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 Course Details

Host Institution Campus
Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Business and Economics

Course Last Reviewed

Print