



# UNIVERSITY OF PIRAEUS

<b>FACULTY/SCHOOL</b>	<b>School of Economics, Business and International Studies</b>		
<b>DEPARTMENT</b>	<b>Department of Economics</b>		
<b>LEVEL OF STUDY</b>	<b>Undergraduate</b>		
<b>COURSE UNIT CODE</b>	<b>OKΔΕΠ08</b>	<b>SEMESTER</b>	<b>8</b>
<b>COURSE TITLE</b>	<b>INTERNATIONAL FIRMS AND INVESTMENT</b>		
<b>WEEKLY TEACHNG HOURS</b>	<b>4</b>	<b>CREDITS (ECTS)</b>	<b>5</b>
<b>COURSE TYPE</b>	Scientific Expertise		
<b>PREREQUISITE COURSES</b>	-		
<b>INSTRUCTION LANGUAGE</b>	Greek	<b>ASSESSMENT LANGUAGE</b>	Greek
<b>OPEN TO ERASMUS</b>	Yes		

<b>LEARNING OUTCOMES</b>	<p>The aim of the course is the study of the internationalization of enterprises through Foreign Direct Investment (FDI). In this context, the theoretical framework of FDIs is analyzed and compared with the other internationalization strategies of enterprises focusing on their incentives and determinants. We will also analyze the phenomenon of internationalization of production with the use of quantitative data and case studies starting from a historical overview and ending at the current situation. Also, reference is made to FDI theories, their impact on both destination and origin countries. Last but not least, the phenomenon for Greece, both as a destination and as a country of origin, will be further analyzed.</p> <p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate understanding of the concepts of internationalization, globalization and Foreign Direct Investment (FDI)</li> <li>• Properly interpret statistical data</li> <li>• Analyze business strategies toward internalization</li> <li>• Assess the factors and the impact of FDI for countries of origin and destination</li> <li>• Comprehend FDI theories</li> <li>• Evaluate the impact of FDI in Greece</li> </ul>
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<b>GENERAL COMPETENCES</b>	<ul style="list-style-type: none"> <li>• Search for, analysis and synthesis of data and information by the use of appropriate technologies,</li> <li>• Decision-making</li> <li>• Individual/Independent work</li> <li>• Working in an international environment</li> <li>• Development of free, creative and inductive thinking</li> </ul>
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<b>COURSE CONTENT</b>	<ul style="list-style-type: none"> <li>• Analysis of basic concepts (internationalization, globalization, FDI)</li> <li>• Historical review and current state of international production</li> <li>• FDI theories</li> <li>• Effects of FDI for the countries of origin and destination</li> <li>• FDI determinants</li> <li>• FDI and competitiveness</li> <li>• Business internationalization strategies</li> <li>• FDI in Greece</li> </ul>
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<b>USE OF ICT IN TEACHING</b>	Use of ICT
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<b>COURSE DESIGN</b>		<b>Activity/Method</b>	<b>Semester workload</b>
		Lectures, interactive teaching	52
		Study and analysis of Bibliography	45
		Exercises	26
		Exam	2
		<b>Total</b>	<b>125</b>

<b>COURSE ASSESSMENT</b>	Students are assessed via written exams at the end of the semester.
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<b>SUGGESTED BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>• Κυρκιλής, Δ., (2010), Άμεσες Ξένες Επενδύσεις, Εκδόσεις Κριτική.</li> <li>• Μπιτζένης, Α. (2015), Διεθνής Επιχειρηματικότητα και Επενδύσεις, Σύγχρονο Ελληνικό Επιχειρηματικό Περιβάλλον, Εκδόσεις Σταμούλη</li> <li>• Μυλώνη, Β. Και Γεωργόπουλος, Α. (2015) Διεθνοποίηση και διεθνικές επιχειρήσεις. Εκδόσεις Κάλλιπος</li> <li>• Χριστοδούλου, Δ. και Νίκας Χ., (2012) Η διεθνής Οικονομική στην εποχή της Παγκοσμιοποίησης. Εκδόσεις Επίκεντρο.</li> <li>• Πουρναράκης, Ε. (2010) Διεθνής Οικονομική, Μια Εισαγωγική Προσέγγιση. Εκδόσεις Ιδιωτική.</li> <li>• Cullen, J. B. and Parboteeah, K. P., (2009) International Business: Strategy and the Multinational Company. Routledge</li> </ul>
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