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Course title	Business and Management in a Global Context			
Course code	BUSS316			
Course type	Theoretical, Compulsory Course			
Level	Undergraduate			
Year / Semester	Year 3 Semester 6			
Teacher's name	Dr. Achilleas Karayiannis			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	This course aims to provide an insight in the shifting contexts of, and changing priorities in, international business including globalising trends, formal and informal institutions, the political, economic, social, technological and legal issues and the resultant diversity of international business.			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of, and the ability to assess, core institutions of international business and how firms manage on the global stage • Be able to assess regional, cultural and institutional differences in how business is conducted globally • Apply core understandings, frameworks and management principles to specific business contexts • Formulate choices and decisions in international business strategy and operations 			
Prerequisites	BUSS317 International Trade ECON114 Macroeconomics	Required	None	
Course content	<ul style="list-style-type: none"> • Introduction to the global business environment: Trends and drivers of globalization, Foundations of global trade and finance, overview and framework for understanding the global economy, the development of the multinational enterprise (MNE), Impacts of globalization, and the implications for managing international business, Recent trends: deglobalization, ‘slowbalisation’, global systemic risks, Challenges, opportunities and directions for international businesses in changing global contexts. • International business strategy: Strategy and the enterprise in international contexts: Introduction to international business, strategy, Detailed assessment of the PESTEL framework and Ghemawat’s –CAGE- framework as a basis for analyzing the international environment for a firm, Types of strategy commonly pursued in international business, How such strategies evolve, 			

	<p>Ghemawat’s aggregation, arbitrage and adaptation (AAA) framework as a basis for designing strategy for international contexts.</p> <ul style="list-style-type: none"> ● Competitive strategy for international business: Concepts of corporate and business strategy, How firms compete through competitive positioning and resource-based approaches, Dynamics of competition, The global, regional and local dimensions in strategy, Porter’s five forces, value chain and generic strategies frameworks, resource-based and institution-based approaches to international competitiveness, Critical assessment of applicability and limitations of these frameworks and approaches. Bringing environment and strategy together – which strategy, and when; new debates on strategy. ● International business management: Organization of international business: different types of organizational structure and how they relate to strategy, processes, institutions and culture, Divisionalisation, matrix and hybrid structures, Organizational change issues, organizational architecture and integrating the international business, need for a contingency approach. ● Marketing and R&D: International marketing assessment, International consumers, Developing marketing strategy, Customer lifecycle marketing, Modes of differentiation, the 4 ‘P’s mix of place, price, product and promotion, Global branding, New product and market development, R&D and sources of innovation, R&D offshoring. ● Global sourcing of production and services: Global sourcing choices and drivers, make-or-buy Decisions, locating production, logistics concepts and developments, Strategic sourcing issues of emerging locations and country attractiveness, Offshoring and nearshoring production and services, sourcing options, decisions, risk and management for global business and IT services, Managing across the outsourcing lifecycle. ● International dimensions of human resources management: Approaches to managing people, The main functions of the HR department, Types of international staffing policy, Global pay and incentivization practices, Managing expatriates and multinational workforces, Recruitment, Selection, Training, Development, Appraisal, Performance management, International labor relations
<p>Teaching methodology</p>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> ● Power Point presentations ● Guided discussions with the active participation of students ● Examples and case studies that relate to the content of the course ● Question and answer section ● Use of internet and related IT infrastructure ● Use of video projector and whiteboard ● Assignment

Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Griffin,Ricky, Pustay,Michael(2018), Διεθνείς Επιχειρήσεις & Επιχειρηματικότητα: Μια Διοικητική Οπτική,8^η , Τζιόλα, ISBN: 978-960-418-770-6. • Μανωλόπουλος, Δημήτρης(2018), Η Διεθνοποιημένη Επιχείρηση τον 21ο Αιώνα : Περιβάλλον και Προκλήσεις. Unibooks,ISBN: 978-618-5304-73-7 • Λυμπερόπουλος, Κ., Τζαναβάρας, Β., Σαλαμούρα, Μ., 2015. Στρατηγικές διεθνούς και εξαγωγικού μάρκετινγκ. [ηλεκτρ. βιβλ.] Αθήνα: Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN: 978-960-603-211-0 Διαθέσιμο στο: http://hdl.handle.net/11419/1552 <p>English Bibliography</p> <ul style="list-style-type: none"> • Hockley, Lee R.(2010),Global Operations Management. New York: Nova Science Publishers, Inc,ISBN 9781608763559 EBSCOhost • Faith Ntabeni Bhebe (2019),Global Human Resources Management. Oakville, ON: Society Publishing,ISBN 9781774070321 EBSCOhost • Hill,Charles(2021), International Business: Competing in the Global Marketplace. Mc Graw Hill,ISBN: 978-1-260-57586-6 • Wild,John J., Wild,Kenneth L.(2020), International Business : The Challenges of Globalization. Pearson, ISBN: 978-1-29-226225-3 • Pierre,David(2018), International Logistics: The Management of International Trade Operations. Cicero Books LLC, ISBN: 978-0-9894906-4-1 • GLowik, Mario(2017), Global strategy in the service industries : Dynamics, analysis, growth, Routledge,ISBN: 9781138927933 • Peng,Mike, Meyer,Klaus(2019), International Business. Cengage Learning, ISBN: 978-1-4737-5843-8 • Dickmann, Michael, Brewster, Chris(2016), International Human Resource Management: Contemporary HR Issues in Europe (Global HRM), Routledge; 3rd edition,ISBN:978-1138776029
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignment: 20% • Intermediate Written Examination: 30% • Final Written Examination: 40%
Language	English or Greek