



Agriculture · Environment · Life Sciences

B.Sc. in International Business



Curriculum

Year 1

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

Year 2

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

Year 3

- Work Experience
- Corporate Social Responsibility
- Advertising and Branding
- E-Commerce
- Retail Management
- International Marketing Management
- Maintenance and Inventory Management
- Project Management
- Accounting
- International Business Management
- Dissertation
- Strategic Management
- Current Issues

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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