

<b>Course title</b>	Multinational Firms
<b>Course code</b>	
<b>Type of course</b>	Optional
<b>Level of course</b>	MBA
<b>Year of study</b>	First (1 <sup>st</sup> )
<b>Semester</b>	Second (2 <sup>nd</sup> )
<b>ECTS credits</b>	5
<b>Name of lecturer(s)</b>	Antonios Georgopoulos, Professor
<b>Aim of the course</b>	The aim of the course is to present some special issues on the strategies and management of multinational corporations.
<b>Learning outcomes</b>	At the end of this course the student should be able to: <ul style="list-style-type: none"> <li>1. deepen the analysis of internationalization,</li> <li>2. assess the international competitiveness of transnational corporations,</li> <li>3. critically discuss contemporary issues of the international division of labor and the transnational firms.</li> </ul>
<b>Competences</b>	At the end of the course the student will have further developed the following skills/competences: <ul style="list-style-type: none"> <li>1. familiarity with specific aspects of the global development and organization of transnational corporations</li> <li>2. deepening the international division of labor of these corporations</li> <li>3. rich knowledge in relation to the relationship of transnational companies with the host countries.</li> </ul>
<b>Prerequisites</b>	It is recommended that students have at least a basic knowledge of organization and management.
<b>Course contents</b>	<ul style="list-style-type: none"> <li>1. Basic concepts and definitions</li> <li>2. Business internalization and externalization</li> <li>3. Market entry forms</li> <li>4. Transnational corporations in the light of FDI theories</li> <li>5. Internationalization motivations</li> <li>6. International divestment</li> <li>7. Management of joint-ventures</li> <li>8. Management of strategic alliances</li> <li>9. Management of licensing agreements</li> <li>10. Mergers &amp; acquisitions</li> </ul>

	<p>11. Intra-firm trade and transnational corporations</p> <p>12. Economic integration and FDI</p>
<b>Recommended reading</b>	<ol style="list-style-type: none"> <li>1. Salavrakos I.-D. (1999), «The Black Sea Economic Co-operation: Macro and Microeconomic Dimensions of Integration With the Global Economy», Scientific Library Kritiki, Athens.</li> <li>2. UNCTAD, several years. United Nations, World Investment Report, New York and Geneva.</li> <li>3. Dunning J.H. (1993), “Multinational enterprises and the global economy”, Reading, MA: Addison-Wesley.</li> <li>4. Ahmed Z.U., Mohamad O., Tan B. and J.P. Johnson (2002), “International risk perceptions and mode of entry: a case study of Malaysian multinational firms”, <i>Journal of Business Research</i>, 55, pp. 805-813.</li> <li>5. Barkema, H.G. and F. Vermeulen (1998), “International expansion through start-up or acquisition: a learning perspective”, <i>Academy of Management Journal</i>, 41 (1), pp. 7-26.</li> <li>6. Child J. and Y. Yan (1999), “Investment and Control in International Joint Ventures: The Case of China”, <i>Journal of World Business</i>, 34 (1), pp. 3-15.</li> <li>7. Dunning, J.H. (2000), “The eclectic paradigm as an envelope for economic and business theories of MNE activity”, <i>International Business Review</i>, 9 (2), pp. 163-190.</li> <li>8. Larimo, J. (2003). “Form of investment by Nordic firms in world markets”, <i>Journal of Business Research</i>, vol. 56, Issue 10, October, pp. 791-803.</li> <li>9. Yan A. and B. Gray (2001), “Negotiating control and achieving performance in international joint ventures: A conceptual model”, <i>Journal of International Management</i>, 7, pp. 295-315.</li> </ol>
	Lectures – Tutorials- Case studies
<b>Assessment and grading methods</b>	The grade is calculated as the weighted average of the final written exam and an assignment. Greek grading scale: 1 to 10. Minimum passing grade: 5
<b>Language of instruction</b>	Greek.