

Vak: International Strategy

credits: 2

Vakcode	TBVH2INS	Werkvormen	Onderwijs
Naam	International Strategy	Toetsen	Intern. Strategy - Computer, organisatie
Studiejaar	2022-2023		ToetsCentrum
ECTS credits	2		
Taal	Engels		
Coördinator	M.W. Visscher		

Leeruitkomsten

Students can determine the relevant factors to perform an external analysis in an international business environment;
 Students can determine the relevant factors to perform an internal analysis;
 Students can deduce and develop alternative international (marketing) strategies from the combined outcomes of the internal and external analyses;
 Students can judge the feasibility of different strategic options.

Inhoud

The course 'International Strategy' deals with making strategic decisions in an international context. The course provides insight in subjects that are relevant to different levels of internationalization. It prepares students to deal with relevant issues and steps to be taken in entering foreign markets and making international investment decisions.

Opgenomen in opleiding(en)

Minor International Industrial Entrepreneurship
 Technische Bedrijfskunde Major Internat.TechnologyManagement
 Exchange International Industrial Entrepreneurship (spring)
 Technische Bedrijfskunde Major Management en Consultancy

School(s)

Instituut voor Engineering

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