

Module 9: Global Business

Hochschule Bremerhaven, Bremerhaven, Germany
& Business Academy Southwest, Esbjerg, Denmark



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| Module Type: Core/Elective Module | ECTS/weighting: 5 ECTS / 0.083 Full-time equivalent |
| Contact time: 30 hours | Self-Study: 120 hours |
| Frequency offered: Every 18 months | Offered in: Esbjerg, Denmark |
| Group size: max. 15 participants | |

Course theme

Globalization describes the growing interdependence of the world's economies, cultures, and populations, driven by cross-border trade in goods & services, technology, and flows of investment and people, aided by information technology.

Global business is therefore the concept of companies developing, producing, selling and distributing products and services in multiple countries around the world. Parallel to this we see a recent development where certain governments over time have reduced trade & investment barriers and entered free trade agreements, the recent initiated trade barriers and intensified local content, calls for more considerations on geopolitical issues, which creates uncertainty in foreign trade.

Aim & module specific learning outcomes

The module will give participating students an opportunity to employ understanding of factor endowments (including geopolitics), intensity of rivalry, local demand conditions and competitiveness of related and supporting industries, creating a foreign national competitive advantage.

The students will be able to...

- apply a framework for analysis, development and implementation within the global offshore wind business.
- understand the influence of global competitive environments and cultural differences and learn how to effectively operate within an international business context
- develop international competences and competitiveness in companies
- conduct, evaluate and present market research and screening to support an organization's international business decision-making on market selection and entry
- designing and implementing global business thinking and programmes incl. competition and collaboration
- gain cross cultural understanding and an appreciation of the human diversity in organizations across values and cultures

- understand Factor endowments (incl. geopolitics) and know key institutions and forces impacting the global marketplace

Content

This module offers a framework for analysis, development and implementation of global offshore wind business.

The main topics centres around:

- Initiation to internationalize
- Development of international competences and competitiveness in companies
- Geopolitical issues
- Market entry selection and strategies
- Designing and implementing global business thinking and programmes
- Competition and collaboration in a global context
- Cross cultural understanding - sales, negotiations, learning and knowledge management

Teaching methods

- Innovative teaching methods: We strive for real-life competencies needed in the industry. During class, actual consultancy tasks and problems will be presented and the MBA students will then apply theory in a real-time scenario and solve actual problems for the partner firms.
- Self-study: We expect the participants to hold a high degree of self-discipline and show up well prepared to class, being motivated to share their knowledge.
- Live cases: Business cases will be analysed to prepare the participants for future leadership requirements within wind energy.
- Workshops: Students will meet up physically two times during the module, to solve actual problems raised by partner firms.
- Forum, chat and messaging: All students can get in contact with their lecturer and fellow students to discuss, elaborate and clarify issues, ask questions and exchange views.

Examination

To be able to pass the course, the participants must show understanding of the theory, be able to put the theory into a practical context and create good solutions for the study cases. The form of evaluation is a portfolio, which will consist of:

- Active involvement during physical workshops
- Oral and written presentation of assignments (including eventual updates)
- Reflection over the course and feedback

General learning outcomes

Students will be able to...

- Autonomously read on new theories and methods (LO1)
- Apply new theories and methods to practical challenges (LO2)
- Evaluate upon application of theory and methods (LO3)
- Manage complex situations in offshore wind energy business (LO4)
- Identify risks and challenges by analyzing data gathered and use them for decision making (LO5)
- Integrate business knowledge, analytical skills and management techniques for planning and controlling (LO6)
- Evaluate consequences of solutions (LO7)
- Show leadership capacity and teamwork skills (LO8)
- Communicate challenges and solutions to relevant stakeholders (LO9)

Academical subject director:

Flemming Østergaard, Business Academy Southwest

Lecturers:

Flemming Østergaard, Business Academy Southwest

Sigurdur Blöndal, Business Academy Southwest

Literature:

- Svend Hollensen (2017) - Global marketing, 7th Edition, 2017, Pearson
- Thompson et.al. (2020) Strategic Management – Awareness and Change, 9th edition
- West & Bamford (2012), Strategy: Sustainable Advantage & Performance, International edition
- Bower, Joseph L., and Elena Corsi (2018), Harvard Business School, Ørsted goes global
- Frankel D. et.al, (2019) McKinsey & Company, Rethinking the renewable strategy for an age of global competition
- H.Z. Adriaan van der Loos*, Simona O. Negro, Marko P. Hekkert (2020). Copernicus Institute of Sustainable Development, Utrecht University, Netherlands, International markets and technological innovation systems: The case of offshore wind
- The Economist (2019), Gusts of Change
- Favas M. (2020), The Economist, Geopolitics and technology threaten America's financial dominance
- International Renewable Agency (2019), A new world - The Geopolitics of the Energy Transformation
- ESMAP (2019) Going Global: Expanding Offshore Wind to Emerging Markets. Washington, DC: World Bank