

## Course Descriptions NonDegree 2019-2020

Course Title	International Business History							
Course Code	EBC2069							
ECTS Credits	6,5							
Assessment	Whole/Half Grades							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	2	28-10-2019	20-12-2019		X			X
Level	Intermediate							
Coordinator	Gerard Pfann, Kristin Kronenberg For more information:g.pfann@maastrichtuniversity.nl; k.kronenberg@maastrichtuniversity.nl							
Language of instruction	English							
Goals	<p>The course has two learning goals both linked to intellectual leadership, the ability to lead in interpreting situations, seeing opportunities where others don't even look, and thinking through possible pathways towards jointly beneficial futures. These two goals are:</p> <ul style="list-style-type: none"><li>- study historical evolution in terms of human and organisational actors responding to opportunities in their environment in ways that pioneered entirely new industries and forms of business.</li><li>- Writing an essay that demonstrates that the student has ideas and is able to communicate these in a persuasive way.</li></ul>							
Description	<p>We study a path-breaking historical development in one or more leading industrial capitalist nations during the second industrial revolution. We zoom in on business activities and their outcomes, and we zoom out to the historical and national context in which these events have taken place. Looking back at history can be concretely informative since much what exists now has its roots in the past. But studying history is also a way of developing creative notions about how humans interact with their business environment in a situation of pervasive uncertainty. This can broaden our mental scope in dealing with our own uncertain world. This may well be the most important learning to develop in our course.</p>							
Literature	Book and / or selected articles about business history with emphasis on the second industrial revolution.							
Prerequisites	<ul style="list-style-type: none"><li>- This is a reading course for literate students with an excellent command of the English language in reading, writing, and conversation. I have to say that the reading load is quite considerable.</li><li>- Attendance in the first two meetings of the course is mandatory. You get introduced to tutor, fellow students, and the educational approach. Failure to attend both meetings implies course failure.</li></ul>							
Teaching methods	PBL / Lecture / Assignment / Papers / Groupwork							
Assessment methods	Final Paper / Attendance / Participation / Presentation							
Evaluation in previous academic year	For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>							
This course belongs to the following programme / specialisation	Bachelor Economics and Business Economics - Economics				Year 3 International Business Economics Elective(s)			
	Bachelor Economics and Business Economics - Emerging Markets				Year 3 Elective Course(s)			
	Bachelor Economics and Business Economics - Economics and Management of Information				Year 2+3 Elective Course(s)			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Business Elec(s) - Maj Inf Mgmt			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Business Elec(s) - Maj Macro			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Business Elec(s) - Maj Micro			
	Bachelor Economics and Business Economics - International Business Economics				Year 3 Core Course(s) - Maj Strategy			
	Bachelor International Business - Emerging Markets				Year 3 Elective Course(s)			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Accounting			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Finance			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Inf Mgmt			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Marketing			
	Bachelor International Business				Year 3 Business Elec(s) - Maj Org			
	Bachelor International Business				Year 3 Business Elec(s) - Maj SCM			
	Bachelor International Business				Year 3 Core Course(s) - Maj Strategy			
	SBE Exchange Bachelor				Bachelor Exchange Courses			
	SBE Exchange Master				Bachelor Exchange Courses			
	SBE Non Degree Courses				Bachelor Courses			