



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

4FE76E Business Administration IV - International Marketing, 30
högskolepoäng

Business Administration IV - International Marketing, 30 credits

Huvudområde
Företagsekonomi

Ämnesgrupp
Företagsekonomi

Nivå
Avancerad nivå

Fördjupning
A1E

Fastställande
Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-05-05

Kursplanen gäller från och med vårterminen 2010

Förkunskaper
Kandidatexamen i Företagsekonomi varav minst 22,5 hp i marknadsföring.

Förväntade studieresultat

SUBCOURSE 1

Marketing Strategies for International Growth, 7,5 ECTS

After completing this course the student should be able to:

- analyze the role of strategy for successful business
- analyze industry attractiveness, focusing on value-creation strategies
- perform a segmentation analysis
- understand the role of and analyze resources and capabilities of a company
- develop strategies for accomplishing and sustaining competitive advantages
- use the principles of organizational design, organizational structure and management systems when realizing strategy

SUBCOURSE 2

International Marketing of Small and Medium Sized Firms, 7,5 ECTS

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

SUBCOURSE 3

Master Thesis and Research Methodology, 15 ECTS

After completing this course the student should be able to do research work by:

- determining the research area
- developing a valid research problem and research purpose
- evaluating and selecting research methodologies for the research topic
- doing empirical field studies
- writing a master thesis
- critically presenting and discussing research issues in connection with the master thesis

Innehåll

SUBCOURSE 1

Marketing Strategies for International Growth, 7,5 ECTS

The overall purpose of the course is to enhance the students' management potential in developing marketing strategies. The students will acquire familiarity with the principal concepts, frameworks, and techniques related with the formulation and realization of marketing strategies.

To accomplish the overall purpose, i.e., to develop managerial capability to formulate and realize marketing strategies, the students will be introduced to principle concept, frameworks and techniques of marketing strategy. Furthermore, these capabilities will be created in a learning environment by using a wide range of case studies and real-life examples with 'real-life' managerial challenges. This will broaden your business perspective and enhance your insight by revealing the practical background to important theories. Describing, analyzing, recommending will be the key inference in developing marketing strategies.

SUBCOURSE 2

International Marketing of Small and Medium Sized Firms, 7,5 ECTS

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

SUBCOURSE 3

Master Thesis and Research Methodology, 15 ECTS

The Master Thesis course consists of one principal activity and two supporting activities:

The principal activity is the thesis work. Each thesis group works on its own thesis, mainly to determine the research area, develop a valid research problem, research purposes and relevant research methodologies for the specified research topic. The course starts with the handing in of a subject paper by each thesis group. This is the starting point for the development of a relevant research problem, purposes and general methodologies for solving the specified research problem. The result of this process is reported as a Research Proposal, which will be discussed in a seminar during the first half of the course. Thereafter, the major part of the field work is done, followed by the write up and finalizing of the master thesis. The finished thesis is then presented and discussed in the master thesis seminar.

A supporting activity concerns research methodologies for thesis work. A main activity of the course is to learn valid research methodologies for thesis work. Three major methodologies are taken up: case study research, grounded theory research and theory validation research. This sub-course focuses on case study research, since this methodology is the most relevant for studying one or a few individual companies, which is the normal situation for theses written in the international marketing area. The case study methodology is flexible, among other things allowing both qualitative and quantitative research. This methodology will be contrasted to grounded theory research and theory validation/testing methodology of the common quantitative/statistical kind.

The methodology subcourse will start at the beginning of the spring semester with a discussion of thesis subjects, already at the end of January.

Undervisningsformer

SUBCOURSE 1

Marketing Strategies for International Growth, 7,5 ECTS

The tuition consists of interactive classroom teaching, seminar exercises, case studies and group exercises. Participation in case study exercises, seminar exercises etc, is compulsory, as is the preparation for these.

Assessment of the student's performance is carried out by means of a written exam. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes. Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes.

SUBCOURSE 2

International Marketing of Small and Medium Sized Firms, 7,5 ECTS

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.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes. Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes

SUBCOURSE 3

Master Thesis and Research Methodology, 15 ECTS

The examination of the thesis course including the supporting methodology course is based on the following activities:

The master thesis: 80 %

The methodology part: 10 %

Opposition and defence of the master thesis: 10 %.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes. Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes.

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

SUBCOURSE 1

Marketing Strategies for International Growth, 7,5 ECTS

Assessment of the student's performance is carried out by means of a written exam. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes. Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes.

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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 Marketing Strategies for International Growth, 7,5 ECTS

Obligatory literature

Grant, Robert M. (2002). *Contemporary Strategy Analysis: Concepts, Techniques, Applications* (4th edition). Blackwell Business.

SUBCOURSE 2 International Marketing of Small and Medium Sized Firms, 7,5 ECTS

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.

SUBCOURSE 3 Master Thesis and Research Methodology, 15 ECTS

Obligatory literature

Dubois, Anna. and Gadde, Lars-Erik. (2002) "Systematic Combining: An Abductive Approach to Case Research". *Journal of Business Research* no. 55, pp. 553-560.

Fisher, Colin. (2004) *Researching and Writing a Dissertation for Business Students*, Prentice Hall.

Jansson, Hans. (1994) "Methodology", Chapter 2, *Industrial Products. A Guide to the International Marketing Economics Model*, International Business Press/The Haworth Press.

Merriam, Sharon B. (1998) *Qualitative Research and Case Study Applications in Education*, Jossey-Bass.

Yin, Robert K. (1994) *Case Study Research. Design and Methods, Second Edition*, Sage.

Reference literature

A reference list will be provided with additional methodology literature of relevance for the master thesis.