

## International Business (5 ECTS)

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.

|    | <b>General goals</b>  | <b>Specific goals</b>  |
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| 1. | The students attending International Business course will acquire knowledge of management and organizational behavior from an international and cross-cultural perspective. | <p>The course will enable students to understand cultural environment of international business. More specifically, students will:</p> <ul style="list-style-type: none"> <li>- improve cultural sensitivity and describe the impact of cultural values on managerial behavior</li> <li>- understand that business failures related to cultural blunders can be minimized</li> <li>- build the awareness of the need to adapt one's own managerial and leadership style to each culture</li> <li>- identify how to plan, organize, and staff in foreign operations</li> <li>- understand how to conduct research on the Internet to continue learning how to manage in another country</li> </ul> <p>Students attending the module will learn how to apply theories, tools, and insights found in the field of international management to common real world scenarios. Through current event assignment project, students will increase their understanding of the implications of unfolding world events for the practice of international management. Students will also acquire knowledge on managerial issues related to strategic planning, human resource management, motivation, and leadership which arise in an international context.</p> |
| 2. | Students attending the module will improve their presentation and communication skills.   | Through intercultural training project and experiential exercises, students will develop skills of cross-cultural communications, negotiation and managing cultural differences in a multicultural environment. Understanding how various legal, political, economic, and cultural systems affect business attitudes and behavior will help students become more effective communicators across cultures.  |
| 3. | Students attending the module will have the capacity for adaptation necessary for doing business in the global environment.   | By adopting practical tools required to succeed when working with people from other cultures, students will increase their intercultural competencies and have deeper understanding of how to work more effectively in intercultural settings.   |