Course Descriptions None 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