Course Descriptions None 2026-2027

Course Title	Global Business
Course Code	EBC2021
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2026	11-12-2026		X			X

Level	Intermediate
Coordinator	Boris Lokshin, Simon Bartczek For more information:b.lokshin@maastrichtuniversity.nl; s.bartczek@maastrichtuniversity.nl
Language of instruction	English

Goals

The course develops a better understanding of the MNE and its challenges and opportunities in a globalized world. Given the complexities of managerial decisions of MNEs, there is no 'silver bullet'. However, the course provides students with a better understanding of a firm's external and internal factors that need to be taken into account. The course is less structured than the courses you have been taking during your studies in Maastricht so far, in order to get accustomed to the unruly reality we live in. You are provided the possibility to work in a team, to define the right problem statement, to apply knowledge to a real life companies, to orient yourself to the labor market and to discuss social responsibility. The specific objectives are:
1.to understand a number of crucial theoretical, empirical and managerial issues in international business strategy;
2.to develop the ability to apply theory to real world companies and to find possible solutions;
3. to develop skills to understand and analyze information from real life companies from their annual reports and economics press, and combine it with the theoretical insights obtained;
4.to develop the ability to critically assess the usefulness of competing or complementary theories and to decide yourself what is important;
5.to develop a helicopter view on study material;
6.to develop skills working in international teams;
7.to manage time;
8.to employ academic writing skills.

Description

In this course, we will explore the opportunities and challenges that multinational companies encounter in a rapidly globalizing world. The course starts out with providing a comprehensive overview of the international context in which modern multinational enterprises (MNE) operate. In addressing the overall question: 'What determines the success and failure of MNE firms around the globe?' the course applies two major frameworks: an institution-based view and a resource-based view. More specifically, we will look at the following issues, on which the firm's managers take decisions:
* how to explore new national markets and defend existing ones
* how and when to enter foreign markets
* how to capture and react to cultural differences in customer needs
* how to globally develop and produce innovations
* how to adapt the firm structure and culture
* how to adopt and maintain corporate social responsibility practices

Before getting into an in-depth discussion of such strategic, organizational and marketing issues of MNEs, the first part of the course depicts the international context MNEs operate in by presenting topics such as formal and informal institutions, exchange rates and European and global integration. In the second part of the course, we take a closer look at strategic, and organizational issues of MNEs. Foreign entry strategies, human resources, consumer and supplier relations, all within international context.

Literature

* Textbook: Peng, M. & Meyer, K. (2022). International Business (fourth edition), Cengage Learning
* Business cases

To supplement and illustrate material from the chapters, we will also use several cases. These cases are part of the required readings.

Prerequisites

Basic understanding of the development and implementation of firms' strategies.

Transitional Regulations

<ul class="trcohorts">
Bachelor Fiscal Economics [2023-2024 and earlier]
From 2024-2025 up to and including 2026-2027 education and exam/resit opportunities are offered.
In 2027-2028 exam/resit opportunities are offered.
In 2027-2028, the course is cancelled.
<table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2026-2027</td><td>X</td><td>X</td><td> </td></tr><tr><td>2027-2028</td><td> </td><td>X</td><td> </td></tr><tr><td>2027-2028</td><td> </td><td> </td><td> </td></tr></tbody></table>

Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork / Research / Skills / Coaching
Assessment methods	Final Paper / Attendance / Participation / Written Exam / Assignment / Presentation
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 Econometrics and Operations Research	Year 3 Elective Courses
Bachelor Fiscal Economics	Annex 1 Electives
Bachelor International Business - Emerging Markets	Year 2 Disciplinary Courses
Bachelor International Business	Year 2 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses