Minor in Global Strategy: Connecting Businesses Across Networks

Description

The Minor concept

The minor "Global Strategy: Connecting Businesses Across Networks" is designed to explore how firms can develop strategies to take advantage of international business opportunities and the critical role of networks in shaping them. By combining insights from international business theory, economic geography and industry-specific contexts, this minor enables students to understand and respond to the complexities of globalization. Students will develop the strategic and analytical skills necessary to deal with uncertainty, leverage networks, and drive value creation in an interconnected world.

Purpose

The purpose of this minor is to provide students with the knowledge and tools to tackle the complexities of globalization and interconnected global business networks. By understanding how spatial dynamics influence business decisions, analyzing and managing cross-border networks for competitive and sustainable outcomes, and understanding how global logistics enables this interaction, students gain a comprehensive framework for developing strategies in the globalized world. This minor equips students to address the uncertainties of globalization with critical thinking and strategic insight, preparing them to leverage global connections, innovate responsibly, and create value in a way that balances societal and environmental considerations with business objectives.

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. These courses build on one another, progressing from foundational theories of global networks to their application in specific industries and contexts.

Course	ECTS
International Business and Economic Geography	7.5
Global Strategy and Cross-Border Networks	7.5
International Shipping: Markets, Strategy, and Innovation	7.5

Content

This minor examines how firms can develop global strategies and the role of networks in business, combining spatial and relational perspectives to understand how firms operate in complex international environments. It emphasizes the interconnectedness of firms, industries, and geographies, equipping students to address critical challenges such as geopolitical uncertainty, sustainability, and technological innovation. The program reflects the principles of the Nordic Nine, focusing on creating value in a global context while addressing ethical dilemmas, balancing competitiveness with tackling global challenges, and fostering sustainable prosperity.

The minor provides students with a unified framework to understand and address the interconnected challenges of globalization. By integrating insights from business, geography, and international shipping, the program prepares students to:

- Analyze global business dynamics from multiple perspectives
- Develop strategies that leverage networks for resilience and competitive advantage
- Apply theoretical frameworks to solve real-world challenges in global industries
- Appreciate ethical and sustainability dilemmas in a global context
- Become familiar with an industry, such as international shipping, that can offer valuable insights in global strategies and operations

The minor comprises three independent but interrelated courses.

1. International Business and Economic Geography

This course provides the foundational understanding of global business networks and their spatial dimensions. Students will explore international business and economic geography under a network theory perceptive to analyze how multinational corporations (MNCs) respond to uncertainty. Key topics include:

- Policy and economic uncertainty
- Global-local relationships and their impact on business strategies
- The use of business network s to mitigate risks and seize opportunities

Connection to the Nordic Nine:

This course aligns with NN1 (deep business knowledge in a broad context) and NN7 (creating prosperity while protecting the prosperity of future generations) by addressing how businesses can balance competitive advantage with resilience in a dynamic global landscape.

2. Global Strategy and Cross-Border Networks

This course builds on the foundational knowledge of international business and global strategy. Students will examine both internal and external cross-border networks, including value chains, subsidiaries, and partnerships with market and non-market actors, with an emphasis on sustainability and geopolitics. Topics include:

- Global value chain and sustainability
- Political connections in a global context
- Foreign subsidiary operations and CSiR

Connection to the Nordic Nine:

The course 'Global Strategies and Cross-Border Networks' gives the students deep business knowledge placed in a broad context (NN1). The course equips students with the capabilities to create value from global connections for local communities (NN9). The students learn to balance competitiveness in business and compassion towards society (NN4) while addressing ethical dilemmas of strategy (NN5). The course also develops the capacity of students to understand how to produce prosperity while protecting the prosperity of next generations (NN7).

3. International Shipping: Markets, Strategy, and Innovation

This course applies the concepts of networks and strategy to the global shipping industry, a cornerstone of international trade. Students will learn to analyze market dynamics, assess technological innovation, and evaluate sustainable practices. Topics include:

- The role of shipping in global trade and logistics
- Innovation and sustainability in the shipping industry
- Strategic responses to digitalization, regulatory changes, and environmental challenges

Connection to the Nordic Nine:

This course supports NN7 (producing prosperity while protecting future prosperity) and NN9 (creating value from global connections for local communities) by exploring sustainable and innovative approaches to global trade.

The minor equips students with specialized knowledge and skills in global strategy and business networks. Students’ competency profile will be shaped by the integration of this minor with the expertise gained from their MSc program, enabling them to operate effectively in multinational enterprises, consultancy firms, and organizations with cross-border operations. With this minor, students can pursue roles in strategy development, business network management, and international operations across industries such as manufacturing, logistics, shipping, and professional services. Graduates are well-suited for roles involving the coordination of global value chains, managing geographically dispersed teams, or addressing challenges related to sustainability, geopolitics, and innovation. The shipping industry, with its critical role in global trade, also offers opportunities for careers in firms focusing on logistics, fleet management, digitalization, and sustainable shipping strategies, as well as related areas such as maritime insurance, brokerage, and ship technology. The skills developed through this minor are also highly relevant for consultancy roles, as many firms advise clients on global strategy, network optimization, and market entry. Furthermore, the minor opens opportunities in national and international policy-making bodies, NGOs, and organizations focusing on global development and sustainability initiatives. The knowledge gained through this minor positions student to operate confidently in the interconnected global business environment.

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
International Business and Economic Geography	Home assignment - written product	7-point grading scale	Internal exam	7.5
Global Strategy and Cross-Border Networks	Written sit-in exam on CBS' computers	7-point grading scale	Internal exam	7.5
International Shipping Markets, Strategy, and Innovation	Written sit-in exam on CBS' computers	7-point grading scale	Internal exam	7.5

Further information

Minor coordinator

Michele Acciaro (mac.si@cbs.dk)

Course coordinators and lecturers:

- International Business and Economic Geography: Christopher Dirzka (ECON)
- Global Strategy and Cross-Border Networks: Grazia Santangelo (SI) and Si Coco Cheng (SI)
- International Shipping: Markets, Strategy, and Innovation: Michele Acciaro (SI)

Study Board:

The minor in Global Strategy: Connecting Businesses Across Networks is offered by the Study Board for Markets and Innovation.

How to sign up

If you want to sign up for the minor in Global Strategy: Connecting Businesses Across Networks, you have to select CSCAM1001U Minor in Global Strategy: Connecting Businesses Across Networks when you sign up for electives.You will then subsequently be signed up for all three courses.You do not have to select all three courses individually.