

Course Descriptions Bachelor 2016-2017

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	31-10-2016	22-12-2016		X			X

Level	Intermediate										
Coordinator	Wilko Letterie, Dominik Mahr For more information: w.letterie@maastrichtuniversity.nl; d.mahr@maastrichtuniversity.nl										
Language of instruction	English										
Goals	<p>The course develops a better understanding of the multinational enterprise (MNE) and its challenges and opportunities in a globalised world. Given the complexities of managerial decisions of MNEs, there is no 'silver bullet'. Therefore, the course provides students with a better understanding of a firm's external and internal factors that managers need to take into account. The course combines learning about relevant concepts from seminal, and state-of the art knowledge sources with own application in various real life contexts. The specific objectives are:</p> <ol style="list-style-type: none"> 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 cases and to find possible solutions; 3.to develop the ability to critically assess the usefulness of competing or complementary theories and to decide yourself what is important; 4.to develop skills working in international teams; 5.to manage time; 6.to employ academic writing skills. 										
Description	<p>The topics covered in this course can roughly be grouped into three categories:</p> <p>FOUNDATIONS: Globalization drivers, internationalization, foreign direct investment and the multinational enterprise.</p> <p>STRATEGY: International, multinational, global and transnational strategies</p> <p>ORGANISATION: Cross-border management of business functions; transnational leadership, transnational company's value system as well as inter-firm relationships.</p>										
Literature	To be announced.										
Prerequisites	Basic understanding of the development and implementation of firms' strategies.										
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork										
Assessment methods	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	<table> <tr> <td>Bachelor International Business Specialisation Emerging Markets</td><td>Year 2 Core Courses</td></tr> <tr> <td>Bachelor International Business</td><td>Year 2 Compulsory Courses</td></tr> <tr> <td>SBE Exchange Bachelor</td><td>Bachelor Exchange Courses</td></tr> <tr> <td>SBE Exchange Master</td><td>Bachelor Exchange Courses</td></tr> <tr> <td>SBE Non Degree Courses</td><td>Bachelor Courses</td></tr> </table>	Bachelor International Business Specialisation Emerging Markets	Year 2 Core 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
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