



## COURSE SYLLABUS

### **Global Strategy, 7.5 credits**

*Global Strategy, 7,5 högskolepoäng*

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<b>Course Code:</b> JGSR21	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Mar 29, 2021	<b>Disciplinary domain:</b> Social sciences
<b>Valid From:</b> Aug 23, 2021	<b>Subject group:</b> FE1
<b>Version:</b> 1	<b>Specialised in:</b> A1N
	<b>Main field of study:</b> Business Administration

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### **Intended Learning Outcomes (ILO)**

On completion of the course the students will be able to:

Knowledge and understanding

1. Understand the opportunities and challenges associated with competing globally.
2. Learn the differences between competing globally and competing domestically.
3. Explore the factors that a firm that is competing globally must consider.
4. Understand the types of strategies and objectives a firm can choose when it decides to compete globally.

Skills and abilities

5. Understand and assess how global companies take the following steps to maximize value creation and value capture in global markets.
6. Identify opportunities to expand globally and select among three generic global strategies.
7. Allocate value chain activities across locations and leverage location choices over time.
8. Choose a mode of entry and governance form that mitigates risk in new markets.

Judgement and approach

9. Critically and independently evaluate why and how firms go abroad.
10. Reason how managers should execute global strategies to maximize value.

### **Contents**

Global strategy is designed to introduce students to the general strategic opportunities, challenges, and trade-offs facing firms in an increasingly global environment. The course brings together a coherent, research-based set of concepts, frameworks, tools, and practices for training managers to take advantage of multiple opportunities that a globalized environment brings. This course builds on three dimensions: the allocation of activities across countries, location strategies, and the role of careful timing in geographic expansion.

### **Connection to research and practice**

This is an advanced international management course that builds on current theories of the

multinational enterprise, the institutional-based view and the resource-based view, subsidiary roles, global value chains, emerging markets. The course is of unique relevance for future global management leaders who need to design strategies to create and capture value in global markets. The course has connection to JIBS research expertise in international management.

### Type of instruction

- Lectures
- Discussion seminars led by faculty and/or students and/or practitioners
- The teaching is conducted in English.

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### Prerequisites

Bachelor's degree in Business Administration (or the equivalent) with at least 60 credits in informatics, business administration, computer science, computer engineering, information engineering, or equivalent.

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

The course is examined both individually and in groups in the following way:

- Group assignments and presentation (ILOs: 9 & 10) representing 3.5 credits
- Individual essay (ILOs: 1, 3 and 4) representing 2 credits
- Individual written examination (ILOs: 2, 5, 6, 7 & 8) representing 2 credits

Registration of examination:

Name of the Test	Value	Grading
Group assignments and presentation <sup>†</sup>	3.5 credits	A/B/C/D/E/FX/F
Individual essay <sup>†</sup>	2 credits	A/B/C/D/E/FX/F
Individual written examination <sup>†</sup>	2 credits	A/B/C/D/E/FX/F

<sup>†</sup> All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue; e.g., Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

**Other information****Academic integrity**

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination. Copying someone else's work is a particularly serious offense and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide. Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

**Course literature**

The course includes books, articles, case studies and other selected reading material. Required reading and other material will be communicated before the beginning of the course.