



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# International Strategy

Course Code	E_IBA2_IS
Credits	6
Period	P3
Course Level	200
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. A.K. McCaleb
Examiner	dr. A.K. McCaleb
Teaching Staff	dr. V. Fani, dr. N. Telg, dr. A.K. McCaleb, dr. V. Duplat
Teaching method(s)	Lecture, Study Group

## Course Objective

### ACADEMIC AND RESEARCH SKILLS

After successfully completing this course, the student

- can analyze and demonstrate an understanding of the theoretical frameworks and concepts developed about the internationalization of MNEs (Analysis)
- can recognize fundamental structures and to leave out irrelevant information (Abstraction)
- can put forward well-founded, substantiated points of view, both in spoken and written format (Argumentation)

### BRIDGING THEORY AND PRACTICE: KNOWLEDGE

After successfully completing this course, the student:

- can explain, contrast and compare basic theories, models and concepts of international strategy
- can demonstrate theoretical and empirical knowledge concerning the relevant areas in international business administration

### BRIDGING THEORY AND PRACTICE: APPLICATION

After successfully completing this course, the student:

- can propose a solution to an international real-life business problem by applying relevant theories and methodologies

### SOCIAL PROFESSIONAL SKILLS

After successfully completing this course, the student:

- can present (both orally and in writing) on substantive issues in international strategy and to provide business recommendations
- has a thorough understanding of roles and needs of specific stakeholders
- can work well in a team and reflect on his/her own role in the team
- is sensitive to cross-cultural differences, understands how these translate into social contexts and can deal with those differences in social interactions

## Course Content

This course will provide students with a better understanding of the core strategic choices that firms must make when they expand abroad. The fast-changing dynamics of industries caused by globalization pressures have made it essential for organizations to understand the global competitive environment and adapt quickly. As a result of these pressures' intensification, it is vital that (future) managers understand how organizations internationalize and which consecutive strategic choices firms must make. The course aims to provide future managers with a better understanding of how firms can create and sustain competitive advantage in an international environment and on the way organizations expand abroad. The course has a theoretical component as well as a practical component.

## Additional Information Teaching Methods

Lectures

Tutorials

Case-study days

## Method of Assessment

Written exam

Practical assignment - group

Practical assignment - individual

## Literature

Mandatory course book: C. Hill (2022). International Business: Competing in the Global Marketplace. 14th edition, McGraw-Hill Education. (ISBN 978-1265038540).

In addition to the mandatory course book, a selection of non-mandatory scientific articles will be provided.

Tutorials and group assignment are based on cases specified in the course manual.

## Explanation Canvas

Please keep attuned with the FAQ page on Canvas.

## Recommended background knowledge

The course builds explicitly on the student's current understanding of

1.2 Organizational Theory, 1.2 Economics for the Global Era, 1.1 People

in Business and Society, 2.1 HRM & OB as well as 2.1 BIS.