COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMICS AND POLITICAL SCIENCE		
ACADEMIC UNIT	ECONOMIC STUDIES		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	MGT468	SEMESTER	8th
COURSE TITLE	INTERNATIONAL BUSINESS		

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
Theory and Case Studies	6	7
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Free Elective
PREREQUISITE COURSES:	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek
IS THE COURSE OFFERED TO ERASMUS STUDENTS	
COURSE WEBSITE (URL)	https://eclass.uoa.gr/courses/ECON908/

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of the course is to clarify the basic concepts of business administration, the practical application of its basic functions in the modern international business environment and the understanding of the mode of operation and the fields of activity of international businesses.

Upon successful completion of the course, the student will possess a deep understanding of :

Theories of international business and globalization
Expansion and strategy of international businesses (strategies of business internationalization, growth strategies through acquisitions and mergers, strategic

alliances, portfolio techniques for strategic decision-making, etc.)
International businesses and theories of international competitiveness of states and regions.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

Adapting to new situations
Decision-making
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project planning and management
Respect for differences and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking

(3) SYLLABUS

The course analyses the internal and external environment of modern organizations, the basic functions of management and the key factors (social, economic, political and cultural) that influence and shape international business.

It also focuses on the basic internationalization strategies, the effects of globalization on modern organizations and examines business activities with international impact.

The course discusses the nature, development and strategy of international businesses, their impact on the international competitiveness of states and state policies to improve international competitiveness through attracting foreign investment and building competitive advantages.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	Use of ICT in teaching, communication with students
TEACHING METHODS *The manner and methods of teaching are described in detail.* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	

Activity	*Semester workload*
Lectures (theory and case studies)	144
Study and analysis of bibliography	100
Essay writing	30
Course total	274

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Written work, essay/report, oral examination

(5) ATTACHED BIBLIOGRAPHY

Book [102075806]: Strategy, Clegg R. Stewart, Pitelis Christos, Scweitzer Jochen, Whittle Andrea
Book [31607]: The Nature of the Multinational Enterprise, Pitelis Christos, Sugden Roger

International academic articles