Course Descriptions None 2020-2021

Course Title	International Business Strategy
Course Code	EBC2027
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	12-4-2021	28-5-2021	X			X	

Level	Intermediate
Coordinator	Sarah Edris For more information:s.edris@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	PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. This course is designed to improve students' understanding of the complexities presented by managing businesses in an international environment. It begins with a historical background of globalization and the development of institutions to support international transactions. Potential similarities and differences between countries in economic development, political and legal systems, culture, government policies on trade and in accepting foreign investments are discussed. Differences in national monetary systems and capital markets are considered with reference to globalization and the integration of world markets. The second part of this course reviews the role of location, the strategy and organization of multinational corporations (MNC), cross-border alliances and international mergers and acquisitions, and the formation of international knowledge networks for technology creation. The course concludes with ethical issues faced by international businesses.
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 Elective Course(s)
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