

Course Descriptions Bachelor 2013-2014

Course Title International Business Strategy

Course Code EBC2027

ECTS Credits 6,5

Assessment None

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	5	14-4-2014	6-6-2014	X/E			X/E	

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 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.

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.

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

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