



GRADUATE SCHOOL

GM0118 International Strategic Management, 7.5 credits

Internationell strategisk företagsledning, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2019-04-29 and was last revised on 2021-04-07 to be valid from 2021-08-30, autumn semester of 2021.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course International Strategic Management 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

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course International Strategic Management, the participant must fulfill the entrance qualifications for the Master of Science programme in International Business and Trade. For programme specific entrance requirements, see programme syllabus.

Learning outcomes

Overall, after completing the course the students will show an enhanced understanding of a fundamental problem within international business and strategic management: What determines the international success and/or failure of companies?

More specifically, on successful completion of the course, the student will be able to:

Knowledge and understanding

- 1) demonstrate and contrast a variety of fundamental perspectives, approaches and theories on the subject of international strategic management and thereby outline the basic assumptions and consequences behind these
- 2) demonstrate the ability to understand and deal with the often complex and brittle relationship between a firm's internal environment (resources & capabilities, goals & values, and structure & systems) and its external environment

Competence and skills

- 3) show the ability to make well-grounded strategic decisions in a global setting

Judgement and approach

- 4) critically assess, analyse and propose solutions to relevant problems as well as apply theory to practice and discuss the assessment, analysis and solutions with others.

Course content

Building on the concept of strategic management, generally defined as consisting of the analysis, decisions, and actions undertaken by an organisation in order to create and sustain competitive advantages, the course emphasises the application of strategic management in international markets and the strategic challenges that companies are confronted with. The course addresses not only a variety of internationalisation patterns chosen by companies, but also how companies resolve the increasing tension between their need to integrate activities globally (in the pursuit of economies of scale and scope) with their equal need to respond to local market conditions. Accentuating recent economic and technological forces in the international business environment that continue to move towards a globalisation of industries, and accounting for political as well as social imperatives that claim for nationally responsive strategies, the course deals with the question of how companies pro- or reactively adjust their strategies and structures to these prevailing dynamics. Hence, the course gives emphasis to the process of strategy formulation and its implementation.

Form of teaching

The course is built upon a variety of supporting lectures on essential topics within the field of international strategic management (e.g. firms' internationalisation processes, entry strategies, the dilemma between global integration and local responsiveness,

strategic alliances, joint ventures, mergers and acquisitions etc.). Furthermore the course draws on assignment-based teaching. Therefore, student attendance and participation is very important and required. In sum, students will learn up-to-date theoretical constructs by taking lectures, reading the course literature, and working with written assignments. Seminars offer a forum for interactive discussions and allow for application of the knowledge taught in constructive yet critical ways.

Language of instruction: English

Assessment

Learning outcome 1 will be assessed through an individual written exam.

Learning outcome 2-4 will be assessed through written assignments and seminars.

Participation in seminars is mandatory. A failed assignment or seminar can be supplemented to a Pass grade.

If the course coordinator agrees that the reason for absence or non-submission of compulsory elements is valid, then the missing elements can be replaced with alternative assignments.

The individual exam and individual assignments shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

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, but no more than 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 examination forms. The grade (A-E) corresponds to the total score a student obtains on the individual written exam and written assignments. The seminars are graded Pass/Fail. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

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.