



Certificate in **Business**



Module 1 – International Business & Cyprus in Global Economy

Course purpose & Objectives

This course aims to:

- Develop in students a working knowledge of the global business environment, including its economic, political, legal and socio-cultural components.
- Develop in students the ability to think strategically about leveraging various country differences to create worldwide competitive advantage.
- Delve into the challenges that businesses face when entering foreign markets and when competing against local firms and other international companies, with a particular emphasis to the Cyprus economy.
- Provide students with conceptual frameworks for analysing business opportunities globally and across countries in different stages of economic development.

Learning Outcomes

Upon completion of this course, students will be able to:

- Critically debate key contemporary issues relating to organisations involved in international business.
- Identify, evaluate and assess the global context within which international business must function in the twenty-first century.
- Critically appraise alternative methods of entry into foreign markets.
- Critically explain why companies may decide to internationalise and show expert understanding of alternative theories of internationalisation.
- Critically discuss the impact of multinationals on both the home and host nations.
- Select, analyse and evaluate data on country markets.

Course Content

Week 1: Introduction – International Business & Globalisation

Part I: National Environmental Differences

Week 2: Culture 72

Week 3: Governmental and Legal Systems

Week 4: Economic Systems and Market Methods

Part II: Connecting Countries Through Trade and Factor Movements

Week 5: Trade and Factor Mobility Theory

Week 6: Trade Protectionism

Week 7: Economic Integration and Cooperation

Part III: The Global Monetary Environment

Week 8: Markets for Foreign Exchange

Week 9: Case Study on Cyprus and the Global Monetary Environment

Week 10: Factors that Influence Exchange Rates

Week 11: Corporate Strategy and Diversification

Week 12: Global Debt and Equity Markets

Week 13: Ethics and Social Responsibility

Part IV: Corporate Policy and Strategy

Week 14: Strategies for International Business

Week 15: Case Study on Strategic Choices for Cypriot Companies

Week 16: Guest speaker lecture

Week 17: Evaluation of Countries for Operations

Week 18: Modes of Trading Internationally

Week 19: Forms and Ownership of Foreign Production

Week 20: The Organisation and Governance of Foreign Operations

Part V: Functional Management and Operations

Week 21: Global Marketing

Week 22: Case Study on Strategy in Action, the case of Cyprus

Week 23: Global Production and Supply Chains

Week 24: Global Management of Human Resources

Week 25: Revision

Weeks 27-28: Examinations

Module 2 – Ethics & Corporate Social Responsibility

Course purpose & Objectives

This course aims to:

- Critically analyse the drivers of enterprise and wealth creation from the perspective of their ethical implications.
- Investigate changing approaches and attitudes to sustainability and corporate social responsibility.
- Critically evaluate frameworks for the discussion of business ethical issues and the use of tools for managing business ethics.
- Examine the impact of globalisation on enterprise.
- Evaluate diverse ethical models and theories (normative and descriptive).

Learning Outcomes

Upon completion of this course, students will be able to:

- Analyse stakeholder perspectives on business behaviour.
- Evaluate the importance of business ethics at an academic level and also its managerial implications.
- Identify and critically examine the most relevant normative and descriptive business ethics theories.
- Investigate and critically evaluate approaches to sustainability and corporate social responsibility.
- Make informed judgements of business ethics dilemmas.

Course Content

Part I: Understanding Business Ethics

Week 1: Introducing Business Ethics

Week 2: Sustainability: Key Goal for Business Ethics

Week 3: Framing Business Ethics: Corporate Social Responsibility

Week 4: Guest Lecturer on Corporate Social Responsibility

Week 5: Framing Business Ethics: The Stakeholder Theory of the Firm

Week 6: Corporate Citizenship: The Firm as a Political Actor

Week 7: Evaluating Business Ethics: Normative Ethical Theories

Week 8: Evaluating Business Ethics: Alternative Perspectives on Ethical theory

Week 9: Making Decisions in Business Ethics: Descriptive Ethical Theories

Week 10: Making Decisions in Business Ethics: Individual and Situational Influences on Decision-making

Week 11: Part I Case Study on Decision-making in Business Ethics

Week 12: Managing Business Ethics: Tools and Techniques of Business Ethics Management

Week 13: Managing Business Ethics: Assessing Ethical Performance

Week 14: Part I Case Study on Understanding Business Ethics

Part II: Contextualizing Business Ethics - The Corporate Citizen and its Stakeholders

Week 15: Shareholders, Business Ethics and Corporate Governance

Week 16: Employees and Business Ethics

Week 17: Consumers and Business Ethics

Week 18: Suppliers, Competitors, and Business Ethics

Week 19: Civil Society and Business Ethics

Week 20: Government, Regulation, and Business Ethics

Week 21: Part II **Case Study on Contextualizing Business Ethics**

Week 22: Business Ethics and the Ethical Challenges of Globalisation

Week 23: Developments in Business Ethics Research

Week 24: Future Perspectives

Week 25: **Concluding Case Study**

Week 26: Revision

Week 27-28: Examinations