



APPLIES TO ACADEMIC YEAR 2012/2013

GRA 8124 International Business and Maritime Transport - RE-SIT EXAMINATION

Programme

Executive MBA with concentration in Logistics

Responsible for the course

Rolv Petter Amdam

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

The course will give an overview of the liberalization of trade and the globalization of business, and the students should understand of the international business strategies, structure and organization of international business and mode of entries as well.

An extra focus will be on maritime transport. The maritime industry undergoes a major shift, from being a traditional vessel operator, towards a global streamlined and cost effective logistics and supply chain business. The course will give to students an introduction of maritime transport and its impacts to international business, and then examines the attitudes of both shipper/shipowner and consignor/consignee in the shipping market. Vietnamese maritime transport will be analysed as a case study.

Learning outcome

Acquired knowledge:

The course should provide the student with knowledge that are important when companies plan to do international business.

Acquired skills:

Student should be able to analyze international business cases and how apply international strategies in international business. The students should be able to analyse the strategy decision of stakeholders (carriers, consignor/consignee) in globalization.

Reflection:

Students should after this module, understand the shipping market from supply and demand sides.

Prerequisites

Bachelor degree or equivalent, 4 years work experience, managerial experience and good written and oral knowledge of the English language.

Compulsory reading

Books:

Charles W.L. Hill. 2011. International business: competing in the global marketplace. 8th ed. McGraw-Hill/Irwin. Chapters 1-4, 7-14

Petter Lorange. 2009. Shipping strategy. Cambridge University Press

Other:

Elisabeth Bouvernail. Transport Maritime (E-book). Available at: <http://www.techniques-ingenieur.fr/base-documentaire/genie-industriel-th6/logistique-ti082/transport-maritime-ag8130/conclusion-ag8130v2niv10006.html>.

Recommended reading

Course outline

International business section:

- Introduction to globalization and the international business environment
- International business strategies
- Organizations of international business
- Entry strategies and strategic alliances

Maritime transport section:

- Introduction to international business and maritime transport
 - Maritime transport from consignor/consignee'point of view
 - Maritime transport from shipper/shipowner'side (Transport contract, freight rates...)
- Vietnamese maritime transport

Computer-based tools

None

Learning process and workload

Examination

Student evaluation will be based on three elements, as follows:

- Performance in class: 10%
- Mid Term exam: 30%
- Final exam: 60%

Examination code(s)

GRA 81241 - Process evaluation; accounts for 100 % to pass the program GRA 8124, 6 ECTS credits

The course is a part of a full Executive MBA and all evaluations must be passed to obtain a certificate for the degree.

Examination support materials

All aids are allowed for the written exam

Re-sit examination

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.

Additional information