



APPLIES TO ACADEMIC YEAR 2014/2015

GRA 6344 International Strategy

Programme

Master of Science in Business, Specialization Course

Responsible for the course

Sverre Tomassen

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Students taking this course cannot also take GRA 6833 Corporate and Global Strategies

Learning outcome

The main goals of the course are to: (i) give an indepth understanding of the research-based literature about the internationalization of the firm; (ii) give an overview of the opportunities and challenges facing firms involved in doing cross-border business activities in an increasingly open and dynamic world, (iii) give a more thoroughly understanding of different modes of foreign operation.

Students that have taken this course should be able to apply theories critically and reflect on firms' internationalization strategies. Likewise, students should be able to understand and present ethical dilemmas with international operations - especially dilemmas linked to outsourcing and offshoring .

Prerequisites

Bachelor's degree in Business or eq. qualifying for admission to the MSc Programme

Compulsory reading

Books:

Welch, Lawrence S., Gabriel R.G. Benito, Bent Petersen. 2007. Foreign operation methods: theory, analysis, strategy. Edward Elgar

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

The course is structured around **two** main themes:

- (1) Explaining the international firm (Why and Where)
- (2) Theories about choice and change of Foreign Operation Methods (How - FOMs). Hereby presenting and discussing FOMs – different modes, modes combination, mode dynamics, articles, and relevant cases.

The following subjects will be covered:

Firm internationalization – why and where (economic, strategic, and behavioral perspectives)

Export operations

Foreign direct investment

Contract operations

Mode dynamics, outsourcing and offshoring

Mode combinations and configurations
Choice of FOM in a strategic perspective
Exits and de-internationalization
Strategy and organization
International activities and ethical dilemmas

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 participation and contribution 20%: Class activities: participation and contribution to class discussions, presentation of articles and case assignment. Students are expected to have read all required material prior to each session.

- Case, hand-in (30%)

- Three hour written exam 50%: No aids permitted.

To get a final grade in the course, students need to complete and achieve a passing grade in all parts of the evaluation.

In this course class attendance is mandatory. Absences 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 63441 continuous assessment accounts for 100 % of the final grade in the course GRA 6344.

Examination support materials

A bilingual dictionary.

Examination support materials at written examinations are explained under examination information in the student portal @bi. Please note use of calculator and dictionary in the section on support materials.

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.