



Programme syllabus

School of Business and Economics

International Business Strategy, magisterprogram, 60 högskolepoäng

International Business Strategy, Master Programme, 60 credits

Level

Second Level

Date of Ratification

Approved 2010-12-23

Revised 2014-10-22 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2015

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

Description of Programme

With this research-based programme the students get the opportunity to develop their ability to analyze strategic business problems and extend their knowledge on international business and marketing strategies of both small and large multinational companies. Focus is on the rapidly growing emerging markets across the world, which offers potential for business development and international sales between companies. The student is, through studies in a dynamic international study environment and cooperation with regional international firms, equipped to work in a multicultural and knowledge intensive market organization in global companies.

Objectives

Principal goals in accordance with the Higher Education Ordinance

Knowledge and understanding

For the Degree of Master (one year) the students are expected to have acquired

- knowledge and understanding within the programme's main field of studies, including a survey of the field as well as deepened knowledge in certain parts of it as well as an insight into current research and development work, and
- deepened method knowledge within the programme's main field of studies

Ability and skills

For the Degree of Master (one year) the students are expected to have acquired

- the ability of integrating knowledge as well as analyzing, assessing and handling complex phenomena, issues and situations even with limited information,

- the ability of independently identifying and formulating questions as well as planning and by using adequate methods carrying out qualified tasks within given time frames
- the ability in speech and in writing to account for and discuss their conclusions and the knowledge and the arguments that they are based on in dialogue with various groups, and
- the skills required to participate in research and development or to work in other qualified capacities

Assessment ability and attitude

For the Degree of Master (one year) the students are expected to have acquired

- the ability of making assessments within the programme's main field of studies considering relevant scientific, social and ethical aspects, as well as showing awareness of ethical aspects on research and development,
- an insight into the possibilities and limitations of science, into its role in society and into human responsibility for how science is used, as well as
- the ability of identifying their need for further knowledge and of taking responsibility for their knowledge development

Content

The programme is organized and offered by the School of Business and Economics. The head of programme is responsible for the coordination of the programme, contacts with students and to follow up and develop the programme. There is also a programme team consisting of the teachers at the programme, and a programme council consisting of the head of programme, subject representatives, students and business representatives, connected to the programme in order to assure quality, progression and development of the programme as a whole, and the courses offered within the programme.

Programme Overview

During the autumn semester two courses are given with a focus on multinational companies of different size from mature markets and how they handle strategic business challenges in emerging markets. The core of the first course is to analyze how international business and marketing strategy is adapted to rapidly changing markets, with a focus on the network of stakeholders, as well as the institutional environment, in emerging markets. The second course puts emphasis on knowledge and knowledge transfer in multinational corporations, and handles both theoretical and practical application of knowledge based strategies across country borders.

During the spring semester two alternatives are given: option one consists of two courses, Strategy Analysis for Business Success in Mature Markets and International Marketing of Small and Medium Sized Companies. The first course deals with strategy from a resource based perspective with the aim to give the student a toolbox to analyze strategies and competitive advantages in global companies in different industries. The second course is about international marketing and internationalization processes of small and medium sized enterprises entering and taking off from emerging markets. The courses are followed by a half-semester degree project. Option two consists of a full semester degree project, of 30 credits.

Programme Courses

International Business Strategy in Emerging Country Markets, 15 credits, level A1N (obligatory)*

Knowledge Based Strategies in a Distant Market Context, 15 credits, level A1N (obligatory)*

Option 1 for spring semester:

Strategy Analysis for Business Success in Mature Markets, 7.5 credits, level A1F

(obligatory)*

International Marketing of Small and Medium Sized Companies, 7.5 credits, level A1F

(obligatory)*

Degree project, 15 credits, level A1E (obligatory)*

Option 2 for spring semester:

Degree project, 30 credits, level A1E (obligatory)*

*Part of the main field of study Business Administration.

Studies Abroad

There is no option of exchange studies within the framework of the Programme.

Community Contacts

To prepare the participants as well as increase their ability to work in an international labor market the programme takes place in close collaboration with local companies that have a leading position in their industries.

Scope of Programme

The master programme takes a strategic perspective on sustainability with emphasis on emerging country markets; it is based on our research within the area. Emphasis is on how to balance economic and social aspects of international business strategy. In emerging country markets this is done by creating economic values for customers as well as social and natural values for different stakeholders for establishing and developing sustainable business.

The master programme has an integrated gender perspective. Emphasis is placed on the importance of diversity. For instance team building is based on the principal that the more perspectives the team can use the better understanding for complex problems and the more sustainable solutions to the problems.

Quality Development

As part of the development of the programme a continuous quality-assuring work is undertaken. The quality work should be a natural and integrated part of the programme. The continuous quality development of the programme is lead by the head of the programme in cooperation with the programme team consisting of the teachers at the programme and the programme council consisting of the head of programme, subject representatives, students and business representatives . Summaries of course and programme evaluations are available at the university Archive.

Degree Certificate

After completing programme studies, corresponding to the requirements expressed in the Higher Education Ordinance degree order as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed the programme may obtain the following degree:

Master of Science (60 credits) with specialization in International Business Strategy.

Main field of study: Business Administration

Master of Science in Business and Economics (60 credits) with specialization in International Business Strategy.

Main field of study: Business Administration

To be eligible for a Master of Science in Business and Economics, the student must fulfil the criteria for a Bachelor of Science in Business and Economics.

The degree certificate is bilingual (Swedish/English). The Degree Certificate is accompanied by a Diploma Supplement (English).

Other Information

In order to be admitted to the courses on the programme the specific requirements stated in each course syllabus must be fulfilled by the start of the course.