



APPLIES TO ACADEMIC YEAR 2012/2013

EXC 2620 International Business - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Rolv Petter Amdam

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

In the course we begin with an overview of the global business environment and introduce the international organization, as well as key decision makers have to face in an organization going international. Strategy and structure of the international business organization will be examined. The international trade and investment environment for these organizations is explored and the global monetary system introduced.

Objective

The objective of the course is to provide students, from both marketing and economic backgrounds, with knowledge of the international business environment and how to manage international and global companies, and culturally diverse employees. The course seeks to build on the students' different backgrounds in marketing and economics to solve cases and provide cross-disciplinary learning.

Prerequisites

Students need to have completed 2 years of a Bachelor's Programme.

Compulsory reading

Books:

Hill, Charles W. L. 2011. International business : competing in the global marketplace. 8th ed. McGraw-Hill/Irwin. (selected chapters)

Recommended reading

Books:

Adler, Nancy J. and Allison Gundersen. 2008. International dimensions of organizational behavior. 5th ed. Mason, Ohio : Thomson South-Western

Schneider, Susan C. and Jean-Louis Barsoux. 2003. Managing across cultures. 2nd ed. Harlow : Prentice Hall/Financial Times.

Course outline

The topics to be covered are listed below:

- Introduction and globalization
- * National differences in culture and political economy
- * Business ethics and globalization
- International Strategy and Organizations (FDI strategies and decisions)
- International Strategy and Organizations (other investment decisions and governance choices)
- International trade and investment
- * Regional Economic Integration
- International Global Monetary System
- Global production and outsourcing

(Hill chapters 1- 10, 12 -14, 16)

Computer-based tools

It's learning

Course structure

The course will be taught over 52 hours during the fall semester, including lectures, group work and other class activities

Examination

The evaluation in this course is based on a four hour written examination.

Examination code(s)

EXC 26202 - A four hour written examination accounts for 100 % of the finale grade in EXC 2620 International Business.

Examination support materials

No support materials except for a bilingual dictionary are allowed for the exam.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

This course was lectured for the last time fall 2010. Re-sit exam will be offered every term from fall 2011 up to and including spring 2013.

Additional information