



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code BADM-250	Course Title International Business	ECTS Credits 3
Department Management & MIS	Semester Fall, Spring	Prerequisites ECON 262; MGT 281
Type of Course Major	Field MIS	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4th	Lecturer Dr Rudi Kaufmann
Mode of Delivery Face-to- face	Work Placement N/A	Co- Requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

The main objectives of the course are to:

- make students aware of the nature of international business in terms of culture, international trade and foreign investment worldwide
- cover in detail the various factors of the complex international business environment
- provide students with in-depth knowledge on the required skills and competences in the international business arena
- thoroughly discuss with the students the strategic and operational task requirements for working in an international, multinational or global company.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. critically compare the key concepts referring to international trade and globalization
2. analyze the influence of macro- and organizational environment on organizational and individual international management behavior
3. apply international communication skills
4. explain the meaning of values as determinant factors in international business.
5. prepare strategies and operations to reduce and overcome barriers that hinder effective international co-operation between companies
6. analyze cross-functional and supply chain perspectives
7. critically compare international business knowledge and skills required to differentiate established Western economies and transition/developing countries

Course Contents:

1. Course Introduction and Reasons for International Trade
2. Competitive Advantage
3. Perceptions and Implications of Globalization
4. Successful international and cross-cultural communication and organizational learning
5. International Environment and SWOT
6. Key Strategies for going global (i.e. international marketing strategies, generic strategy, growth strategies, International Business Strategic Plan)
7. Networking, Strategic Alliances and Joint Ventures
8. Knowledge Transfer in international business co-operation
9. Benchmarking in the International Supply Chain
10. International dimensions of Finance.
11. International business in transition countries
12. International business in developing countries

Teaching Methods:

An emphasis is put on a balance between 'learning from role models' (i.e. lecturer, guest lecturers), cognitive learning (conceptual understanding, videos with analysis), self-reflection on existing international management skills, interactive learning (group discussions and role games) and conative learning (case studies and guest lectures) applying a variety of media.

Assessment Methods:

Homework, Projects, Self-Assessment, Mid-Term, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Czinkota, M., R	International Business. 7 th Edition	South Western College Pub	2005	9780324225327
Script of Dr. Hans Ruediger Kaufmann				
Journal articles provided by the author	e.g. EuroMed Journal of Business, International Journal of Management Cases Journal of International Management			

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Wild, J. Wild,K. and Han, J.	Inter-national Business. TheCha-llengeof Globali-zation	Prentice Hall	2008 (4 th Edition)	10: 0131747436