



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 6331 The International Firm

Program

Master of Business and Economics Program, Master of Science in Business, Master of Science in Business (International Management), Master of Science in Management, Specialization Course

Responsible for the course

Gabriel R G Benito

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Objective

The principal objective of the course is to familiarize students with the research-based literature on firms' internationalization. The aim is to give a foundation for more advanced studies of various aspects of international. Hence, the scope of course is broad, and the course provides overview of the literature rather than going in-depth into particular topics.

Prerequisites

Bachelor's degree in Business or eq.

Compulsory literature

Segal-Horn, Susan and David Faulkner. 1999. *The dynamics of international strategy*. London: International Thompson Business Press.

Compendium of selected articles

Recommended literature

None

Course outline

This course gives (i) a broad overview of the opportunities and challenges facing firms involved in doing cross-border business activities in an increasingly open and dynamic world, and (ii) an introduction to the research literature about the internationalization of the firm. The level of analysis in this course is the firm. The main emphasis is put on analyzing the behavior of firms in an ever-changing international marketplace and the ways firms organize their activities in order to cope with the intricacies of operating in foreign contexts.

Computer-based tools

Blackboard

Course structure

36 hours. Traditional lectures, class discussions, case work, and presentations by students.

Evaluation

Your course grade will be based on the following activities and weights:

Class participation, cases and contribution 40%

- attendance
- active contribution in class discussion
- case work
- article reviews (not graded)

Three hour written exam 60%

- closed book
- no aids permitted

Evaluation code(s)

GRA63313 class participation, cases and exam accounts for 100 % of the final grade in the course GRA 6331

Aids at the examination

Bilingual dictionary

Makeup exam

The next time the course is offered