APPLIES TO ACADEMIC YEAR 2013/2014

SHI 3614 Strategies for Globalization in the Maritime sector

Programme
Bachelor of Shipping Management (3. year)

Responsible for the course
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Department
Department of Strategy and Logistics

Term
According to study plan

ECTS Credits
7,5

Language of instruction
English

Introduction
In broadest terms, the maritime industry includes all enterprises engaged in the business of designing, constructing, manufacturing, acquiring, operating, supplying, repairing and/or maintaining vessels, or component parts thereof. The course addresses the global business environment and strategic responses of firms in different parts of the maritime value chain, including shipping, maritime services, ship yards and the maritime supplier industry.

Learning outcome
Acquired knowledge
After completed course students should have learned to:
- Understand the interplay between different parts of the maritime industry
- Explain central reasons for why firms expand internationally

Acquired Skills
After completed course students should be able to:
- Apply international strategy theories to firms in various parts of the maritime industry
- Verbal and written ability in analysing context, content and process of firms' international strategy decisions

Reflection
- After completed course students should be aware of globalization drivers and deterrents

Prerequisites
None.

Compulsory reading
Books:
Ghemawat, Pankaj. 2007. Redefining global strategy : crossing borders in a world where differences still matter. Harvard Business School Press. 304 pages

Other:
As part of the curriculum 3-5 articles, about 50 pages, will be used. These will be made available on Itslearning

Recommended reading

Course outline
PART I – Between local and global
- Global strategy: The maritime value chain in a semi-globalized world
- Global and national regulatory environments
- Internationalization of maritime clusters

PART II – Firms' international expansion strategies
- Foreign expansion motives and strategies
- Foreign operation methods
- Internationalization of project-based businesses

PART III – Managing (in) multinational enterprises

- The transnational firm
- International alliances and joint ventures
- International mergers and acquisitions

Computer-based tools
No specified computer-based tools are required.

Learning process and workload
The course will be lectured by a combination of lectures, student presentations and class discussions. Occasionally, small cases will be handed out or posted on It's learning and used as the starting point for discussions in class. Active student participation is generally expected. Students will also be asked to present and discuss chapter/articles.

Throughout the semester, some of the seminars will be used for focussing and developing students' term paper projects. Students will discuss projects and present preliminary deliverables. We will visit and discuss various milestones related to e.g. choice of company cases, discussion of methods, choice of relevant literature, analysis of the external strategy context and the strategy decision.

Recommended use of hours:

Activity	**Hours**
Participation at lectures	24
Participation at seminars	21
Preparation for seminars	30
Self- study and colloquiums	70
Project paper	55
Total recommended use of time	**200**

Use of hours
24 hours - Lectures
21 hours - Seminars
45 hours total

Examination
Grade in the course will be basen on a process consisting following parts and weights:

Part 1 - Project paper, 55%
Part 2 - Group's presentation of the report, 15%
Part 3 - Teacher's assessment of partial deliverables during the semester, 15 % and
Part 4 - Individual adjustment of grade based on peer student evaluation, 15%

The project paper can be solved individually or in groups of up to three students. Groups is strongly recommended. Students are to choose a central international strategy decision by a firm in the maritime industry, gather information on the strategy decision from secondary data sources and some amount of primary data collection, such as an interviews with one involved in the strategy decision, and analyse and assess the context, content and process of the decision using theories from the course. The groups will present, discuss and assess the company case chosen by the students.

Examination code(s)
SHI 36141 - Process evaluation accounts for 100% of the final grade in SHI 3614 Strategies for Globalization in the Maritime sector, 7,5 credits.

Examination support materials
All support materials are allowed.

Re-sit examination
Re-sit examiniation is offered at next scheduled course.

Additional information