

ABS0423 – International Business

Course Title	International Business			
Course Code	ABS0423			
Course Type	Elective			
Level	BSc (Level 1)			
Year / Semester	4 th			
Teacher's Name	Dr Nina Gorovaia-Zeniou / Dr Petia Tanova			
ECTS	6	Lectures / week	3	Laboratories/week
Course Purpose	<p>International business concerns all the commercial transactions that take place between two or more countries. The best modes of operation in an international context may not be the same as those of the purely domestic business environment. International business involves activities such as exporting and importing, dealing with foreign governments, cultures and regulations, as well as domestic regulations affecting those firms who seek to do business outside their home country.</p> <p>This course introduces students to the practices of doing business in today's global environment. Students should become familiar with three basic areas: underlying theories of international business, environmental factors affecting international activities, and the management of business functional operations in an international context.</p>			
Learning Outcomes	<ul style="list-style-type: none"> • Define globalization and international business and show how they affect each other • Explain why companies engage in international business and identify various entry modes to foreign markets • Analyse major causes of cultural difference and change • Discuss cultural guidelines for companies that operate internationally • Understand how political and legal systems affect the conduct of business • Explain the idea of political risk and describe approaches to managing it • Compare and contrast economic indicators • Discuss theories of international trade and rationales of governmental policies • Compare and contrast different regional trading groups including but not exclusively EU • Explain the fundamentals of foreign exchange • Understand the export and import strategies and country selection and evaluation 			

Prerequisites	ABSO307	Co-requisites	
Course Content	<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</p> <p>WTO, EU. Cyprus entry to the EU.</p> <p>Chapter 9: Global foreign exchange markets</p> <p>How companies use foreign exchange. Major foreign exchange markets</p> <p>Chapter 10: The determination of exchange rates</p> <p>IMF, Exchange rates arrangements. Determining and forecasting exchange rates. Business implications of exchange rate changes</p> <p>Chapter 11: The strategy of international business</p> <p>Industry, strategy and firm performance. Global integration versus local responsiveness. Types of strategy</p> <p>Chapter 12: Country evaluation and selection</p> <p>How does scanning work? What information is important in scanning?</p> <p>Collecting and analysing data. Country comparison tools. Allocating among locations.</p> <p>Chapter 13: Export and import strategies.</p>		

	Elements of export and exporting strategies. Types and roles of third-party intermediaries in exporting. The role of countertrade in international business
Teaching Methodology	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.
Bibliography	(a) <u>Textbooks:</u> J.D. Daniels, L.H. Radebaugh, D.P. Sullivan (2018) International Business: Environments and Operations, 16th edition. Pearson Prentice Hall (b) <u>References:</u> Ball, McCulloch, Frantz, Geringer, Minor: International Business: The challenge of global competition. McGraw Hill, latest edition. Wild J.J., Wild K.L., Han J C.Y.: International Business: The challenges of globalization. Pearson. Prentice Hall, latest edition Hill C: International Business: Competing in the global marketplace. McGraw Hill, latest edition.
Assessment	(a) <u>Methods:</u> The students will be assessed based on the coursework, which consists of two midterm quizzes (or one midterm quiz and one assignment). The choice between two quizzes or one quiz and one assignment depends on group composition and students' interests. The students are also assessed based on their performance in the final examination. (b) <u>Criteria:</u> Quiz: the number of correctly answered multiple choice questions Assignment: originality of the idea and quality of the written report Final exam: the number of correctly answered multiple choice questions and quality of the essay. (c) <u>Weights:</u> Midterm test 20% Second midterm test or assignment 20% Final examination 60%
Language	English