

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SCHOOL OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	DEPARTMENT OF ECONOMICS		
<b>LEVEL OF STUDIES</b>	ISCED level 6 – Bachelor's or equivalent level		
<b>COURSE CODE</b>	NK505	<b>SEMESTER</b>	5th Semester
<b>COURSE TITLE</b>	FINANCIAL ANALYSIS OF INTERNATIONAL BUSINESSES		
<b>TEACHING ACTIVITIES</b> <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>
Lectures		4	5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
<b>COURSE TYPE</b> <i>Background, General Knowledge, Scientific Area, Skill Development</i>	Compulsory OA		
<b>PREREQUISITES:</b>			
<b>TEACHING &amp; EXAMINATION LANGUAGE:</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS:</b>	NO		
<b>COURSE URL:</b>	<a href="https://eclass.duth.gr/courses/428319/">https://eclass.duth.gr/courses/428319/</a>		

### (2) LEARNING OUTCOMES

<b>Learning Outcomes</b> <i>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</i>
<p>Digital transformation and green transition are challenges but also opportunities for the future of the business community and public organizations. However, in an international environment of geopolitical tensions and uncertainties, businesses face a multitude of challenges on a daily basis. With the ultimate goal of maximizing their profits, companies must explore the available financing tools to modernize their operations, while maintaining a strong interest in investments that adopt ESG criteria, i.e. Environmental, Social, and Corporate Governance. Moreover, understanding contemporary and complex financial issues, with an emphasis on analysis and critical decision-making, is a catalyst for the financial operation of businesses and better management of financial risks.</p> <p>The main objective of the course is to teach students the basic theories and definitions of international economics and business, such as foreign direct investment, international trade and privatisation. Students will learn to understand and explain administrative decision-making processes, develop strategic thinking skills in relation to the basic functions of businesses, evaluate investment proposals and financing opportunities, and propose new business plans. For better consolidation, scientific publications will be used in addition to the basic textbooks. Teaching is based on activities and examples from Greek and international businesses.</p>

Specifically, upon successful completion of the learning process, the expected learning outcomes are:

- students will be able to clearly understand definitions and theories of international entrepreneurship,
- the development of strategic thinking and the ability to explain how to make sound business decisions,
- evaluation of appropriate investment proposals for profit maximization, as well as their financing, and
- understanding of the usefulness of ESG criteria in business decision-making, as well as other modern tools.

#### General Skills

*Name the desirable general skills upon successful completion of the module*

<i>Search, analysis and synthesis of data and information,</i>	<i>Project design and management</i>
<i>ICT Use</i>	<i>Equity and Inclusion</i>
<i>Adaptation to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision making</i>	<i>Sustainability</i>
<i>Autonomous work</i>	<i>Demonstration of social, professional and moral responsibility and sensitivity to gender issues</i>
<i>Teamwork</i>	<i>Critical thinking</i>
<i>Working in an international environment</i>	<i>Promoting free, creative and inductive reasoning</i>
<i>Working in an interdisciplinary environment</i>	
<i>Production of new research ideas</i>	

1. Search, analysis and synthesis of data and information, ICT Use
2. Autonomous work
3. Teamwork
4. Critical thinking
5. Project design and management

### (3) COURSE CONTENT

1. Introduction to the Theory of International Business
2. Global Markets and Entrepreneurship
3. Liquidity and new forms of financing
4. Investment Appraisal and Analysis of New Markets
5. International Trade and Foreign Investment
6. Mergers and Acquisitions
7. The International Monetary System and the Balance of Payments
8. Formation of national trade policies and intergovernmental cooperation
9. International Strategic Management and Alliances
10. Organizing and Leading International Businesses
11. Green transition of enterprises
12. The importance of ESG criteria in corporate decision-making

### (4) LEARNING & TEACHING METHODS - EVALUATION

<b>TEACHING METHOD</b> <i>Face to face, Distance learning, etc.</i>	Face to face	
<b>USE OF INFORMATION &amp; COMMUNICATIONS TECHNOLOGY (ICT)</b> <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i>	Use of ICT in Teaching Use of ICT in Communication with students	
<b>TEACHING ORGANIZATION</b> <i>The ways and methods of teaching are described in detail.</i>	<b>Activity</b>	<b>Workload/semester</b>
	Lectures	52

<p>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research &amp; analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</p> <p>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</p>	Bibliographic research and analysis	128
	Total	180
<p><b>STUDENT EVALUATION</b></p> <p>Description of the evaluation process</p> <p>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</p> <p>Please indicate all relevant information about the course assessment and how students are informed</p>	<ol style="list-style-type: none"> <li>1. After the lectures, there will be written exams, which will account for 100% of the final grade.</li> <li>2. It is possible to complete and present an individual or group project, which will have a positive impact on the final grade.</li> <li>3. The exams are conducted in Greek and comprise short-answer questions and multiple-choice questions with explanations.</li> <li>4. The assessment criteria are communicated to students at the first lecture and are also stated explicitly in the syllabus for the course, which is available on e-class.</li> </ol>	

## (5) SUGGESTED BIBLIOGRAPHY

<ul style="list-style-type: none"> <li>• Διεθνείς Επιχειρήσεις &amp; Επιχειρηματικότητα, 8η Έκδοση, R. Griffin and M. Pustay (2018), επιστημονική επιμέλεια Δ. Μανωλόπουλος και Π.Α. Σαπουνά, Εκδόσεις Τζιόλα</li> <li>• Διοίκηση Επιχειρήσεων, Ηγεσία &amp; Συνεργασία σε έναν Ανταγωνιστικό κόσμο, 13<sup>η</sup> έκδοση, T. Bateman, S. Snell and R. Konopaske, (2019), επιστημονική επιμέλεια Κ. Σαρρή, Π. Δελιάς και Κ. Κωστόπουλος, Εκδόσεις Τζιόλα</li> <li>• Χρηματοοικονομική των Επιχειρήσεων, 2η Έκδοση (2024) των Ross Stephen A., Westerfield Randolph W., Jaffe Jeffrey, Bradford J.D., Επιστημονική επιμέλεια Τ. Αγγελίδης, Δ. Αναστασίου, Π. Αρτίκης, Π. Ασημακόπουλος, Ι. Ελευθεριάδης, Δ. Καινούργιος, Ι. Κατσαμποξάκης, Κ. Κοσμίδου, Β. Μπαμπαλός, Α. Χριστόπουλος και Χ. Φλώρος, Εκδόσεις Broken Hill Publishers Ltd,</li> </ul> <p>- Συναφή επιστημονικά περιοδικά:</p> <ul style="list-style-type: none"> <li>• Kaplan, Robert S., and David McMillan. "Reimagining the Balanced Scorecard for the ESG Era." Harvard Business Review Digital Articles (February 3, 2021).</li> <li>• Gerard, Bruno, ESG and Socially Responsible Investment: A Critical Review (December 28, 2018).</li> <li>• Schmidt, Klaus M. "The Costs and Benefits of Privatization: An Incomplete Contracts Approach." <i>Journal of Law, Economics, &amp; Organization</i>, vol. 12, no. 1, 1996, pp. 1–24. JSTOR, <a href="http://www.jstor.org/stable/765037">www.jstor.org/stable/765037</a></li> </ul>
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