

Course Descriptions NonDegree 2018-2019

Course Title International Business Strategy
 Course Code EBC2027
 ECTS Credits 6,5
 Assessment None

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
5		15-4-2019	7-6-2019	X/E			X/E	

Level Intermediate
 Coordinator Wilko Letterie For more information: w.letterie@maastrichtuniversity.nl
 Language of instruction English
 Goals The students in this course will 1) develop understanding of theoretical and empirical issues in international business strategy 2) learn to apply theory to real world cases 3) advance team work and communication skills

Description This course provides students with a thorough understanding of the theories and research available in the field. By taking a global perspective, the course covers a wide range of topics that aim to integrate strategic management perspective with that of international business and enable students to become familiar with the cutting-edge academic debates and empirical research in the field. Among other, the course covers topics such as institutional and cultural differences, internationalization as a strategy process, entry modes, inter-firm relationships, corporate social responsibility and management of knowledge and innovation.

Literature Textbook on global strategic management and academic articles.

Prerequisites An advanced level of English
 No specific knowledge required.

Teaching methods PBL / Presentation / Assignment / Groupwork

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

Bachelor Economics and Business Economics - Emerging Markets	Year 2 Core Courses
Bachelor Economics and Business Economics - International Business Economics	Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses