Course Descriptions None 2014-2015

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	13-4-2015	5-6-2015	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: 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 Economics	IBE Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses