

## Course Descriptions Bachelor 2015-2016

Course Title Global Business  
 Course Code EBC2021  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades  
 Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2015	18-12-2015		X			X

Level Intermediate  
 Coordinator Wilko Letterie, Dominik Mahr For more information: [w.letterie@maastrichtuniversity.nl](mailto:w.letterie@maastrichtuniversity.nl); [d.mahr@maastrichtuniversity.nl](mailto:d.mahr@maastrichtuniversity.nl)

Language of instruction English

Goals The course develops a better understanding of the multinational enterprise (MNE) and its challenges and opportunities in a globalised world. Given the complexities of managerial decisions of MNEs, there is no 'silver bullet'. Therefore, the course provides students with a better understanding of a firm's external and internal factors that managers need to be taken into account. The course combines learning about relevant concepts from seminal, and state-of the art knowledge sources with own application in various real life contexts. The specific objectives 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 to real world cases;  
 3.to develop the ability to critically assess the usefulness of competing or complementary theories and to decide yourself what is important;  
 4.to develop skills working in international teams;  
 5.to manage time;  
 6.to employ academic writing skills.

Description The topics covered in this course can roughly be grouped into three categories:  
 FOUNDATIONS: Globalization drivers, internationalization, foreign direct investment and the multinational enterprise.  
 STRATEGY: International, multinational, global and transnational strategies  
 ORGANISATION: Cross-border management of business functions; transnational leadership, transnational company's value system as well as inter-firm relationships.

Literature To be announced.

Prerequisites Basic understanding of the development and implementation of firms' strategies.

Teaching methods PBL / Presentation / Lecture / Papers / 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 International Business Specialisation Emerging Markets	Year 2 Elective Courses
Bachelor International Business	Year 2 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses