



Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

1IR591 International Business Studies - the business environment, 15
högskolepoäng

International Business Studies - the business environment, 15 credits

Ämnesgrupp

Övrigt inom ekonomi och administration

Nivå

Grundnivå

Fördjupning

GIN

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2010-12-17

Senast reviderad 2011-03-04. Revidering av litteraturlista, undervisningsformer, förväntade studieresultat, innehåll.

Kursplanen gäller från och med höstterminen 2011

Förkunskaper

Grundläggande behörighet.

Förväntade studieresultat

SUBCOURSE 1 Doing International Business, 4.5 credits

After completing this course the student should be able to:

- understand the process of globalization from a business perspective
- understand relevant concepts within international business
- understand different aspects of the international business environment and their impact on international business activities
- reflect on practical business cases and examples
- collect open source information about business companies and present this information in the form of a case study

SUBCOURSE 2 Analysing International Political and Economic Systems, 10.5 credits

After completing this course the student should be able to:

- understand the dilemmas of post-communist developments in chosen parts of Central and Eastern Europe, based on historical and contemporary analysis
- identify unique macro and micro economic aspects of emerging economies –

such as Central and Eastern Europe, India, and China – that are important from a business company perspective

- understand the development of the global political economy and its interrelationship with political decisions on national and international levels
- understand the theoretical tools needed for an analysis of international political systems
- compare and differentiate between aspects of political institutional arrangements, and evaluate their strength and weaknesses

Innehåll

The course is based on research findings within the subject area in relation to the context of social sciences.

SUBCOURSE 1 Doing International Business, 4.5 credits

- International businesses, “now and then”
- International strategies
- The international business environment
- Industrial analysis
- International marketing
- Corporate social responsibility in an international business perspective
- Practical reflections to real business situations and cases

SUBCOURSE 2 Analysing International Political and Economic Systems, 10.5 credits

- A historical summary of the twentieth century, with focus on regions and countries relevant for the course
- Macro and micro economic aspects in emerging economies
- Comparative analysis of Russia, China and India from an economic and political viewpoint
- Comparative analysis of political institutional arrangements in an international perspective
- Social and economic barriers in transitional societies
- Dilemmas relating to the minority integration issues in the Baltic countries
- Security policy, with focus on the Baltic region and the border regions of the EU
- The role of the state in international relations and in the global economy
- International actors such as EU, IMF, NATO, OECD, UN, WORLD BANK and WTO

Undervisningsformer

The tuition consists of lectures and seminars. Participation in seminars is obligatory, as is preparation for these. Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 6 weeks after the first examination date. The student will have at least five occasions for written exams.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and AF according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes.

SUBCOURSE 1 Doing International Business, 4.5 credits

The students are obligated to examine a practical business case in a project. They should be able to demonstrate a clear analysis and reflection by using the literature and other open data sources. Assessment of the student's performance is carried out through a written report and oral presentation of the cases.

SUBCOURSE 2 Analyzing International Political and Economic Systems, 10.5 credits

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

1 individual take home exam

1 individual written examination

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

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

SUBCOURSE 1 Doing International Business, 4.5 credits

Hamilton, Leslie och Webster, Philip, The International Business Environment, Oxford University Press, Oxford, latest edition.

(selected chapters, about 150 pages)

Articles, about 100 pages.

Additional teaching material

Articles, case materials and other material distributed in class.

Suggested Readings

Collins, J. (latest edition). Good to GREAT. London, UK,: Random House Business Books.

Bartlett, C. A. (latest edition). Managing Across Borders – the transnational solution. Boston, MA, USA: Harvard Business School Press.

SUBCOURSE 2 Analysing International Political and Economic Systems, 10.5 credits

Nicholson, Michael, International Relations: A Concise Introduction, 2nd edition, New York: New York University Press, 242 pages. Latest edition.

Poe, Marshall T. (2003), The Russian Moment in World History. Princeton University Press: Princeton. 116 pages. ISBN 0691116121.

Swedish edition: Den ryska tiden i världshistorien. SNS förlag, Stockholm (2005). 156 pages. ISBN 9171509887.

Graham, Thomas E. (2002), Russia's Decline and Uncertain Recovery, Washington, chapter 23, pp.1144(may be downloaded from:
<http://www.carnegieendowment.org/publications/index.cfm?fa=viewid=994&prog=zru>).

Additional teaching material

Articles, case materials and other material distributed in class.

Suggested Readings

Berglund, Sten, Joakim Ekman and Frank H. Aarebrot (2004), *The Handbook of Political Change in Eastern Europe*, 2nd ed., Cheltnham and Northampton: Edward Elgar. 626 pages. ISBN 1840648546.

Johansen, Lars och Sebastian Stålfors (2005), *Från Sovjetunionen till Europeiska Unionen: De baltiska ländernas framgångssaga*, Kalmar: Handelshögskolan BBS, 85 pages. ISBN 9197434167.

Lijphart, Arend (1999), *Patterns of Democracy: Government forms and Performance in ThirtySix Countries*, New Haven: Yale University Press. 351 pages. ISBN 030007893.