

**TUTORIAL COURSE FORM**  
**2024-2025 ACADEMIC YEAR**

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	<b>Global Strategy and Innovation. Case Studies</b>
<b>Name of the professor</b>	<b>Prof. Laura Maxim, PhD.</b>
<b>Email of the professor</b>	dlaura_es@yahoo.com
<b>Office of the professor Consultation days/hours</b>	B383e (groundfloor)
<b>Semester(s) in which the tutorial course is available</b>	<b>I or II semester</b>
<b>No. of ECTS credits</b>	<b>6</b>
<b>Level of study (bachelor/master/PhD)</b>	<b>Bachelor and Master studies</b>
<b>Short description/Contents</b>	<p><b>1. Introduction to Global Strategy and Innovation</b>          1.1. Defining global strategy and innovation          1.2. Trends shaping the global business landscape</p> <p><b>2. Global Competitive Advantage</b>          2.1. Industry analysis and positioning on a global scale          2.2. Resources, capabilities and core competencies</p> <p><b>3. Entry Strategies and Modes of Expansion</b></p> <p><b>4. Managing Across Borders</b>          4.1. Organizational design for multinational firms          4.2. Coordination and control challenges</p> <p><b>5. Digital Transformation and Global Strategy</b></p>
<b>Assessment/Evaluation</b>	<p>1. Each student will have to <i>write an <b>individual project</b></i> on a topic that will be discussed with the professor (<b>50% of the final grade</b>)</p> <p>2. After writing the project, each student will be</p>

	<p><i>orally evaluated on the aspects</i> from the individual project <b>(25% of the final grade)</b></p> <p>3. Each student will be <i>orally evaluated on a case study</i> previously given by the professor <b>(25% of the final grade)</b></p>
<b>Bibliography</b>	<ol style="list-style-type: none"> <li>1. Peng, M. <i>Global Strategy</i>, 5<sup>th</sup> edition, South-Western/Cengage Learning: Mason, OH, 2021</li> <li>2. William H. A. Johnson, <i>Managing Global Strategy. Developing an Effective Strategy in International Business</i>, Routledge, 2021.</li> <li>3. Baye, Michael, Prince, Jeff, <i>Managerial Economics &amp; Business Strategy</i>, McGraw-Hill Education, 9 edition, 2016</li> <li>4. Thompson, Arthur A, <i>Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases</i>, McGraw-Hill Higher Education, 2015</li> <li>5. Porter, Michael E., <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i>, Free Press, 1998</li> <li>6. Peter Buckley, Pervez Ghauri, <i>International Business Strategy: Theory and Practice</i>, Routledge, 2015</li> <li>7. Cornelis A. de Kluyver, John A. Pearce II, <i>Global Business Strategy</i>, Business Expert Press, 2021.</li> </ol>