Course Descriptions None 2014-2015

Course Title	International Business History
Course Code	EBC2069
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	27-10-2014	19-12-2014		X			X

Level	Intermediate
Coordinator	Marc van Wegberg For more information:m.vanwegberg@maastrichtuniversity.nl
Language of instruction	English
Goals	Appreciate the role of management in the development of organisational capabilities and in the long-term competitiveness of firms - Learn about the importance of institutional differences between countries and industrial sectors - Distil the essential lessons from fairly extensive readings, and present these to an audience - Present coherent arguments in writing about the historical and institutional factors influencing business and economic growth
Description	The course concentrates on the study of patterns of industrial growth and competition in the three main centres of the international arena, i.e. the United States, Germany and Great Britain. It focuses on the historical development of major corporations in each of these countries, concentrating on the period between 1870 and 1940. These firms continue to form a large proportion of the Fortune Global 500 group of multinationals, and studying their historical origins allows us to explore both the internal drivers of corporate performance as well as the important differences in the external institutional context of these three economies. We can learn from this how international differences now have their roots in the past.
Literature	Book and / or selected articles about business history with emphasis on the second industrial revolution.
Prerequisites	This is a reading course for literate students with an excellent command of the English language in reading, writing, and conversation.
Teaching methods	PBL / Presentation / Lecture / 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 Specialisation Economics	IBE Electives
Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Major Strategy
Bachelor International Business	Business Electives
Bachelor International Business	Major Strategy
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses