



# UNIVERSITY OF PIRAEUS

## 1) GENERAL

<b>SCHOOL</b>	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
<b>ACADEMIC UNIT</b>	ECONOMICS		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>ΟΚΔΕΠ08</b>	<b>SEMESTER</b>	8
<b>COURSE TITLE</b>	<b>INTERNATIONAL BUSINESS AND INVESTMENTS</b>		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures	4	5	
<b>COURSE TYPE</b>	SCIENTIFIC EXPERTISE		
<b>PREREQUISITE COURSES</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	ENGLISH		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.unipi.gr/courses/OEP528/">https://eclass.unipi.gr/courses/OEP528/</a>		

## 2) LEARNING OUTCOMES

### Learning Outcomes

By the end of this course, students will be able to:

- Comprehend and apply theories of international trade and investment.
- Analyze the functioning of exchange rate systems and international financial markets.
- Evaluate the impact of trade policies and global economic integration.
- Understand the macroeconomic implications of international monetary systems.
- Assess challenges and opportunities in the global business environment.

### General Competences

- Analytical Thinking
- Critical Thinking
- Problem Solving
- Research and Application
- Cross-Cultural Competence
- Communication Skills
- Decision-Making and Strategy Development
- Global Awareness
- Risk Management
- Ethical and Sustainable Thinking

## 3) SYLLABUS

### Part 1: Introduction to International Economics

1. The globalization of the world economy
2. Importance of trade to national and global economies
3. Overview of international economic theories
4. Current global economic challenges

### Part 2: International Trade Theory

1. The law of comparative advantage
2. The standard theory of international trade
3. Factor endowments and the Heckscher-Ohlin theory

- Economies of scale and trade in imperfect competition

### Part 3: International Trade Policy

- Trade restrictions: Tariffs and non-tariff barriers
- Economic integration: Customs unions and free trade agreements
- Trade and economic development

### Part 4: Balance of Payments and Exchange Rates

- Balance-of-payments accounting and its significance
- Foreign exchange markets and exchange rate determination
- Exchange rate regimes and their impact on trade and investments

### Part 5: Open-Economy Macroeconomics and Policy Coordination

- Adjustment mechanisms in open economies
- Fiscal and monetary policies in an international context
- Flexible vs. fixed exchange rates and the European Monetary Union
- The international monetary system: Past, present, and future

### Part 6: Emerging Trends in Global Business

- Globalization and technological change
- Sustainability and environmental challenges in international trade
- The role of multinational corporations in global economics
- Case studies on contemporary international business issues

## 4) TEACHING and LEARNING METHODS

<b>DELIVERY</b>	In-class lecturing	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>Use of ICT in lectures</li> <li>USE of ICT in Communication with students</li> </ul>	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	39
	Weekly Study and Preparation	13
	Case Studies	35
	Final Exam Preparation	30
	Final Exam	10
	<b>TOTAL</b>	<b>129</b>
<b>STUDENT PERFORMANCE EVALUATION</b>	<p>Written examination in Greek with:  Multiple-choice and short-answer questions. (60%)  Case Studies on real-world problems. (40%)</p> <p>For ERASMUS students: Evaluation based on a written project applying the course theory and methods to complex real-world problems.</p>	
<b>ATTACHED BIBLIOGRAPHY</b>	<p>Recommended Bibliography</p> <ul style="list-style-type: none"> <li>International Economics (11th Edition) by Salvatore, D. Wiley.</li> <li>International Business: Competing in the Global Marketplace by Charles W.L. Hill and G. Tomas M. Hult</li> <li>Multinational Enterprises and Global Capitalism by Geoffrey Jones</li> <li>The Theory of International Investment by James R. Markusen</li> <li>International Financial Management by Jeff Madura</li> </ul> <p>Relevant Scientific Journals</p> <ul style="list-style-type: none"> <li>Journal of International Business Studies</li> </ul>	

- International Business Review
- Journal of World Business
- Global Strategy Journal

Additional Resources:

- World Investment Report by the United Nations Conference on Trade and Development (UNCTAD)
- World Economic Outlook by the International Monetary Fund (IMF)
- Global Economic Prospects by the World Bank