

COURSE DETAIL

GLOBAL BUSINESS STRATEGY

Country

Denmark

Host Institution

Aarhus University

Program(s)

Aarhus University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

113

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL BUSINESS STRATEGY

UCEAP Transcript Title

GLOBAL BUS STRATEGY

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

This course considers global business strategy from two perspectives: the first focuses on the internationalization process of the firm that covers decisions needed to be made prior to the entry into a foreign market (pre-entry), while the second covers issues that may emerge or need to be taken into account after a firm's entry into a foreign market, such as changing government regulations or demands of local stakeholders (post-entry). Offering a global perspective on firm strategy, this innovative course is a blend between international business and strategy with the elements of political science, sociology, and marketing. When dealing with each topic, it looks at theories and models that lie at the foundation of our understanding of their properties and basic relationships with firm strategy and its outcomes, and then look at them in a global perspective, i.e. how they may be different across countries and organizations. The course entails several case-based workshops, group reports, and presentations, all of which give students a chance to generate hands-on experience with the theories and models of the course.

Language(s) of Instruction

English

Host Institution Course Number

460201U028

Host Institution Course Title

GLOBAL BUSINESS STRATEGY

Host Institution Course Details

<https://kursuskatalog.au.dk/en/course/134046/Global-Business-Strategy>

Host Institution Campus

Host Institution Faculty

Aarhus BSS

Host Institution Degree

Bachelor

Host Institution Department
Management

Course Last Reviewed
2025-2026

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