



APPLIES TO ACADEMIC YEAR  
2002/2003

## **GRA 6822 Managing Multinational Enterprises**

### **Program**

Advanced Specialization Course (MSc), Master of Science in Business Administration (MScBA), Master of Science (Strategy & International Business)

### **Responsible for the course**

Randi Lunnan

### **Department**

Strategy

### **Term**

Spring

### **ECTS Credits**

6

### **Objective**

The course gives an in-depth treatment of the challenges involved in organizing and managing the complex modern-day multinational corporation. The objective of the course is to make the students aware of the range of issues involving management, control and development that are present in multinationals, and give the students ideas and tools on how to meet these challenges.

### **Prerequisites**

A graduate-level foundation course in international business (e.g. XXX The International Firm) and/or strategy (e.g. GRA6801 The Economics of Strategy Analysis).

### **Compulsory literature**

Compendium of selected articles from books and journals covering classic and frontier treatment of key topics.

### **Recommended literature**

### **Course outline**

Challenges of managing MNE  
Types of MNE's and their rationales  
Control in MNE's  
Managing of knowledge in MNE  
Virtual MNE's  
Human capital and diversity in MNE's  
From idea to implementation - the innovation process in MNE's

### **Computer-based tools**

No

### **Course structure**

This is an advanced course where students are expected to contribute substantially in class. The course will be run as a series of seminars that combine lectures, presentation and discussions.

### **Evaluation**

Class participation 25%

Term paper 50%

Case exam 25%

### **Evaluation code(s)**

GRA 68221 Class participation 25%  
GRA 68222 Term paper 50%  
GRA 68223 case exam 25%

**Aids at the examination**

None

**Makeup exam**

Next time the course is offered