



UNIVERSITY OF PIRAEUS

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| FACULTY/SCHOOL | School of Economics, Business and International Studies | | |
| DEPARTMENT | Department of Economics | | |
| LEVEL OF STUDY | Undergraduate | | |
| COURSE UNIT CODE | OKΔΕΔ01 | SEMESTER | 7 |
| COURSE TITLE | INTERNATIONAL BUSINESS ACTIVITY | | |
| WEEKLY TEACHING HOURS | 4 | CREDITS (ECTS) | 5 |
| COURSE TYPE | Elective | | |
| PREREQUISITE COURSES | - | | |
| INSTRUCTION LANGUAGE | Greek | ASSESSMENT LANGUAGE | Greek |
| OPEN TO ERASMUS | Yes | | |

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| LEARNING OUTCOMES | <p>The aim of this course is to introduce students to the basic concepts and practices of International Business. It provides them with the necessary knowledge to understand the impact of the global environment in international business. Following the completion of the course, students will be able to analyze recent international developments and elaborate current business issues. In particular, at the end of the course the student will be able to:</p> <ul style="list-style-type: none"> • Understand and analyze the forms of international business (import / export, international investment, licensing, franchising, etc.), international markets and international business centers. • Evaluate their role and impact on the process of internationalization of businesses. • Understand the role of national culture as well as Corporate Social Responsibility (CSR) within the framework of the international business. • Describe, analyze and evaluate the management of international business, multinational strategies and the roles of affiliates, as well as human resource management in the international environment. |
| GENERAL COMPETENCES | <p>The course will help students to develop the following skills and competences: critical and analytical thinking on data and information, using ICTs technologies, adapt to new business environments, enhance their decision making process, work in teams, respect for diversity and multiculturalism, demonstrate social, professional and moral responsibility, promote creative thinking</p> |
| COURSE CONTENT | <ul style="list-style-type: none"> • Overview of the International Business Activity. Basic concepts, Importance, Forms of International Business Activities, Globalization & Causes, Growing Role of Emerging Markets in the World Economy. • Global Markets and Business Centers. Assessment of the political and economic characteristics of international markets and the opportunities presented for international business. Description of major markets such as North America, Western Europe and Asia and business centers of the global economy. Assessment of the development challenges facing the countries of Africa, the Middle East and South America. • Description of the basic forms of legal & institutional systems faced by international business. Discussion on how national laws affect the ability of businesses to engage in international activities. Ways that businesses use to resolve their international trade disputes. • The Role of Culture. Investigation of the main characteristics of culture. A description of the various elements of culture and examples of how they affect international business. Identification of ways in which members of a culture communicate with each other. Religious and other values that affect the environment in which international businesses operate. Description of the main cultural clusters and their usefulness to international executives. The main findings of Hofstede on differences in cultural values. An explanation of how cultural conflicts can arise in international business. • Ethical and Social Responsibility in International Business. The nature of ethics. Ethics in an intercultural and international context. Managing moral behavior beyond the borders. Social responsibility in an intercultural and international context. Examination of how organizations manage social responsibility beyond the borders. • International Trade and Investments. Incentives for international investment, theories of international investment. Internationalization of Small and Medium Enterprises (SMEs). • International Strategic Management. Challenges and evaluation of key alternative business options. Analysis of the dimensions of the international strategy. Identification and description of the levels of international strategies. • Strategies for Business Analysis and Entry in Foreign Markets. How businesses analyze foreign markets and the procedures they choose to promote export products. Forms of exports, issues in international licensing, advantages-disadvantages. • International Strategic Alliances. Comparison of joint ventures and other forms of strategic alliances. Benefits of Strategic Alliances, Fields of Application, Restrictions. |

- Leadership and Behavior of Workers in International Business. Identification and discussion on key concepts about individual differences in various cultures. Assessment of key theories in motivating employees to international investment. Determination of the basic theories regarding leadership in international enterprises. The nature of administrative decisions. Description of team dynamics and the way in which intercultural groups are managed.
- International Human Resource Management and Labor Relations. The nature of human resources management in international business. Issues of industrial relations in international environments.

USE OF ICT IN TEACHING
 Use of ICT in lectures.
 Communication with students: live contact during lectures, office hours, e-class.

| COURSE DESIGN | Activity/Method | | Semester workload |
|---------------|-----------------|--|-------------------|
| | Lectures | | 58 |
| | Seminars | | 25 |
| | Tutorials | | 20 |
| | Case studies | | 30 |
| | Exam | | 2 |
| | Total | | 125 |

- COURSE ASSESSMENT**
- Language of evaluation: Greek (English is used in cases of Erasmus+ students)
 - Evaluation method: written essays and final examination (multiple choice and open-ended questions, short case studies)

SUGGESTED BIBLIOGRAPHY

Suggested bibliography:

- Griffin, R. and Pustay, M. (2018), International Business and Entrepreneurship, A. Tziola & Sons Publishing, 8th Edition, Dimitris Manolopoulos, Panagiota Sapounas (editing).
- Ball, A.D., Geringer, J.M., Minor, S., M. and McNett, M., J. (2014), International Business Activity -The Challenge of International Competition, Publishing Press, 12th Edition.

Articles from Related Journals:

- International Entrepreneurship and Management Journal
- International Business Review
- Journal of World Business
- Journal of International Business Studies
- Journal of International Management