

Global Learning Semesters

Course Syllabus

Course: BADM-250 International Business

Department: Business

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BADM-250	International Business	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	MGT-281 Introduction to Management; ECON-262 Macroeconomics
Department	Level of Course	Language of Instruction
Business	Lower Division	English

Course Description

This course aims at introducing the students to the nature of international business in terms of international trade and foreign investment worldwide. Topic areas include economic theories on international trade, international sociocultural and socioeconomic environmental parameters, political and legal limitations and incentives. This course places emphasis on international and in particular exporting trade, while concentrating on international marketing policies and practices.

Instructor

Dr Marios Katsioloudis

Course Aims and Objectives

Introducing the students to the nature of international business, in terms of international trade and foreign investment worldwide.

Teaching Methods

The course is delivered through a mixture of lectures, and practical exercises and assignments.

Course Teaching Hours

42 hours (18 hours lectures/presentations + 24 hours laboratory work). The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Homework: 30%
Mid-Term: 30%
Final Exam: 40%

Readings and Resources

Required Textbook

Ball Donald A. and Wendell H. McCulloch Jr. International Business: The Challenge of Global Competition. 8th ed. Irwin McGraw-Hill, 2002.

Recommended Reading

Business Journals, Magazines and Newspapers.