



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-250	International Business	6
Prerequisites	Department	Semester
ECON-262, MGT-281	Management and MIS	Fall/Spring
Type of Course	Field	Language of Instruction
Required	MIS	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Rudi Kaufmann	3 rd or 4 th
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	N/A

Course Objectives:

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 Content:

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.

Learning Activities and 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:

Attendance and Participation, Homework, Self-Assessment, Mid-Term Exam, Final Exam.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Script of Dr. Hans Ruediger Kaufmann				
International Business, 8 th Ed.	Czinkota, M., Ronkainen, I.A., Moffett, M.H.	Wiley	2010	978-0470530658

Journal articles provided by the author	e.g. <ul style="list-style-type: none">• EuroMed Journal of Business,• International Journal of Management Cases• Journal of International Management
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Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
International Business: The Challenges of Globalization, 5 th Ed.	Wild, J.J., Wild, K.L. and Han, J.CY	Pearson	2010	978-0137153756