



## GRADUATE SCHOOL

### **GM0117 Globalisation of Innovation and the Multinational Company, 7.5 credits**

Globalisering av innovation och det multinationella företaget, 7,5 högskolepoäng  
*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Graduate School on 2019-05-16 to be valid from 2019-09-02, autumn semester of 2019.

*Field of education:* Social Sciences 100%

*Department:* Graduate School

#### **Position in the educational system**

The course Globalisation of Innovation and the Multinational Company, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

#### *Main field of studies*

International Business and Trade

#### *Specialization*

AIN, Second cycle, has only first-cycle course/s as entry requirements

#### **Entry requirements**

To be eligible for the course Globalisation of Innovation and the Multinational Company, the participant must fulfil the entrance qualifications for the Master of Science programme in International Business and Trade at the Graduate School. For programme specific entrance requirements, see programme syllabus.

#### **Learning outcomes**

On successful completion of the course, the student will be able to:

*Knowledge and understanding*

1. identify why and how globalisation of innovation is central to companies' strategic thinking
2. explain factors that influence a firm's strategic choice of globalising its innovation activities
3. discuss the role of national and regional organisations, institutions and policies for globalisation of innovation

*Competence and skills*

4. use theories and concepts to discuss firms' strategic options for innovation in the context of globalisation
5. apply the main lessons of the course in problem-oriented empirical research
6. communicate research outcomes orally and in written form
7. work in an international environment by collaborating with international students.

**Course content**

This course deals with globalisation of innovation and production in multinational companies (MNCs). By drawing on latest theories and concepts in global innovation management and economic geography, we will discuss and analyse factors that influence and determine the global distribution of innovation and production networks in MNCs. This includes firm-internal factors, such as innovation strategy, as well as firm external factors, such as the technological, national and regional environments in which the MNC and its subsidiaries do their business. Particular attention will be devoted to four key areas of analysis, that is, firm characteristics (e.g. strategy; organisation; ownership), technological change (e.g. technological trajectories; technological forecasting), the national context (e.g. national innovation systems; science, technology and innovation policies), and the regional context (e.g. regional innovation systems; business clusters; regional innovation policies). Along these key dimensions, the course will offer concepts for students to understand globalisation of innovation and tools to analyse global innovation activities of MNCs.

**Form of teaching**

Lectures, seminars and group work.

*Language of instruction:* English

**Assessment**

The learning outcomes will be examined through three (3) written group assignments and oral presentations, as well as one (1) individually written assignment and oral presentation.

Learning goal 1-7 are examined through written group assignments and oral presentations.

Learning goal 1-6 are examined through an individually written assignment and oral presentation.

Participation in all seminars is mandatory. Absence from compulsory elements could be replaced by assignments given by the examiner.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed.

The number of examinations is limited to five.

**Grades**

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all learning outcomes.

The final grade will be a combination of the points awarded for the three group assignments and oral presentations (50% of final grade) and the points awarded for the individual assignment and oral presentation (50% of final grade). The awarded points will be translated into percentages and a final grade based on the following scale:

A: 85-100%;

B: 75-84%;

C: 68-74%;

D: 60-67%;

E: 50-59%;

F: <50%

**Course evaluation**

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.