

## Course Descriptions Bachelor 2013-2014

Course Title	Global Business							
Course Code	EBC2021							
ECTS Credits	6,5							
Assessment	None							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	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	The topics covered in this course can roughly be grouped into three categories: 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 <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>							
This course belongs to the following programme / specialisation	Bachelor International Business				Year 2 Compulsory Courses			
	SBE Exchange Bachelor				Bachelor Courses			
	SBE Exchange Master				Bachelor Courses			
	SBE Non Degree Courses				Bachelor Courses			