



## Course syllabus

School of Business and Economics

Department of Marketing

1FE686 Företagsekonomi II - Internationella affärspraktiker, 7,5 högskolepoäng

Business Administration II - International Business Practices, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by School of Business and Economics 2017-12-13

The course syllabus is valid from autumn semester 2018

### **Prerequisites**

Business Administration I, 30 credits or at least 15 credits completed courses from Business Administration I and English B/6 or the equivalent.

## Objectives

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

- apply and formulate general business strategies in international business contexts
- manage the operational process of exporting or importing goods and/or services in practice
- plan and implement basic business negotiations
- account for basic logistic law

## Content

The course contains:

- overall steps in export/import operations
- international business strategy and export sales
- marketing and presentation technique
- international sales with negotiation technique
- export- and import technique
- export offerings
- financial forms
- export- and import documentation, customs documentation
- product adjustments, standards, tests
- EU-trade and logistic law

## Type of Instruction

The teaching consists of lectures, seminars, case studies, group exercises and a sales role play. Obligatory parts 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 written reports, oral presentations and an active participation in seminars is required for a pass grade.

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. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from 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 module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

## 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.

## Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE710:2, 1FE711:2

## Required Reading and Additional Study Material

### Required reading

Bergstedt-Sten, V. *Förhandla i Affärer: förberedelser, förhandlingsteknik och främmande kulturer*. Stockholm: Svenska förlaget Liv & Ledarskap AB. Latest edition. About 280 pages.

Berntorp, A. *Exportofferten: en praktisk handledning*. Stockholm: Sveriges Exportråd Industrilitteratur AB. Latest edition. About 100 pages.

Bradley, F. *International Marketing Strategy*. Prentice Hall, Financial Times. Latest edition. About 440 pages.

exam. About 400 pages.

Material from "Business Sweden" and additional study material, about 150 pages.

Additional literature is chosen in consultation with tutor.