

Global Learning Semesters

Course Syllabus

Course: BADM-250 International Business

Department: Design

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BADM-250	International Business	3
Subject	Contact Hours	Prerequisites
Business	42-45	ECON 262 Principles of Macroeconomics MGT-281 Introduction to Management
Department	Level of Course	Language of Instruction
Business	Lower-Division	English

Course Description

In part, this course is about the issues confronting managers in an international business, whether that business is small or large. It is about the problems managers face when they try to export to another country, or import, or invest in another country. It is about policy issues related to a firm's strategy, organizational structure and culture, marketing, human relations and finance that arise in an international business.

A central presumption of this course is that, for one to understand these issues and problems, one must first understand the economic, political, cultural environment within which international business/management occurs. One must understand how countries differ and what these differences imply for international business/management. One must understand the political and economic context within which international trade and investment occur.

Prerequisites

ECON 262 Principles of Macroeconomics
MGT-281 Introduction to Management

Instructor Information

Dr. Pavlos Pavlou graduated from the University of Leeds in England with a BSc (HONS) degree in Engineering and from Salford University with a PhD in Management.

In 1994 he joined a large UK Hospital as the Director responsible for Performance Management and Internal Audit. In 1999 he joined PricewaterhouseCoopers Management Consulting UK and was responsible for providing strategy advisory services to a range of clients in both the private and public sector. In 2002 he moved to KPMG Cyprus where he was the head of the Management Assurance Services. The services he was leading ranged from operational audits, enterprise risk management, corporate governance services and strategy reorganizations. His portfolio of clients included multinational companies in the technology IT sector, manufacturing, retail and financial services. In 2005 he joined Intercollege as an Assistant Professor in the Business School.

He teaches International Business, Leadership development and Quality Management at the undergraduate level and Strategic Management at the MBA level. He has authored a number of papers and has presented in international conferences. He is a member of the Editorial Review Board of the EuroMed Journal of Business, a

member of the UK Institute of Internal Auditors and served as a member of the Governing Board for the Cyprus Institute for Internal Audit for 4 years.

Learning Outcomes

Students taking this course will be challenged to become sensitive and knowledgeable about all the important facets of international business.

Course Outline

Week 1: Introduction to the course
Week 2: Discussion on the international environment and social responsibility
Week 3: Discussion on Culture
Week 4: Case Study Discussion (Disneyland Paris)
Week 5: Discussion on formulating strategy global alliance and strategy implementation / Guest speaker
Week 6: MID-TERM EXAM
Week 7: Case Study Discussion (Pepsi's entry into the Indian Market)
Week 8 : Discussion on organisational structures
Week 9: Case Study Discussion (Wal-Mart's entry into Germany)
Week 10: Discussion on staffing / training and Global Management
Week 11: Guest speaker (Group Tutorial)
Week 12: REVISION WEEK (GROUP TUTORIALS)
Week 13: FINAL EXAM.

Tasks and Assignments

The sessions will be three hours in duration and will involve instructor presentations, student group working on case studies, discussions and visiting speakers' presentations.

A. Projects – on going adaptation of the course content

The instructor will make available a number of topics / cases or questions of international nature and students are expected to work individually in preparing their responses. A written answer will need to be submitted the week following the date that the assignment was given. The assignments will be based either on the topics covered in the book or the application of them in the general context of international business. An individual Grade will be given. A minimum of three cases will be given as assignments. NO ASSIGNMENT WILL BE ACCEPTED LATE.

Furthermore, guest speakers have been scheduled to present their experiences on the issues covered in the course. The purpose of having these presentations is to reflect the theoretical concepts as studied in class onto an actual organizational setting.

B. Exams

One mid-semester exam and a final exam will be given during the semester. Exams will consist of a selection of Multiple choice questions and essays. Multiple choice questions carry only a third of the total mark of the exam papers with the rest of the marks will be allocated to the essay questions. Make-up exams will be given at the discretion of the instructor.

Evaluation and Grading

Grading

The final grade for this course will be determined as follows:

- Class contribution: 15%

- Mid-semester Exam: 25%
- Final Exam: 30%
- Case studies: 30%

Grade Ranges\

	%	GPA		%	GPA		%	GPA
A	94-100	4.0	C+	77-79	2.3	D	60-62	0.7
A-	90-93	3.7	C	73-76	2.0	F	59-0	0.0
B+	87-89	3.3	C-	70-72	1.7			
B	83-86	3.0	D+	67-69	1.3			
B-	80-82	2.7	D-	63-66	1.0			

Readings and Resources

Required Textbook

International Management: Managing Across Borders and Cultures by Helen Deresky, Prentice Hall, 5th Edition, 2006 (ISBN: 0-13-196858-0).

Recommended Additional Reading

Students are strongly advised to read regularly the Journal of International Business Studies, Harvard Business Review, Business Week, The Economist, Forbes, Fortune magazine, The Financial Times, etc.

Other Academic Policies

15% of the grade is based on the quality of participation. Simply restating facts; restating what others have said; answering a question different from the one asked; or expressing an opinion without support, are examples of low quality participation. Demonstrating that students have analyzed facts or data; brought to light important issues; or evaluated certain business events, are examples of high quality participation.

All students are required to attend all classes, unless excused by the instructor. More than two (2) unexcused absences will result in lowering the final grade by a letter grade; i.e. from A to B. Two days late for class will count as one absence. A register of attendance will be taken during each session. Absence can be conveyed either by notifying the Academic Affairs Office with a request that the information be passed on to the instructor; or by emailing the instructor.

Materials and Supplies

No additional materials or supplies are required for this course.