



# Linnéuniversitetet

Kalmar Växjö

## Kursplan

Organisationskommittén

Institutionen för marknadsföring och turismvetenskap

1IR495 International Business Studies - Business Development with International Entrepreneurship, 7,5 högskolepoäng

1IR495 International Business Studies - Business Development with International Entrepreneurship, 7.5 credits

### Ämnesgrupp

Övrigt inom ekonomi och administration

### Nivå

Grundnivå

### Fördjupning

G1F

### Fastställande

Fastställd 2009-06-15

Senast reviderad 2022-12-05 av Ekonomihögskolan. Ändrad institutionstillhörighet. Kursplanen gäller från och med vårterminen 2023

### Förkunskaper

International Business Studies I, Företagsekonomi 1-30 hp eller motsvarande.

### Mål

After completing this course the student should be able to:

- acquire an understanding of relevant concepts within international business development
- develop a comprehensive grasp of international business development and international entrepreneurship from a practical, operational perspective
- acquire basic knowledge about practical business cases “now and then”

### Innehåll

- International business development, “now and then”
- International strategies
- Managing across borders with organizational and managerial issues
- Building and operating international businesses with the help of the internet
- International marketing with an emphasis on internet applications

### Undervisningsformer

The students are obligated to examine practical business cases in one project. They should be able to demonstrate a clear analysis and reflection by using the literature and other open data sources. They should present their result in a written report.

Apart from the project that is student-driven there will be lectures, seminars and tutoring of the student-projects.

Assessment of the student's performance is carried out through the following methods:

- written report in groups
- presentation of the report

## Examination

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

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Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

## Kursvärdering

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

## Kurslitteratur och övriga läromedel

### **Obligatorisk litteratur**

Bradley, F. (2005) International Marketing Strategy, Financial Times/Prentice Hall, UK 2004. ISBN 13: 978-0-273-68688-0 ISBN 10: 0-273-68688-7

Kumar, V. (2000). International marketing research.. Upper Saddle River, N.J.: Prentice Hall ISBN 0130453862

Stutely, Richard. - The definitive business plan : the fast-track to intelligent business planning for executives and entrepreneurs / Richard Stutely. - 2002 - 2nd ed. - ISBN: 0-273-65921-9 (pbk)

### Additional teaching material

Country Reports and other material from the Swedish Trade Council

Articles, case materials and other material distributed in class.

### Suggested Readings

Anderson, Chris, 1961-. - Long tail : [varför framtidens ekonomi handlar om att sälja mindre av mer] / Chris Anderson ; översättning av Mia Poletto Andersson. - 2007 - [Ny utg.]. - ISBN: 978-91-0-011803-7

Bernhardt, Douglas. - Perfectly legal competitor intelligence : how to get it, use it and profit from it / Douglas Bernhard. - 1993. - ISBN: 0-273-60153-9

Goldschmidt, Simon, 1974-. - Strategic affiliate marketing / Simon Goldschmidt, Sven Junghagen, Uri Harris. - 2003. - ISBN: 1-84376-390-7 (inb)

Hussey, David. - Competitor intelligence : turning analysis into success / David Hussey and Per Jenster. - 1999. - ISBN: 0-471-98407-8

Godin, Seth. - All marketers are liars : the power of telling authentic stories in a low-trust world / Seth Godin. - 2005. - ISBN: 1-59184-100-3

Kim, W. Chan & Mauborgne, Renée (2005). Blue ocean strategy : skapa nya marknader utan konkurrens. 1. uppl. Malmö: Liber

McDougall; P. P. & Oviatt, B. M. International Entrepreneurship: The Intersection of two research paths, Academy of management Journal, 2000, Vol.43, No.5, pp.902-906

Scott, David Meerman (2007). The new rules of marketing and PR : how to use news releases, blogs, podcasting, viral marketing, & online media to reach your buyers directly. Hoboken, N.J.: John Wiley & Sons

Weber, Larry (2007). Marketing to the social web : how digital customer communities build your business. Hoboken, N.J.: Wiley