



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	INTERNATIONAL BUSINESS	
Course Unit Code	MB630	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	3 ECTS	
Course Unit Objectives	The objective of this course is to examine fundamental issues related to conducting business and managing in the international business environment.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO1	Demonstrate in-depth understanding of the current international business context and major trends shaping world markets.
	CILO2	To critically assess the forces that are leading firms to globalize their operations.
	CILO3	To analyze the dynamics of international business strategies
	CILO4	To design appropriate strategies for emerging markets.
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. Globalization and International business	CILO 1,2
	2. Perspectives on the International Business Environment	CILO 1,2,3
	3. Competitiveness and firms' international strategies	CILO 2,3
	4. Developing and Implementing International Business Strategies	CILO 2,3,4
	5. Doing Business in Emerging Markets; Emerging Market Strategies	CILO 4
Recommended or required reading	<p><u>Course Textbooks:</u></p> <p>Hollensen, S (2016). <i>Global Marketing</i>, 7ed, Pearson.</p> <p>Cavusgil, S. Tamer, Pervez N. Ghauri & Ayse A. Akcal (2013). <i>Doing Business in Emerging Markets</i>. 2 ed. London: Sage Publications Ltd. ISBN 978-1-84920-153-7.</p> <p><u>Additional Articles and Books/ Articles/Journals</u></p> <p>Charles W. H. & Arun K. J. (2011). <i>International Business, Competing in the Global Marketplace</i>. McGraw Hill.</p> <p>Ghemawat, P. & Hout, T. (2008). <i>Tomorrow's Global Giants</i>, Harvard Business Review.</p> <p>Khanna, T. & Palepo, K. (2006). <i>Emerging Giants: Building World-Class Companies in Developing Countries</i>, Harvard Business Review.</p> <p>Leontiades,J. (2001). <i>Managing the Global Enterprise</i>, Prentice Hall/Financial Times, (chps 1,10).</p> <p>Porter,M. (1986). <i>Competition in Global Industries</i> (excerpts), Harvard Business School Press.</p> <p>Prahalad, C.K. & Hammond, A. (2002). <i>Serving the World's Poor Profitably</i>, Harvard Business Review.</p> <p>Singh, K. (2005). <i>Foreign Direct Investment in India</i> (excerpt), Centre for Civil Society.</p> <p>The World and the BRIC's Dream, Goldman Sachs.</p> <p>A Game of Catch-up, The Economist, Sept 24, 2011.</p> <p>Jagdish N. Sheth (2011) Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices. Journal of Marketing: July 2011, Vol. 75, No. 4, pp. 166-182.</p> <p>doi: http://dx.doi.org/10.1509/jmkg.75.4.166</p>	

	<p>Khanna, Tarun, Krishna G. Palepu, and Jayant Sinha. "Strategies That Fit Emerging Markets." <i>Harvard Business Review</i> 83, No. 6 (June 2005). (See also https://hbr.org/2005/06/strategies-that-fit-emerging-markets)</p> <p>Articles defining: Bretton Woods, IMF, World Bank, WTO, Eurozone, NAFTA, Rating Agencies, ECBM</p> <p>Hitt M., Li D., Xu K., 2016. International strategy: From local to global and beyond, <i>Journal of World Business</i>, 51: 58-73</p> <p>Banerjee S, Prabhu J, and Chandy R. 2015. Indirect Learning: How Emerging-Market Firms Grow in Developed Markets. <i>Journal of Marketing</i>, Vol. 79, 10-28.</p> <p>Dobbs R., Koller T., and Ramaswamy S. 2015. The Future and how to survive it, <i>Harvard Business Review</i>, October 2015, 49-62.</p> <p>Datta, D. K., Herrmann, P. & Rasheed, A. A. (2002). Choice of foreign market entry modes: critical review and future directions. <i>Advances in International Management</i> 14, 85-153.</p> <p>Hoskisson, R. E., Eden, L., Lau, C. M., & Wright, M. (2000). Strategy in emerging economies. <i>Academy of Management Journal</i>, 43(3), 249–267.</p> <p>Johanson, J., & Vahlne, J.-E. (1990). The mechanism of internationalisation. <i>International Marketing Review</i>, 7(4), 11–24.</p> <p>Johanson, J. and Vahlne, J. (2009). The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership. <i>Journal of International Business Studies</i>, 40(9), pp. 1411-1431</p> <p>Mtigwe (2006) Theoretical milestones in international business: The journey to international entrepreneurship theory. <i>Journal of International Entrepreneurship</i>, 4:5–25. DOI 10.1007/s10843-006-5872-5</p> <p>Owusu R., Sandhu M., and Kock S. 2007. Project marketing as a distinct market entry mode. <i>International Marketing Review</i>, Vol. 24, No. 6, pp. 695-714.</p>
Planned learning activities and teaching methods	Lectures, in-class discussions and case analyses, self-studies, reflection exercises
Assessment methods and criteria	10% Pre assignment (Individual) 20% Participation : In- Class Group Workshop/Exercises, discussions (Group) 70% Final take-home assignments (Individual)
Language of Instruction	English
Work Placement(s)	Not applicable