

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES		
DEPARTMENT	DEPARTMENT OF ECONOMICS		
LEVEL OF STUDIES	ISCED level 6 – Bachelor's or equivalent level		
COURSE CODE	NK801	SEMESTER	8th Semester
COURSE TITLE	FOREIGN DIRECT INVESTMENTS AND MULTINATIONAL COMPANIES		
TEACHING ACTIVITIES <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>		TEACHING HOURS PER WEEK	ECTS CREDITS
Lectures		4	5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	General Background		
PREREQUISITES:			
TEACHING & EXAMINATION LANGUAGE:	Greek		
COURSE OFFERED TO ERASMUS STUDENTS:	YES (in English)		
COURSE URL:	https://eclass.duth.gr/courses/KOM06153/		

(2) LEARNING OUTCOMES

Learning Outcomes <i>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</i>
<p>The course focuses on the study of international business activity through foreign direct investment, and more specifically, the analysis of its nature, flows, economic theories of interpretation, and its impact on the overall economy. After the completion of the lectures, the students will have understood and assimilated the notion, the motives, and the strategies of international business, and in particular of foreign direct investments (FDI). Moreover, they will obtain all the necessary knowledge on the characteristics and operations of multinational corporations, and they will be able to interpret their behavior. Finally, the students will develop analytical and critical thinking, and will have the ability to evaluate the different economic theories of FDI.</p> <p>In summary, the course aims to:</p> <ul style="list-style-type: none"> ➤ Present FDI and multinational enterprises in economic activity and in the formation of national product. ➤ Describe the international business environment and the internationalization of business activities. ➤ Analyze the advantages and disadvantages of internationalizing production through multinational enterprises and foreign direct investment. ➤ In the investigation of the determining factors for attracting FDI.

- The study of business strategies developed by companies operating in the international business environment.
- Familiarizing students with international business activity and the international economic environment.

General Skills

Name the desirable general skills upon successful completion of the module

Search, analysis and synthesis of data and information,

ICT Use

Adaptation to new situations

Decision making

Autonomous work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project design and management

Equity and Inclusion

Respect for the natural environment

Sustainability

Demonstration of social, professional and moral responsibility and sensitivity to gender issues

Critical thinking

Promoting free, creative and inductive reasoning

Search, analysis and synthesis of data and information, ICT Use

Autonomous work

Production of new research ideas

Critical thinking

Promoting free, creative and inductive reasoning

(3) COURSE CONTENT

1. Introduction to Foreign Direct Investment (FDI)

1.1. Globalization and International Business

1.2. The notion of FDI

1.3. Types of FDI

1.4. Multinational Corporations

2. International Business

2.1. Motives

2.2. Strategies

2.3. Firms' strategies for international expansion, FDI's

2.4. How do companies approach choosing an FDI location?

3. Theories of FDI

3.1. The Neoclassical Theory of FDI

3.2. The Industrial Organization Approach

3.3. The Product Life Cycle Hypothesis

3.4. The Eclectic Theory

3.5. The Internalization Hypothesis

3.6. Other Theories of FDI

4. The Effects of FDI

4.1. Cost - Benefit Analysis

4.2. The Effect of FDI on Output and Growth

4.3. The Effect of FDI on Employment

4.4. The Effect of FDI on Productivity

4.5. The Effect of FDI on Trade Flows

4.6. Technological Effects of FDI

4.7. The Effect of FDI on Market Structure

4.8. Other Effects

5. Multinational Corporations (MNCs)

5.1. The Nature of MNCs

5.2. The Characteristics of MNCs

5.3. The Behavior of MNCs

(4) LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	Face to face	
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) <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	
TEACHING ORGANIZATION <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i> <i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i>	Activity	Workload/semester
	Lectures	52
	Bibliographic research and analysis	128
	Total	180
STUDENT EVALUATION <i>Description of the evaluation process</i> <i>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</i> <i>Please indicate all relevant information about the course assessment and how students are informed</i>	1. After the lectures, there will be written exams that will account for 100% of the final grade. 2. The exams are conducted in Greek and include a combination of topics and short-answer questions using diagrammatic analysis and mathematical representation, proof of theorems, and problem solving and exercises. 3. The assessment criteria are communicated to students in the first lecture and are explicitly stated in the course syllabus, which is available on e-class.	

(5) SUGGESTED BIBLIOGRAPHY

<ol style="list-style-type: none"> 1. Σημειώσεις στο e-class 2. Κυρκιλής, Δ. (2010), Άμεσες Ξένες Επενδύσεις, 2η Έκδοση, Εκδόσεις Κριτική, Αθήνα 3. Παπαγεωργίου, Π. & Χιόνης, Δ. (2017), Διεθνής Επιχειρηματική Δραστηριότητα και Οργανισμοί, Εκδόσεις Unibooks, Αθήνα <p>Συμπληρωματικά Συγγράμματα:</p> <ol style="list-style-type: none"> 4. Μπιτζένης, Α. (2009), Παγκοσμιοποίηση, Πολυεθνικές, Επενδύσεις και Ευρωπαϊκή Ολοκλήρωση στο Νέο Παγκόσμιο Οικονομικό Σύστημα, Εκδόσεις Σταμούλης, Αθήνα 5. Χατζηδημητρίου, Ι. (2003), Διεθνείς Επιχειρηματικές Δραστηριότητες, Εκδόσεις Ανικούλα, Θεσσαλονίκη 6. Moosa, I. (2002), Foreign Direct Investment: Theory, Evidence, and Practice, Palgrave Macmillan
