



Course Syllabus

Course Code	Course Title	ECTS Credits
BADM-450DL	International Business	6
Prerequisites	Department	Semester
None	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Required	Business Administration	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Epaminondas Epaminonda	3 rd – 4 th
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objective of the course is to provide a better understanding of how the international socioeconomic, political and cultural environments influence the way companies do business and manage across borders. The course also aims to present principles of cross-cultural communication, negotiations, international strategy and training for international operations.

Learning Outcomes:

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

1. Define International Business and discuss its main characteristics.
2. Analyze the role of the environment in doing business internationally.
3. Explain the role of culture in international business.
4. Present main theories of cross-cultural communication.
5. Compare and contrast different national styles of negotiation.
6. Contribute to debates on ethics in international business.
7. Outline key ideas in relation to formulating and implementing international strategy.
8. Apply principles of preparing workers for international assignments.
9. Discuss ways to motivate and lead internationally.

Course Content:

- What is International Business?
- The Environment Influencing International Business (Political, Legal, Economic, Social, Technological, Ecological)
- Understanding the Role of Culture in International Business (Theoretical Models, Communicating Across Cultures, Cross-Cultural Negotiation)
- Business Ethics from an International Perspective
- Formulating and Implementing International Strategy
- Preparing for International Assignments
- Motivating and Leading Internationally

Learning Activities and Teaching Methods:

Asynchronous video presentations (teaching material with PowerPoint presentations will be uploaded and viewed online), synchronous meetings (WebEx), forum discussions, other assessments.

Assessment Methods:

Individual Assignment, Participation/Attendance, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Instructors' Notes	Dr Epaminondas Epaminonda			

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
International Business: The New Realities, Global Edition, 5 th Ed.	S. Tamer Cavusgil, Gary Knight, John Riesenberger	Pearson	2020	9781292303246
International Business, Global Edition, 16 th Ed.	John D. Daniels, Lee Radebaugh,	Pearson	2018	9781292214733

	Daniel P. Sullivan			
International Business, A Global Perspective	Katsioloudes, M. Hadjidakis, S.	Elsevier	2007	9780750679831
International Business: Theory and Practice (eBook)	Riad Ajami, Jason G Goddard	Routledge	2015	9780765631343
International Business (eBook)	Rhodd, R. Barcharts Inc.	QuickStudy Reference Guides	2010	9781423214328
International Business Management (eBook)	Venkateswaran, N.	New Age International	2012	9788122434972
International Management: Managing Across Borders and Cultures, Text and Cases, 10 th Edition (eBook)	Deresky. H., and Miller. S.R.	Pearson	2021	9780136975489

Note: Students do not have to buy a book for this course (the library provides access to eBooks listed above). If you choose to buy, one of the first two is recommended.

Web Sources:

The Economist (<http://www.economist.com/>)

Financial Times (<http://www.ft.com/home/europe>)

Forbes Magazine (<http://www.forbes.com/forbes/>)

Newsweek (<http://www.thedailybeast.com/newsweek/2013/07/24/issue.html>)

New Economics Foundation (<http://www.neweconomics.org/>)