

# Global Learning Semesters

## Course Syllabus

Course: BADM-450 Global Business Strategy

Department: Management and MIS

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
BADM-450	Global Business Strategy	3
Semester Offered	Contact Hours	Prerequisites
As needed	42	Senior Standing
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

### Course Description

1. Global Business Environment
2. Managing Across Cultures
3. Global Political and Economic Analysis
4. Multinational Operations
5. Managerial Decisions and Control
6. International Trade Issues
7. Foreign Exchange Markets
8. Global Capital Markets
9. Global Marketing Management
10. Business Environments Regional

### Instructor

Dr. M. Katsioloudes

### Course Aims and Objectives

This course aims to expose students to key global environmental factors and issues impacting on the development of international business. Major topics include: globalization of business; national differences in the political, social and legal environment; political and country risk; cultural differences and their impact on international business; ethical issues in international business; international trade issues; theory and politics of foreign direct investment; international competitiveness; the internationalization of business activities and the development of multinational enterprises; foreign exchange markets; the international monetary system and development of the global capital market.

### Teaching Methods

The course is delivered through a mixture of lectures, case studies discussions and presentation

### Course Teaching Hours

42 hours.

## Evaluation and Grading

Assignments: 20%  
Tests: 30-40%  
Final Exam: 40-50%

## Readings and Resources

### Required Textbooks

R. E. Grosse (Ed), Thunderbird on Global Business Strategy , Wiley, John & Sons, Incorporated / January 2000  
J. R. Smith and P. A. Golden, Corporation: A Global Business Simulation 3<sup>RD</sup>, Prentice Hall, 1998.  
R. John , N. Grimwade and H. Cox (Eds), Global Business Strategy, Thomson Learning 1997