



**PERROTIS
COLLEGE**

A DIVISION OF THE
AMERICAN FARM SCHOOL

B.Sc. in International Business



Curriculum

1st Year

- Environment and Climate Change
- Principles of Biology
- Basic Mathematics
- Introductory Composition
- Information System Skills
- English Language I
- Sustainability and Society
- Mediterranean Diet: Science & Culture
- Introduction to Information System
- Introduction to Academic Writing
- Public Speaking & Business Communication
- English Language II

2nd Year

- Principles of Law
- Learning Methods
- Management
- Marketing
- Business Environment
- Principles of Food Science for Managers
- Introduction to Agro-Environmental Systems

3rd Year

- Industrial Food Processing
- Business Management
- Consumer Behaviour and New Product Development
- Research Methods
- Financial Management
- Quality in the Agro-Food Sector
- Entrepreneurship
- Food, Taste & Society
- Operations Management

4th Year

- Corporate Social Responsibility
- Strategic Management
- Current Issues
- Work Experience
- Dissertation

Marketing Management for the Food Industry Pathway

- E-Commerce
- Advertising and Branding
- International Marketing Management
- Retail Management

Food and Agribusiness Management Pathway

- International Business Management
- Maintenance and Inventory Management
- Accounting
- Project Management

The **Bachelor of Science (B.Sc.) in**

International Business is an academic program focused on developing awareness of the various fundamental aspects of the fields of management, agriculture and tourism, as well as the processing and marketing of food products.

Specializations and Career Opportunities

Marketing Management for the Food Sector

This specialization is designed for students wishing to pursue a career in areas connected to the food sector, ranging from the purchasing of raw materials to manufacturing, distribution, sales, marketing, and consumer perspectives.

Graduates can pursue post-graduate study or directly enter manufacturing or retail positions in an industry where the demand for well-trained, experienced professionals exceeds availability.

International Food and Agribusiness Management

The International Food and Agribusiness Management specialization is designed to develop in students theoretical knowledge and practical skills in the areas of business management, enterprise, economic policy, human resource management, finance, technology, and the environment.

Graduates can pursue post-graduate studies or directly enter management positions connected to the field of agribusiness.

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