



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

4FE000 Doing Business in Northern Europe, 7,5 högskolepoäng
Doing Business in Northern Europe, 7.5 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Avancerad nivå

Fördjupning

A1N

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-06-29

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

Bachelor Degree in Business Administration including a minimum of 90 higher education credits in Business Administration.

Förväntade studieresultat

On completion of the course, the student shall have:

- Acquired basic knowledge of the country profiles and business environment in Northern Europe
- Acquired advanced knowledge on how to analyse and interpret local manifestations of generic global trends
- Acquired practical skills on how to work with a business development project for a company in the local business community
- Acquired applied knowledge on how to create an entrepreneurial strategy for a business venture in one of the Scandinavian countries

Innehåll

When European welfare states and former so called eastern European states melt and blend together in the enlarged European Union, this is a source for a wide range of entrepreneurial opportunities. In this course students develop and practice their skills in doing business in northern Europe while working with a real business project for a company within the local business community.

Institutional and cultural differences within geographic proximity constitute Scandinavian

and Baltic countries as a distinct part of Europe. All countries are small in terms of population, though, why regional distinctions are intimately intertwined with macro developments within and outside Europe. The course aims at highlighting the particularities of Northern Europe as well as local manifestations of generic global trends. The course specifically focuses at various entrepreneurial opportunities and strategies in this very diverse region, where local and contextualised knowledge is crucial to understand if you want to succeed with your business venture.

Groups of students will work on a project for a company in the local community (i.e. in the Växjö region), researching and/or preparing for a business venture in one of the countries in Northern Europe.

Undervisningsformer

Lectures, seminars, literature analysis, country profiles, entrepreneurial strategies, business ventures, business projects from the local business community. Participation in tutoring and seminars is compulsory.

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

The examination is based on written reports, oral presentations and active participation in seminars. Furthermore on the preparing, writing and presentation of a report for the business project in the attendance of company representatives.

The grades are Pass with Distinction (80% -100%), Pass (60% -79%) or Failure (0% -59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

Kursvärdering

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

Kurslitteratur och övriga läromedel

Obligatorisk litteratur

Main Course Book

Czarniawska, Barbara & Sevón, Guje (ed:s) (2003), *The Northern Lights: Organization Theory in Scandinavia* (1st ed.). Malmö: Liber ekonomi; Oslo: Abstrakt; Copenhagen: Copenhagen Business School Press.

ISBN:91-47-06557-5 (Liber ekonomi)

ISBN:82-7395-021-2 (Abstrakt)

ISBN:87-630-0099-7 (Copenhagen Business School Press)471, pages

El Kahal, Sonia. (1998), *Business in Europe*. McGraw-Hill, 256 pages

Country Specific Articles (Five Scandinavian Countries)

Bergmark, Ake & Palme, Joakim (2003), *Welfare and the unemployment crisis: Sweden in the 1990s*. In *International Journal of Social Welfare*, 2003: 12: pp. 108-122.

Hrafnhildur, Mary Eyjolfsdottir & Smith, Peter B. (1997), *Icelandic Business and Management Culture*. In *International Studies of Management & Organization*, Vol. 26, No 3, pp. 61-72.

Lehmann, Martin (2006), *Government-Business Relationships Through Partnerships for Sustainable Development: the Green Network in Denmark*. In *Journal of Environmental Policy & Planning*, Vol. 8, No 3, September 2006, pp. 235-257.

Osterud, Oyvind & Selle, Per (2006), *Power and Democracy in Norway: The*

Transformation of Norwegian Politics. In *Scandinavian Political Studies*, Vol. 29, No. 1 2006, pp. 25-46.

Schienstock, Gerd (2007), From Path Dependency to Path Creation: Finland on its Way to the Knowledge-Based Economy. In *Current Sociology*, January 2007, Vol. 55 (1) pp. 92-109.

European Union/European Union Enlargement Articles

World Affairs (2002), Defining the Borders of the New Europe. In *World Affairs*, Spring 2002, Vol. 164, No. 4, pp. 157-177.

Zielonka, Jan (2007), The Quality of Democracy after Joining the European Union. In *East European Politics and Societies*, 2007; 21; pp. 162-180.

Wintelism Articles

Hart, Jeffrey A. & Kim, Sangbae (2002), Explaining the Resurgence of U.S. Competitiveness: The Rise of Wintelism. In *The Information Society*, 2002; 18; pp. 1-12.

Tan, Zixiang (Alex) (2002), Product cycle, Wintelism, and cross-national production networks for developing countries: China's telecom manufacturing industry as a case. In *The journal of policy, regulation and strategy for telecommunications, information and media* 2002, Vol. 4, No. 3, pp. 57-65.

Economy of Signs Articles

Holbrook, Morris B. (2000), The Millennial Consumer in the Texts of Our Times: Experience

Gilmore, James H. & Pine, II, B. Joseph (1998), Welcome to the Experience Economy. In *Harvard Business Review*, Jul/Aug98, Vol. 76 Issue 4, pp. 97-105.

Literature for the business project will be chosen in collaboration with the tutor and/or examiner.