



Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

4FE415 Business Administration IV - International Marketing of Small and Medium Sized Firms, 7,5 högskolepoäng

Business Administration IV - International Marketing of Small and Medium Sized Firms, 7.5 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Avancerad nivå

Fördjupning

A1N

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-06-15

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

Special eligibility: Bachelor in Business Administration, with at least 22,5 ECTS in Marketing and 15 ECTS worth independent thesis/research report.

Förväntade studieresultat

After completing this course the student should be able to:

- acquire familiarity with and understand principle concepts, frameworks, and techniques related to the internationalization of small and medium-sized enterprises (SMEs)
- critically apply such management models on the international marketing, purchasing, production, and organization of SMEs in a 'real-life' context
- conceptualize, design and implement a strategic framework for the internationalizing SME
- analyze key strategic business situations of SMEs in international markets
- analyse typical small business systems found in Eastern Europe and East Asia

Innehåll

Central topics that this course will cover:

- Internationalization processes of major parts of the value chain: marketing, purchasing, and production and organization
- 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
- The role of clusters in the process of attracting resources and developing a strong profile that can support companies positioning themselves in the international market

The course involves substantial training in:

- Applied analysis – The use of theory models in real business cases
- Presentations (in writing as well as orally)
- Efficient teamwork

Undervisningsformer

Students will be provided with assignments that are going to be solved by groups of students. Guestlectures with leading managers from successful SMEs, representatives from trade agencies and other important organizations will give the students a direct insight into the opportunities and challenges in line with increased internationalization. The main purpose with lectures is to provide useful frameworks and tools and to discuss how they can be applied for qualified problem solving in business related situations. The seminars are to support the group work and to be a forum for reporting on and discussing the results of various group activities.

The course therefore mixes guest lectures, live cases, teamwork and student presentations that focus on a number of related topics. The way to work is how research is done for firms. Group reports are produced during the course, which are presented and discussed in seminars. The examination is based on all activities related to the course, and these will form the basis of the grade. Grades are therefore based on written group papers, presentation of papers, and class participation.

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

Obligatory literature

Jansson, Hans, (2007). International Business Marketing in Emerging Country Markets.

The Third Wave of Internationalization of Firms. Cheltenham, UK: Edward Elgar Publishing.

Other teaching materials

A compendium of articles on the internationalization of SMEs.