# Course Descriptions None 2019-2020

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

Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|---|---|---|---|---|---|---|---|
| 5 | 14-4-2020 | 5-6-2020 | X/E | | | X/E | |

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| 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<br>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

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| Bachelor Economics and Business Economics - Emerging Markets | Year 2 Elective Course(s) - Period 5 |
| Bachelor Economics and Business Economics - International Business Economics | Year 2 Compulsory Course(s) |
| SBE Exchange Bachelor | Bachelor Exchange Courses |
| SBE Exchange Master | Bachelor Exchange Courses |
| SBE Non Degree Courses | Bachelor Courses |