



APPLIES TO ACADEMIC YEAR 2010/2011

GRA 6331 The International Firm

Programme

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

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Learning outcome

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 Programme

Compulsory reading

Articles:

Collection of articles

Other:

A list of compulsory readings will be provided on It's learning or in class.

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

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

It's learning

Learning process and workload

A course of 6 ECTS credits corresponds to a workload of 160-180 hours. Traditional lectures, class discussions, and case work.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book.

Examination

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

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

This is a course with continuous assessment (several exam elements) and one final exam code. Each exam element will be graded using points on a scale (e.g. 0-100). The elements will be weighted together according to the information in the course description in order to calculate the final letter grade for the course. You will find detailed information about the point system and the cut off points with reference to the letter grades on the course site in It's learning.

Examination code(s)

GRA63313 accounts for 100 % of the final grade in the course GRA 6331.

Examination support materials

A bilingual dictionary.

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>

Re-sit examination

It is only possible to retake an examination when the course is next taught.

The assessment in some courses is based on more than one exam code.

Where this is the case, you may retake only the assessed components of one of these exam codes.

Where this is not the case, all of the assessed components of the course must be retaken.

All retaken examinations will incur an additional fee.

Additional information

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 academic integrity. If you have any questions about your responsibilities under the honor code, please ask.