

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230709	SEMESTER	7th (dir. Organizations Management)
TITLE	INTERNATIONAL MANAGEMENT		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	MANDATORY COURSE (dir.)		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>Upon completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Knowledge: recognize the levels of economic integration agreements and the effectiveness of the key ones and deepen the EU results and future challenges 2. Understanding: understand the factors that push companies in the internationalization of their operations, distinguish the points where international companies differ from domestic ones, to describe the environment in which international companies operate 3. Application: discuss the importance of shaping a corporate "global mentality", explain the relationship between internationalization strategies and human resource management approaches, and explain the management of home / third-country nationals and expatriates 4. Analysis: understand the importance of culture for international entrepreneurship, to analyze the social and economic, political, and legal elements of a culture, the role of technology within a culture, and the dimensions of Hofstede's cultural value 5. Composition: explain the international strategy and the international competitive advantage and understand and distinguish the basic corporate internationalization strategies. 6. Evaluation: recognize the importance of organizational structure design for international companies, describe the existing organizational structures of international companies, explain the decision-making process between parent companies and subsidiaries of an international company, and indicate the role and types control of the subsidiary by the parent company.
General Skills

Upon successful completion of the course students develop knowledge that will help them in:

- Search, analysis and synthesis of data and information, for the markets and the prevailing conditions using the appropriate methodology and the necessary technologies
- Decision making
- Work in an international environment
- Project design and management
- Work in an interdisciplinary environment

3. COURSE CONTENT

1. Introduction to international business and elements of international trade and foreign direct investment.
2. Conditions and levels of economic integration - local economic cooperation initiatives.
3. Global environmental forces: Social and political forces.
4. Global environmental forces: Economic, political, and legal/regulatory forces.
5. Internationalization strategies.
6. Organizational planning and control of international companies.
7. Case study
8. The structure of administrative action. Application of the basic functions in the workplace.
9. Human Resource Planning. Performance evaluation.
10. Training-Education- Staff development.
11. Management Information Systems.
12. Problem-solving and decision making.
13. Negotiation management.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to face lectures in class	
ICT USE	The slides of the lectures are posted on the course website on the Moodle platform of the Department.	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Self-study	111
	TOTAL	150
ASSESSMENT	The evaluation of students is done by participating in written exams whose answers are contained in the proposed textbooks.	

5. REFERENCES

-Suggested bibliography:

1. Ball, A.D., Geringer J.M., Minor S.M., Mcnett M.J. (2014). International Business Activity: The Challenge of International Competition. Epicenter.
2. Thanopoulos, G.N. (2012). International Business – Environment, Structure, and Challenges. Interbooks
3. Deresky, H. (2014). International-Management-Managing-Across-Borders-and-Cultures-Text- and-Cases-8 / E. Prentice Hall

-Related scientific journals:

Journal of International Management (ISSN: 1075-4253)

European Journal of International Management (ISSN print: 1751-6757)

Management International Review (ISSN: 0938-8249)

Fortune

Business Week

Financial Times