

## Course Descriptions NonDegree 2021-2022

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

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	11-4-2022	3-6-2022	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;  
 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. It also 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, 13th edition. Charles W. L. Hill and G. Tomas M. Hult. Publisher: McGraw-Hill

Students will also need to register on the Harvard website ([www.hbr.org](http://www.hbr.org)) and purchase assigned cases using the following link: <https://hbsp.harvard.edu/import/695804>.

Prerequisites Advanced level of English.  
 Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork / Research  
 Assessment methods Attendance / Written Exam / 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 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