



APPLIES TO ACADEMIC YEAR 2008/2009

GRA 6337 Foreign Operation Methods

Program

Master of Science in International Marketing and Management

Responsible for the course

Gabriel R G Benito

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Foreign operation methods – their choice, use, management and change – represent a critical component of international business activity. Once described as a "frontier issue" in international business, researchers as well as practitioners now regard it as fundamental to any discussions about international business strategies and the performance by companies in the international arena.

Learning outcome

The course aims to (a) develop students' understanding of the challenges involved in formulating and implementing strategies for entering foreign markets and the subsequent development of operations therein, (b) provide an overview of core parts of the research-based literature on foreign operation methods

Prerequisites

A bachelors degree qualifying for admission to the MSc Program

Compulsory literature

Books:

Welch, Lawrence S., Gabriel R.G. Benito and Bent Petersen. 2007. Foreign operation methods: Theory, analysis, strategy. Cheltenham : Edward Elgar

Other:

Selection of articles

Recommended literature

Course outline

- Theories about choice and change of foreign operation methods:
 - Economic
 - Behavioral
 - Networks
 - Entrepreneurial
- The anatomies of foreign operation methods:
 - Exports
 - Franchising
 - Licensing
 - International subcontracting
 - Project operations
 - Management contracts
 - Alliances
 - Foreign subsidiaries
- Change strategies and mode switches
- Combinations of foreign operation methods
- Foreign operation methods and international strategies

Computer-based tools

Blackboard

Course structure

The course will be a combination of lectures, student presentations and class discussions. On a regular basis, small cases will be handed out or posted on Blackboard and used as the starting point for discussions in class. Active student participation is expected.

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 final grade is composed of a 25 per cent in-class component, and a term paper that counts for 75 per cent. The term paper should empirically analyze a foreign operation method decision made by a company. The paper, which should preferably be written by groups of two students (maximum three students per group), will present, discuss and assess the company case chosen by the students. In their papers, students should demonstrate knowledge of relevant theories and frameworks and show their applicability to the analysis of foreign operation method decisions. Students' choice, use and discussion of research methods will also be emphasized when grading the paper.

Evaluation code(s)

GRA63371 accounts for 100 % of the final grade in the course GRA 6337.

Aids at the examination

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Makeup exam

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, 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.