

COURSE OUTLINE [INTERNATIONAL BUSINESS]

1. GENERAL

SCHOOL	Business Administration		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	DE0306-1	SEMESTER	
COURSE TITLE	INTERNATIONAL BUSINESS		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
Lectures, Case Studies, Presentation	3	6	
COURSE TYPE	Specialised general knowledge		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK with the use of English Terminology		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://www.uom.gr/mba/neo-programma-spydon/mathhmata-epiloghs-a-kai-b-eksamhnon?semester=2#undefined3		

2. LEARNING OUTCOMES

Learning outcomes
<p>After the completion of the course and their successful examination, students are expected to:</p> <ol style="list-style-type: none"> 1. recognize the developments of the international environment that will positively or negatively affect the firm in which they work and to propose to its management the appropriate measures and actions to deal with them. 2. propose the appropriate actions to deal with the exchange risks involved in the firm's business transactions in currencies outside the Eurozone. 3. choose and propose to the firm's management the appropriate export method for the sale of the firm's products in the market of a specific country. 4. choose and propose to the firm's management the appropriate production strategy for the firm's products in the market of a specific country. 5. propose to the firm's management the appropriate measures and actions to adapt the strategic commercial or production entry strategy to the different conditions and factors that prevail in the market of each country.
General Competences
<ol style="list-style-type: none"> 1. Search for, analysis and synthesis of data and information 2. Adapting to new situations 3. Decision-making 4. Working independently 5. Team work 6. Working in an international environment 7. Respect for difference and multiculturalism 8. Criticism and self-criticism 9. Production of free, creative and inductive thinking

3. SYLLABUS

During the last 30 years, the importance of the international dimension of the business world has been growing steadily and rapidly. The internationalization of markets has intensified the competition and affects firms of all sectors, from the smallest to the largest. Events such as economic developments,

international trade and economic agreements, exchange rate fluctuations, customs unions, wars, political changes, political and social instability etc., can significantly affect the competitiveness, financial results and viability of a firm, regardless of whether it has operations in international markets or not. The notion that a firm operates only in the local market, and therefore is not affected by international developments, is naive at best. Indisputable proof of the latter is the recent pandemic and the global financial crisis that affected all firms and all households all over the world without exception! In modern times, firms' decisions must take into account the conditions prevailing in international markets. Failure to understand how globalized markets work and the importance of international developments for any firm, can adversely affect its competitiveness, overall financial performance and sustainability. The crises that the global economy has been going through since 2008 have solemnly demonstrated the importance of an adequate understanding of how international markets work for firms and their employees. It is now generally accepted that lack of understanding by junior, middle and senior managers of the importance of international developments for their firms, whether it trades internationally (i.e., imports and exports) or it has manufacturing activities, will adversely affect its competitive position, profitability and the firm's viability. The management's understanding of these issues becomes even more imperative for Greek companies which, as they face ever-increasing international competition in the domestic market, have turned their attention to the relatively unexploited, but also high-risk, markets of the Balkans, the Mediterranean and Arab countries, as well as to the markets of North African countries.

For these reasons, the course examines issues related to the exercise of commercial (exports and imports of products and services) and production activities in the fully internationalized business environment. Issues related to the importance, formation and strategy in the highly competitive international business environment, i.e. the development of the business extroversion, will be analyzed. Topics such as the globalization and internationalization of markets and their consequences for all firms, the characteristics and particularities of international transactions, barriers to exports and international transactions in general, exchange risks and ways to deal with them, the reasons, the strategies and the benefits of the internationalization of the company's activities, the methods and the specificities of exporting products and services, the production strategies in foreign countries, the importance of cultural, social, economic, legal, environmental, geographical and financial differences from country to country in a country for the fundamental functions of the firm, as well as the importance of all these in the process of business decision-making and business strategy formulation, will be studied in depth. The importance of several of the above topics will also be studied in terms of how domestic companies deal with competition from foreign companies that enter and expand their commercial and/or production activities in the Greek market. The extensive analysis of case studies during the lectures will highlight the ways in which all the above topics are applied in practice.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face, Distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	The Eclass e-learning platform of the University of Macedonia is used to post relevant documents (course outline, exam information, lecture slides, useful links, etc.). Also, it is used to communicate with students through announcements and email messages. A PC and a video projector are used to show the lecture's Power Point slides in the auditorium. Also, case studies related to International Business are analyzed. In addition, experienced business executives are invited to present the international activities of their companies to the students. Finally, during the lectures, business newspaper and magazine websites are accessed to analyze recent articles related to the subject of the course, as well as websites with relevant data.

