

Course unit title:	International Business		
Course unit code:	ABSO423		
Type of course unit:	Business Elective		
Level of course unit:	Bachelor (1 st cycle)		
Year of study:	4 th		
Semester when the unit is delivered:	7 th or 8 th semester		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Dr. Nina Gorovaia-Zeniou, Dr. Stavros Georgiades		
Learning outcomes of the course unit:	<p>Define globalization and international business and show how they affect each other</p> <p>Explain why companies engage in international business and identify various entry modes to foreign markets</p> <p>Analyse major causes of cultural difference and change</p> <p>Discuss cultural guidelines for companies that operate internationally</p> <p>Understand how political and legal systems affect the conduct of business</p> <p>Explain the idea of political risk and describe approaches to managing it</p> <p>Compare and contrast economic indicators</p> <p>Discuss theories of international trade and rationales of governmental policies</p> <p>Compare and contrast different regional trading groups including but not exclusively EU</p> <p>Explain the fundamentals of foreign exchange</p> <p>Understand the export and import strategies and country selection and evaluation</p>		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSO204, ABSE203, ABSE204	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>Chapter 1: Globalization and international business</p> <p>The forces driving globalization</p> <p>Why companies engage in international business</p> <p>Modes of operations in international business</p> <p>Chapter 2: The cultural environments facing business</p> <p>Behavioural practices affecting business</p> <p>Dealing with cultural differences</p> <p>Chapter 3: The political and legal environments facing business</p> <p>Should political risk management be an active strategy?</p> <p>Chapter 4: The economic environments facing business</p> <p>Elements of the economic environment. Features of an economy</p> <p>Integrating economic analysis</p> <p>Chapter 6: International trade and factor mobility theory</p> <p>Free trade theories. The statics dynamics of trade.</p> <p>Factor mobility theory</p> <p>Chapter 7: Governmental influence on trade</p> <p>Conflicting results of trade policies</p>		

	<p>Economic and non-economic rationales of trade intervention</p> <p>Chapter 8: Cross-national cooperation and agreements WTO, EU. Cyprus entry to the EU.</p> <p>Chapter 9: Global foreign exchange markets How companies use foreign exchange. Major foreign exchange markets</p> <p>Chapter 10: The determination of exchange rates IMF, Exchange rates arrangements. Determining and forecasting exchange rates. Business implications of exchange rate changes</p> <p>Chapter 11: The strategy of international business Industry, strategy and firm performance. Global integration versus local responsiveness. Types of strategy</p> <p>Chapter 12: Country evaluation and selection How does scanning work? What information is important in scanning? Collecting and analysing data. Country comparison tools. Allocating among locations.</p> <p>Chapter 13: Export and import strategies. Elements of export and exporting strategies. Types and roles of third-party intermediaries in exporting. The role of countertrade in international business</p>
Recommended and/or required reading:	J.D. Daniels, L.H. Radebaugh, D.P. Sullivan (2018) International Business: Environments and Operations, 16 th edition. Pearson Prentice Hall
Textbooks:	J.D. Daniels, L.H. Radebaugh, D.P. Sullivan (2018) International Business: Environments and Operations, 16 th edition. Pearson Prentice Hall
References:	<p>Ball, McCulloch, Frantz, Geringer, Minor: International Business: The challenge of global competition. McGraw Hill, latest edition.</p> <p>Wild J.J., Wild K.L., Han J C.Y.: International Business: The challenges of globalization. Pearson. Prentice Hall, latest edition</p> <p>Hill C: International Business: Competing in the global marketplace. McGraw Hill, latest edition.</p>
Planned learning activities and teaching methods:	Lectures, discussions, presentation of case studies, movies, assignments. Power point presentations used in class, lecture notes and case studies are available to the students on the e-learning platform.
Assessment methods and criteria:	<p>Midterm test 20%</p> <p>Assignments 20%</p> <p>Final examination 60%</p>
Language of instruction:	English
Work placement(s):	No