



Course syllabus

School of Business and Economics
Department of Marketing

1FE473 Globalisering av kunskapsintensiva verksamheter, 7,5
högskolepoäng

Globalization of Knowledge Intensive Enterprises, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by School of Business and Economics 2018-11-14

The course syllabus is valid from spring semester 2019

Prerequisites

General entry requirements with exception for Swedish. English 6/B or the equivalent.

Objectives

After completing the course, the student is expected to be able to:

- describe, explain and reflect upon theories and business models in international business and marketing
- analyse empirical findings and solve strategic issues for a new enterprise by applying theories and models on actual business situations of enterprises operating in emerging country markets
- analyse internal and external strategic factors influencing an international enterprise in order to evaluate the current situation, as well as to propose a sustainable international marketing strategy in a particular emerging country market.
- present and discuss a suggested business plan

Content

The course contains:

- global expansion of new enterprises (business, social and non-profit organizations) in Emerging country markets
- knowledge intensive SME's
- network Relations
- business Models

- BRIC countries

Type of Instruction

The tuition consists of lectures, seminars, workshops and group work. Participation in seminars, and the preparation for these are compulsory. Compulsory elements are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a written group reports as well as the student's active participation in course activities and ability to present and discuss contents and results of student reports.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

Cavusgil, T, Ghauri, P. N, Akcal, A. *Doing Business in Emerging Markets*, Sage. Latest edition. About 390 pages.

Additional study material

Scientific articles, about 100 pages.