



Course syllabus

School of Business and Economics

Department of Marketing

4FE418 International Marketing of Small and Medium Sized Companies, 7,5 högskolepoäng

4FE418 International Marketing of Small and Medium Sized Companies, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by School of Business and Economics 2015-05-13

The course syllabus is valid from spring semester 2016

Prerequisites

General entry requirements for second-cycle studies and specific entry requirements: Bachelor Degree in Business Administration with a minimum of 90 credits in Business Administration or the equivalent. English B/6 or the equivalent.

Objectives

After completing this course the student should be able to:

- account for and critically apply principle concepts, frameworks, and techniques related to the internationalization of small and medium-sized enterprises (SMEs)
- conceptualize, design and implement a strategic framework for the internationalizing SME
- analyze key strategic business situations of SMEs in international markets

Content

The course contains:

- international business marketing strategy of SMEs
- the organization of the internationalization process

- the formation of networks for export cooperation in order to grow business and reach new markets
- entry strategy of SMEs, particularly in and from emerging country markets

Type of Instruction

The teaching consists of lectures, seminars and tutoring. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examination is based on written reports, oral presentation and opposition.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 4FE416

Required Reading and Additional Study Material

Obligatory literature

Hilmersson, M. *Establishment of Insidership Positions in Institutionally Distant Business Networks*. Doctoral Dissertation No 52, Linnaeus University Press, Växjö. Latest edition. About 200 p.

Sandberg, S. *Internationalization processes of small and medium-sized enterprises: Entering and taking off from emerging markets*. Doctoral Dissertation, School of Business and Economics, Linnaeus University Dissertations No 78. Linnaeus University Press. Latest edition. About 200 p.

Scientific articles, about 200 p.

Additional literature is chosen in consultation with the tutor.

