



APPLIES TO ACADEMIC YEAR 2005/2006

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 International Marketing and 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 business. Hence, the scope of course is broad, and the course provides an overview of the literature rather than going in-depth into particular topics.

Prerequisites

Bachelor's degree in Business or eq.

Compulsory literature

Books:

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

Recommended literature

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

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

Class activities including class participation and assignments 40%

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

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.