



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MBAN-672DE	Globalization and International Business Challenges	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	School of Business	Fall, Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Business	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Theodoros Tsakiris Prof. Angelika Kokkinaki	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Core-requisites</b>
Distance Learning	N/A	None

### Course Objectives:

The main objectives of the course are to

- Comparatively assess the different theories explaining the interplay between state power and market organization with the structure of international trade, growth and finance
- Critically Evaluate the dynamics shaping the process of globalization and the role of the Multinational Companies (MNC) as agents of that process
- Reflect on the role and strategies of the modern state as an investor, manager and effective regulator by drawing on specific examples of competing models of economic organization
- Debate on the rise and roles of the modern state-owned Multinational Companies (SMNC)
- Develop and apply various marketing strategies in an international organizational setting
- Evaluate and readjust marketing strategies in a globalized competitive market.

### Learning Outcomes:

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

1. To critically review the theories explaining the process of economic globalization and its discontents
2. To creatively discern the various roles and dynamic interdependencies between MNC and SMCN
3. To assess how MNC and SMCN are affected by but also affect the structure and dynamics of global trade, investment and international finance

4. To analytically evaluate the different dynamic models of synergy and competition between MNC and SMNC by drawing on specific examples by the oil & gas, telecommunications and defense industries
5. Develop, apply and execute a marketing strategy in an international organizational setting run in a simulation
6. Prepare the students to be able to formulate functional marketing strategies and compete in a globalized market as exemplified by a simulation software

**“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.**

### **Course Content:**

The Course outline is developed over 12 weeks by focusing each week on the following topics:

1. Explaining Globalization: Analyzing the Global Liberal Economic Order
2. Explaining Globalization: Strategic Trade Theories and Industrial Policies
3. Explaining Globalization: The role of International Economic Institutions
4. The rise and roles of the private Multinational Companies (MNC)
5. The rise and roles of the State-owned Multinational Companies (SMNC)
6. Attracting FDI: the global dynamics of Foreign Direct Investment
7. International and regional free Trade agreements
8. Analyzing the structure and stability of the Global Monetary System and International Financial Institutions (IFI) / Case Studies
9. Simulation I: Team formation and introduction to the Capsim Simulation Package
10. Simulation II: Team Competition Round 1, Reflection, Team Competition Round 2
11. Simulation III: Team Competition Round 3, Reflection, Team Competition Round 4, Announcement of Results and Awards

### **Learning Activities and Teaching Methods:**

Module is delivered by online lectures and seminars, case studies, interactive multimedia resources, innovative group work (forum), directed self-study and simulations

### **Assessment Methods:**

Final Exam, Assignment(s), Critical Thinking Open Book Test, Simulation Competition

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Multinational Companies: Outsourcing, Conduct, and Taxes	Cornejo, L.	Nova Science Publisher	2009	9781607412601
International Political Economy: Perspectives on Global Power and Wealth	Frieden, J. Lake, D. Broz, L.	W.W. Norton & Co.	2017	9780393603880
Foreign Direct Investment: A Global Perspective	Mun, H.	World Scientific	2016	9789814583602
Globalization and its Discontents Revisited	Stiglitz, J.	W.W. Norton & Co.	2017	9780393355161

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Currency Politics: The Political Economy of Exchange Rate Policy	Frieden, J.	Princeton University Press	2015	9780691164151
Chinese Economic Statecraft	Norris, W.	Cornell University Press	2016	9780801454493
Private Empire: ExxonMobil and American Power	Coll, S.	Penguin Books	2012	9781594203350
The challenge of global capitalism: The World Economy in the 21st Century	Gilpin, R.	Princeton University Press	2002	9780691092799