

Course Descriptions Bachelor 2013-2014

Course Title	International Business Strategy																
Course Code	EBC2027																
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>5</td> <td>14-4-2014</td> <td>6-6-2014</td> <td>X/E</td> <td></td> <td></td> <td>X/E</td> <td></td> </tr> </tbody> </table>	Period	Start	End	Mon	Tue	Wed	Thu	Fri	5	14-4-2014	6-6-2014	X/E			X/E	
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Level	Intermediate																
Coordinator	Boris Lokshin For more information:b.lokshin@maastrichtuniversity.nl																
Language of instruction	English																
Goals	Objectives of the course are to 1) develop understanding of and interpreting a number of crucial theoretical and empirical issues in international business strategy 2) develop the ability to apply theory to real world cases and to find solutions to real world cases in theory 3) develop the ability to critically assess the usefulness of competing or complementary theories 4) to further develop team work skills through a system of group presentations.																
Description	<p>The topics covered in the tutorial meetings can roughly be grouped into the following categories: Globalisation and Cultural differences. Theories of foreign direct investment, globalisation, internationalisation as a strategy process and multinational enterprise. International business strategy and inter-firm relationships.</p> <p>Additional information about the teaching and assessment methods: In each course meeting one topic is discussed. There will be a presentation and a discussion round (which includes a small research task). Students will be evaluated on the basis of their written exam, their presentation, their contribution to the discussion round and an environmental analysis report.</p>																
Literature	The course will be based on a textbook and a number of academic articles.																
Prerequisites	An advanced level of English No specific knowledge required.																
Teaching methods	PBL / Presentation / Assignment / Groupwork																
Assessment methods	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 Economics and Business Economics Specialisation International Business Economics</td> <td>Compulsory Courses</td> </tr> <tr> <td>Bachelor Economics and Business Economics Specialisation International Economic Studies</td> <td>IBE Electives</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 Economics and Business Economics Specialisation International Business Economics	Compulsory Courses	Bachelor Economics and Business Economics Specialisation International Economic Studies	IBE Electives	SBE Exchange Bachelor	Bachelor Courses	SBE Exchange Master	Bachelor Courses	SBE Non Degree Courses	Bachelor Courses						
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