Course Descriptions None 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 http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

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