Course Descriptions None 2026-2027

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	12-4-2027	4-6-2027	X			X	

Level	Intermediate
Coordinator	Mirko Hirschmann For more information:mirko.hirschmann@maastrichtuniversity.nl
Language of instruction	English
Goals	The students in this course will: 1. develop understanding of theoretical and empirical issues in international business; 2. apply theory to real world cases; 3. advance teamwork and communication skills.
Description	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	Required Textbook: International Business: Competing in the Global Marketplace You will also need to register on the Harvard website (www.hbr.org) and purchase cases (at a discounted rate)
Prerequisites	An advanced level of English.
Transitional Regulations	
Teaching methods	PBL / Presentation / Assignment / Papers / Groupwork / Research
Assessment methods	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 Economics and Business Economics - Emerging Markets	Year 2 Disciplinary Courses
Bachelor Economics and Business Economics - International Business Economics	Year 2 Compulsory Courses
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses