, information and viewpoints to address current issues in the diversified, complex, competitive and technology influenced business environment; 8. Reflect on strategies to incorporate new understandings into practice. | | | | | | |
| **Prerequisites** | None | | | **Required** | | Elective | |
| **Course Content** | 1. Globalization 2. Political, Economic, and Legal Systems / Economic Development / Formal and informal institutions 3. Ethics, Corporate Social Responsibility, and Sustainability 4. International Trade Theory / Government Policy and International Trade 5. Foreign Direct Investment / Regional Economic Integration / The Foreign Exchange Market / The International Monetary System 6. The Strategy of International Business / Entering Foreign Markets 7. Exporting, Importing, and Countertrade 8. Global Production / Supply Chain Management / MNC 9. Global Marketing / R&D / Competition 10. Green Business 11. Digital Business 12. Human Resource Management / Diversity / Labor Mobility 13. Crisis Management | | | | | | |
| **Teaching Methodology** | Faculty members select one or a combination (according to thematic area and expected learning outcomes) of the following teaching methods in order to achieve the learning outcomes of the course: lectures, workshops, seminars, individual or group case - studies and exercises, debates, demonstrations and discussion, educational visits, digital learning, flip learning method, coaching - mentoring, project - based learning method, work - based learning method, presentations by visitors etc. | | | | | | |
| **Mode of delivery** | Face to face | | | | | | |
| **Bibliography** | **Required** | | | | | | |
| Hamilton, L., Mitchell, L. and Mangan, A. (2019). Contemporary Issues in Management: A Critical Management Approach; 2nd Edition; Edward Elgar Pub; ISBN-13: 978-1788118293  Hill, C., and Hult, M. (2019). Global Business Today; 11th Edition; McGraw Hill; ISBN: 9781260088373 | | | | | | |
| **Recommended** | | | | | | |
| Guell, Ρ. (2021). Issues in Economics Today΄9th Edition; McGraw Hill; McGraw Hill; ISBN13: 9781260225327  Hill, C. (2021). International Business: Competing in the Global Marketplace; 13th Edition; McGraw Hill; ISBN13: 9781260262582  Peng, M. and Meyer, K. (2019). International Business, 3rd Edition; Cengage; ISBN: 9781473758438 | | | | | | |
| **Assessment** | The following assessment methods are employed to assess this course:   |  |  | | --- | --- | | 30 – 50 % | Final Exam | | 20 – 40 % | Mid –Term / Tests / Quizzes | | 10 – 30 % | Assignments / Projects | | 0 – 10 % | Class Attendance & Participation | | | | | | | |
| **Language** | English | | | | | | |