



APPLIES TO ACADEMIC YEAR 2007/2008

## GRA 6332 International Business: Context and Development

### Program

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

### Responsible for the course

Rolv Petter Amdam

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

### 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. qualifying for admission to the MSc Program

### Compulsory literature

#### Books:

Parker, Barbara. 2005. Introduction to Globalization & Business. London: Sage

### Recommended literature

### Course outline

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

### Computer-based tools

Blackboard and the Internet.

### Course structure

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

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

**Evaluation**

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

Class participation, case discussion, assignments, and student presentations counts for 40% of the 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 an exam. Retake examinations entail an extra examination fee.

**Honor Code**

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.