



APPLIES TO ACADEMIC YEAR 2014/2015

## 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
<b>Total recommended use of time</b>	<b>200</b>

### 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 examination is offered at next scheduled course.

This course is lectured for the last time spring 2015. Last re-sit examinations will be offered autumn 2015 and spring 2016.

### Additional information

