



APPLIES TO ACADEMIC YEAR 2010/2011

GRA 6332 International Business: Context and Development

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 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 Programme

Compulsory reading

Books:

Cavusgil, S. Tamer., Gary Knight and John R. Riesenberger. 2008. International business : strategy, management, and the new realities. Upper saddle River, N.J. : Pearson Prentice Hall

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.

Selection of articles

Recommended reading

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. Globalization and culture

Computer-based tools

It's learning and the Internet.

Learning process and workload

A course of 6 ECTS credits corresponds to a workload of 160-180 hours.
Lectures, cases, group work and discussions.

Please note that 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

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

1. Class participation, case discussion, assignments, and student presentations counts for 40% of the final grade.
2. A 3-hour written closed book exam counts for 60%.

In this course class attendance is mandatory. Unexcused absence can result in a lower score. 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)

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

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

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