



APPLIES TO ACADEMIC YEAR 2007/2008

## **GRA 6331 The International Firm**

### **Program**

Master of Science in Business and Economics, Master of Science in International Marketing and Management, Specialization Course

### **Responsible for the course**

Gabriel R G Benito

### **Department**

Strategy and Logistics

### **Term**

According to study plan

### **ECTS Credits**

6

### **Language of instruction**

English

### **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. qualifying for admission to the MSc Program

### **Compulsory literature**

#### **Articles:**

Collection of articles

### **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, and case work.

Specific Information regarding student evaluation will be provided in class. Please note that while attendance is not compulsory in all courses, it is the student's responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

#### **Evaluation**

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

- Class activities including class participation and assignments 25%
- Three hour written exam 75% - closed book

**Evaluation code(s)**

GRA63313 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 is held. When course evaluation consists of class participation or process elements, all evaluation elements will have to be re-taken when a student wants to re-take an exam. Re-take examinations entail an extra examination fee.

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.