



**PERROTIS
COLLEGE**
A DIVISION OF THE
AMERICAN FARM SCHOOL

B.Sc. in International Business



Curriculum

1st Year

- Principles of Law
- Learning Methods
- Management
- International & Global Marketing in a Digital World
- Business Environment
- Principles of Food Science for Managers
- HR Management

2nd Year

- Business Management
- Research Methods
- Financial Management
- Consumer Behaviour & New Product Development
- Entrepreneurship
- AI Marketing & Business
- Sustainable Food Processing & Quality Management
- Operations Management (Pathway Selection module) *
- Food, Taste & Society (Pathway Selection module) *
- Introduction to Digital Marketing (Pathway Selection module) *

3rd Year

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

International Business with Digital Marketing Pathway

- E-commerce
- Digital Analytics
- Digital Marketing in Practice
- Digital Content, Copyright & Creativity

International Business with Marketing Management for the Food Industry Pathway

- Advertising & Branding
- E-commerce
- International Marketing Management
- Retail Management

International Business with International Food & Agribusiness Management Pathway

- Retail Management
- Maintenance & 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 welltrained, 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.

Contact information:

Tel: +30 2310 492 854 & 810
perrotiscollege@afs.edu.gr
www.perrotiscollege.edu.gr

