

Course Descriptions Bachelor 2013-2014

Course Title	Global Business																
Course Code	EBC2021																
ECTS Credits	6,5																
Assessment	None																
Period	<table border="1"> <thead> <tr> <th>Period</th> <th>Start</th> <th>End</th> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>28-10-2013</td> <td>20-12-2013</td> <td></td> <td>X</td> <td></td> <td></td> <td>X</td> </tr> </tbody> </table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	2	28-10-2013	20-12-2013		X			X
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2	28-10-2013	20-12-2013		X			X										
Level	Intermediate																
Coordinator	Wilko Letterie, Dominik Mahr For more information:w.letterie@maastrichtuniversity.nl; d.mahr@maastrichtuniversity.nl																
Language of instruction	English																
Goals	Objectives of the course are: 1) to understand a number of crucial theoretical, empirical and managerial issues in international business strategy; 2) to develop the ability to apply theory to real world cases and to find possible solutions; 3) to develop the ability to critically assess the usefulness of competing or complementary theories; 4) to decide yourself what is important; 5) to develop skills working in international teams 6) to manage time; 7) to employ academic writing skills.																
Description	<p>The topics covered in this course can roughly be grouped into three categories:</p> <ol style="list-style-type: none"> 1. Theories of globalization, internationalization, foreign direct investment and the multinational enterprise. 2. Cross-border management of business functions; an introduction to transnational leadership, transnational company's value system as well as global and transnational strategy. 3. International business strategy and inter-firm relationships. 																
Literature	Bartlett, C., S. Ghoshal and P. Beamish (2013). Transnational Management, Text, Cases, and Readings in Cross-Border Management, Seventh Edition, Mc Graw-Hill International Edition: ISBN 978-0078029394																
Prerequisites	Basic understanding of the development and implementation of firms' strategies.																
Teaching methods	PBL / Presentation / Lecture / Assignment																
Assessment methods	Final Paper / Participation / Written Exam																
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM																
This course belongs to the following programme / specialisation	<table border="0"> <tr> <td>Bachelor International Business</td> <td>Year 2 Compulsory Courses</td> </tr> <tr> <td>SBE Exchange Bachelor</td> <td>Bachelor Courses</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Bachelor Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Bachelor Courses</td> </tr> </table>	Bachelor International Business	Year 2 Compulsory Courses	SBE Exchange Bachelor	Bachelor Courses	SBE Exchange Master	Bachelor Courses	SBE Non Degree Courses	Bachelor Courses								
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