

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	MARITIME AND INDUSTRIAL STUDIES		
DEPARTMENT	MARITIME STUDIES		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	NAAIT27		8th semester
COURSE TITLE	International Business		
INSTRUCTOR'S NAME			
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		4	6
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	General knowledge		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION:	English		
LANGUAGE OF EXAMINATION/ASSESSMENT:			

THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/NAS446/

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

Modern business organizations operate in a global environment that offers opportunities and poses threats to them. The purpose of the course "International Business" is to provide students with knowledge of the challenging context of international business and to describe international trade, addressing inter alia the sociocultural, political, economic and socioeconomic forces that impact international business operations. Special emphasis is also given to different important issues that concern international organizations, such as entry modes in foreign markets, international competitive strategy and global leadership.

More specifically, under the successful completion of the course, students will be able:

- to gain necessary knowledge on the context of international business (*knowledge*)
- to understand the significance of culture for international business (*understanding*)
- to get familiar with the main international trade theories and to be able to evaluate the importance of trade for international business (*knowledge and evaluation*)
- to evaluate the importance of the external international business environment (*evaluation*)
- to understand modes of entry into foreign markets and to examine the dynamics that are developed among global leadership and other firm international issues (*knowledge and analysis*)

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>
<i>Decision-making</i>	<i>Environmental awareness</i>
<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Group/Team work</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social</i>	<i>.....</i>
<i>Introduction of innovative research</i>	<i>awareness, altruism etc.)</i>

- Adapting to new situations
- Decision-making
- Individual/Independent work
- Group/Teamwork
- Working in an international environment
- Respect for diversity and multiculturalism • Critical thinking
- Development of free, creative and inductive thinking

(3) COURSE CONTENT

1.	The challenging context of international business
2.	International trade and investment
3.	Sociocultural forces
4.	Political forces and trade
5.	Economic and socioeconomic forces
6.	International competitive strategy
7.	Organizational design and control
8.	International markets entry modes
9.	Other global leadership and HRM issues
10.	Sustainability

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Face-to-face, in class lecturing	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	Use of electronic platform – eclass	
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i>	Activity/Method	Semester workload
	Lectures	52
	Analysis of case studies	10
	Individual or group project	40
	Self-directed study	48
	Total	150
<i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>		

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i>	1. Summative assessment (70%) in English language that includes shortanswer essay-type questions and/ or multiple-choice tests 2. Individual or Group written project (30%)
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(5) SUGGESTED BIBLIOGRAPHY:

Suggested bibliography:

Ball, Geringer, McNett, Minor (2012) International Business, ISBN: 9780077140878, Διαθέτης: Εκδόσεις Επίκεντρο Α.Ε.

Relevant scientific journals:

British Journal of Management
Journal Business Research
Harvard Business Review
Journal of Business Ethics
Corporate Social Responsibility and Environmental Management
Journal of World Business
Journal of International Business Studies