



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

2FE058 Global Strategic Management, 7,5 högskolepoäng

2FE058 Global Strategic Management, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved 2012-03-30

Revised 2013-06-11 by School of Business and Economics. General review of content, objectives, examination and literature.

The course syllabus is valid from spring semester 2014

### **Prerequisites**

Business Administration 1-60 credits

## Objectives

On completion of the course, the student should be able to:

- account for the characteristic traits of the process of globalization and the challenges it is associated with
- account for and critically analyze the central issues in globalization such as culture, trade patterns, information flows and ethical challenges
- use the acquired knowledge in a critical and ethically conscious approach to analyze and assess the management strategies of global firms

## Content

This course addresses various aspects of strategic management, related to the context of globalization and the challenges that global firms face. The course examines the impact of globalization as a complex process with a transnational as well as local dimension and how it can be managed strategically. The areas of strategic management, studied in this course, include global marketing and market entry, global organization design and

HRM, mergers, acquisitions and strategic alliances, financial management and innovation.

More specifically, the course builds on research –based, critical assessment of:

- the process of globalization, considerations of market entry and what characterizes a global firm,
- global management strategies such as global marketing and global HRM,
- broad issues in globalization such as questions of business ethics, Human Rights or coming trends and new strong stakeholders in the global market

### Type of Instruction

The teaching will be carried out through lectures and seminars. Obligatory parts are stated in the schedule.

### Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Course is examined through assessment of written course paper and written individual take-home exam.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr ELNU 2011/160".

### Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

### Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: Credit overlap with the course 2FE041:3 7,5 Credits.

### Required Reading and Additional Study Material

#### Required reading

Held, D., (eds.), (2004). *A Globalizing World? Culture, Economics and Politics*. Routledge. 192 pages. ISBN: 0415329744

Rivoli, P., (2009). *The Travels of A T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of World Trade*. John Wiley & Sons. 316 pages. ISBN 0470287160

Articles within areas of regional cultures, global management trends, global research methods, and human rights, 350 pages