



APPLIES TO ACADEMIC YEAR 2005/2006

GRA 6332 International Business: Context and Development

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

Rolv Petter Amdam

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

The purpose of this course is to give a broad overview of the recent globalization process. One aim is to introduce the students to the political, economic, and cultural aspects of the globalization process. Another is to highlight the institutional framework of globalization. A third aim is to focus on how recent globalization has occurred and compare the present features of the world economy with earlier and alternative modes of economic interaction. In this way, this course will provide students with long-term perspectives on international business development, and convey a dynamic understanding of global economic processes

Prerequisites

Bachelor's degree in Business or eq.

Compulsory literature

Books:

Johnson, Debra and Colin Turner.. 2003. International Business: Themes and Issues in the Modern Global Economy.. London: Routledge

Recommended literature

Course outline

1. What is globalization?
2. The development of international business
3. The territorial state and global politics
4. Competition policy
5. Shifting patterns of global regulation
6. Multinational corporations and global production
7. Emerging economies
8. Globalization and regionalization
9. Americanization or globalization?

Computer-based tools

Blackboard, the web and Internet.

Course structure

Lectures, cases, group work, and discussions. (36 hours)

Evaluation

Your course grade will be based on the following activities and weights:
Class participation, case discussion, assignments, and student presentations count for 40% of final grade.
A 3-hour written closed book exam counts for 60%.

Evaluation code(s)

GRA 63323 accounts for 100 % of the final grade in the course GRA 6332.

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 a exam. Retake examinations entail an extra examination fee.