

INTERNATIONAL BUSINESS (ECTS 5)

COURSE DESCRIPTION

International Business is a course designed to increase awareness of major challenges facing organizations and managers in today's hypercompetitive global marketplace. By focusing on the international dimensions of management and organization, the course provides a framework for formulating successful strategies in an increasingly complex world economy. Through a multi-disciplinary approach drawing on social anthropology, psychology, management and organizational theory, the course deals with various issues related to complexity of culture, cultural orientation of different organizations and individuals and the mapping of world cultures through the cultural dimensions of Hofstede and others.