

COURSE DETAIL

GLOBAL BUSINESS

Country

Netherlands

Host Institution

Maastricht University - School of Business and Economics

Program(s)

Business and Economics, Maastricht

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL BUSINESS

UCEAP Transcript Title

GLOBAL BUSINESS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course develops a better understanding of the multinational enterprise (MNE) and its challenges and opportunities in a globalized world. The course provides students with a better understanding of a firm's external and internal factors that need to be taken into account. The specific objectives of the course are: to understand a number of crucial theoretical, empirical, and managerial issues in international business strategy; to develop the ability to apply theory to real world companies and to find possible solutions; to develop skills to understand and analyze information from real life companies from their annual reports and economics press, and combine it with the theoretical insights obtained. The topics covered in this course can roughly be grouped into three categories. The first topic is foundations: globalization drivers, internationalization, entry strategies, foreign direct investment, and the multinational enterprise. The second topic is strategy: international business strategy, strategic tasks, services versus products, and global, multinational, and transnational strategies. The third topic is organization: cross-border management of business functions, transnational leadership, transnational company's value system as well as inter-firm relationships.

Language(s) of Instruction

English

Host Institution Course Number

EBC2021

Host Institution Course Title

GLOBAL BUSINESS

Host Institution Campus

Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Business and Economics

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