TEACHING METHODS	Activity	Semester workload
	Lectures	39
	Analysing and answering two case studies	50
	Study and analysis of bibliography	80
	Course total	169

STUDENT PERFORMANCE EVALUATION	<p>Evaluation is carried out in Greek. Method of evaluation:</p> <p>i. 2 written home assignments (Case studies) (50%) ii. Final written exam: Essay questions (25%) and a Case Study (25%)</p> <p>The students are informed about the evaluation method with the course outline which is provided to them before choosing the course and is posted on the eclass platform.</p>
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5. ATTACHED BIBLIOGRAPHY

Suggested bibliography:

A. Greek

1. Griffin, R.W. & Pustay, M.W., *Διεθνείς Επιχειρήσεις και Επιχειρηματικότητα*, Εκδ. Τζιόλα, 2018.
2. Χατζηδημητρίου, Γ.Α., *Διεθνείς Επιχειρηματικές Δραστηριότητες*, Εκδ. Ανικούλα, Θεσσαλονίκη, 2003.
3. Αυλωνίτης, Γ.Ι., Λυμπερόπουλος, Κ. και Τζαναβάρας, Β., *Σύγχρονες Στρατηγικές Μάρκετινγκ για Διεθνείς Αγορές*, Rosili, Αθήνα, 2010.
4. Παλταγιάν, Γ., Χατζηδημητρίου, Ι. και Αιγυπτιάδης, Α., *Διοίκηση Διαδικασιών στο Διεθνές Εμπόριο*, Εκδόσεις ΔΙΣΙΓΜΑ, 2021.
5. Φιλαδαρλής, Μπ., *Ο Τζακ, η Φασολιά και οι Εξαγωγές*, Global Greece, Θεσσαλονίκη, 2014.

B. English

1. Albaum, G., Duerr, E. & Josiassen, A., *International Marketing and Export Management*, 8th ed., Pearson, 2016.
2. Cavusgil, S.T., Knight, G. & Riesenberger, J., *International Business: The New Realities*, Pearson, 2012.
3. Daniels, J.D., Radebaugh, L.H. & Sullivan, D.P., *International Business: Environments and Operations*, Addison Wesley, 2015.
4. David, P.A., *International Logistics: The Management of International Trade Operations*, 5th ed., Cicero Books, 2017.
5. Griffin, R. & Pustay, M., *International Business: A Managerial Approach*, Addison Wesley, 2015.
6. Hill, C.W., *International Business: Competing in the Global Marketplace*, McGraw-Hill, 2014.
7. Keegan, W.J., Brill, E.A. & Puri, S., *International Marketing Management*, Pearson, 2014.
8. Kotabe, M. & Helsen, K. *International Marketing*, Wiley, 2015.
9. Luthans, F. & Doh, J.P., *International Management: Culture, Strategy and Behavior*, McGraw-Hill, 2015.
10. Madura, J., *International Financial Management*, South-Western College, 2015.
11. Ricks, D., *Blunders in International Business*, Blackwell Business, 2011.

- Related academic journals:

Journal of International Business Studies, International Business Review, Journal of World Business, Journal of International Management, Management International Review, Strategic Management Journal, European Journal of International Management, European Business Review, Critical Perspectives in International Business, Research in International Business and Finance, European Management Journal, Journal of Strategy and Management, Transnational Corporations Review, Review of International Business and Strategy, International Review of Strategic Management, Journal of Business Research, Long Range Planning, Business Horizons, Harvard Business Review.