Minor in International Business Strategy

Description

The Minor concept

A minor gives you the opportunity of having a second specialization in your degree. The minor is a bundle of three to four electives that can be chosen separately but if chosen together rewards a minor.

Purpose

In today's business landscape, many companies encounter global competition right from the start. Firms confront substantial obstacles to compete in the global arena due to the swift progress of technology, unpredictable geopolitical factors, and the complexities associated with climate change. Analyzing the business environment and offering effective solutions for how enterprises can emerge successfully in such circumstances constitutes the fundamental query within the realm of International Business Strategy (IBS). Additionally, international business often unveils ethical and moral dilemmas, a vulnerability exemplified by corporate scandals involving entities like OW Bunker and Danske Bank. This underscores the necessity of a business education that empowers students to confront these ethical challenges while safeguarding the interests of all stakeholders.

The International Business Strategy Minor is designed to provide students with transformative skills essential for enabling organizations to establish competitive advantages and attain market leadership in their global business pursuits. The curriculum encompasses contemporary tools and models pertinent to the strategic management of international business. It addresses critical aspects like internationalization and market entry strategies, including avenues like mergers and acquisitions. The program places special emphasis on how technological advancements, such as artificial intelligence and digital platforms, bolster firms operating in this arena. The curriculum is tailored to equip students with the readiness to confront significant societal challenges, particularly those associated with environmental sustainability (green challenges) and digital transformation. The minor's content draws extensively from the latest research findings. Graduates of this program will possess competencies applicable to diverse organizational contexts, ranging from emerging startups to larger public firms.

Structure

The below table lists the structure and the ECTS credits of the individual courses. The course descriptions are available in the online course catalogue. Direct links are inserted in the below table.

Course	ECTS
Leadership and governance at Multinational Enterprises	7.5
Design and implementation of global strategy	7.5
Digital technologies and the multinational firm	7.5

Content

IBS amalgamates three courses aimed at providing essential skills in strategic thinking to assist companies navigating the challenges of global competition. At the heart of this minor is International Business Strategy, a signature course that unveils an up-to-date research-grounded framework for crafting, implementing, and executing strategies, underscored by case-based instruction. Furthermore, recognizing the profound impact of technologies like digital platforms and AI on operations and market dominance, the Global Strategy and Technology course delves into how technology bolsters international competitiveness. Lastly, the course on Leadership and Governance in Multinational Enterprises examines how adept leadership and governance structures enhance strategy by facilitating high-quality decision-making and make room for ethical considerations.

Examinations

The minor consists of the examinations listed below. The learning objectives and the regulations of the individual examinations are prescribed in the online course catalogue. Direct links to the individual examinations are inserted in the table below.

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS
Leadership and Governance at Multinational Enterprises	Home assignment - written product	7-point grading scale	Internal exam	7.5
Design and Implementation of Global Strategy	Home assignment - written product	7-point grading scale	Internal exam	7.5
Digital Technologies and the Multinational Firm	Home assignment - written product	7-point grading scale	Internal exam	7.5

Further information

Minor coordinator

Steffen Brenner

Department of International Economics, Government and Business

E-mail: sbr.egb@cbs.dk>

Study Board

The Minor in International Business Strategy is offered by the Global business and Politics Study Board.

How to sign up

If you want to sign up for the Minor in International Business Strategy, you have to select the Minor in International Business Strategy (CPOLM2502G) when you sign up for your electives. You will then subsequently be signed up for all three courses.