



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE710 Företagsekonomi II - Business Relations, Internationella affärspraktiker - export och import, 15 högskolepoäng

Business Administration II - Business Relations, International business practices- export and import, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Business and Economics 2010-03-11

Revised 2012-06-25. Reading list revised

The course syllabus is valid from autumn semester 2012

Prerequisites

Basic eligibility and Business Administration 1-30 ECTS, or at least 15 ECTS organisation and marketing

Objectives

SUBCOURSE 1 Business Relations, 7.5 credits

After completing this course the student should independently be able to problematize and analyze:

- the concepts B2B (business markets), networks, business relations, entrepreneurship, and intrapreneurship. They will also be able to describe and explain characteristics of business markets and how companies relate to each other via a network perspective. They will understand the networks' part in entrepreneurial processes and in business development.

Besides the above the students will also develop their ability to plan, realize, and evaluate their own, and others, entrepreneurial procession from idea to action. The overall goal of the course is to enhance the students understanding of business relations and their role in entrepreneurship

After the course the students will be able to:

- analyse a real business situation by applying theories.
- communicate practical and theoretical understanding of business networks, relations and their role in entrepreneurship

SUBCOURSE 2 International business practice, export and import, 7.5 credits

After completing this course the student should 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

Content

SUBCOURSE 1 Business Relations, 7.5 credits

- The entrepreneurial spirit
- The network perspective
- Managing relationships with professional customers, suppliers and other business partners
- Design and implementation of the offering
- Technology and technological development in business markets

SUBCOURSE 2 International business practice, export and import, 7.5 credits

- Internationalisation strategies
- Overall steps in export/import operations
- Strategy models
- Forms of establishment
- International business strategy and export sales
- Marketing and presentation technique
- International sales with negotiation technique
- Sales role play
- Export- and import technique
- Export offerings
- Foreign payment
- Financial forms
- Export- and import documentation, customs documentation
- Product adjustments, standards, tests
- EU-trade

Type of Instruction

The course consists of lectures, guest lectures, seminars, case studies and group exercises. Guest lectures and seminars are compulsory. Active student participation is required in seminars, where assignments are worked out and presented. Participation in case study exercises, seminar exercises etc, is obligatory, as is preparation for these.

Subcourse 1 is taught in English and subcourse 2 is taught in Swedish.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

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.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

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.

SUBCOURSE 1 Business Relations, 7,5 credits

- Written individual exam corresponding to 4,5 credits
- Written papers and oral presentations performed in group or individually corresponding to 3 credits

SUBCOURSE 2 International business practice, export and import, 7,5 credits

Tuition consist of the above mentioned forms of tuition and an applied sales role play in a workshop.

Assessment of the student performance is conducted by a project group assignment and active participation in the workshop.

- Written report and oral presentation in a group of a practical project assignment 6 credits
- Active participation in the workshopen 1,5 credits
- Active participation in seminars

Course Evaluation

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.

Required Reading and Additional Study Material

SUBCOURSE 1 Business Relations, 7.5 credits

Burn, P., (2011). *Entrepreneurship & small Business. Start-up, growth & maturity.* (Senaste upplagan) Hampshire: Palgrave 516 s. (we will not use the whole book ;) ISBN: 978-0-230-24780-2.

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. (2011). *Managing Business Relationships.* (Senaste upplagan) Wiley: Chichester. 256 s. ISBN: 978-0-470-72109-4

Additional teaching material
Articles

SUBCOURSE 2 International business practice, export and import, 7.5 credits

Bergstedt-Sten, V. (2003). *Förhandla i Affärer: förberedelser, förhandlingsteknik*

och främmande kulturer. Stockholm : Svenska förlaget Liv & Ledarskap AB. .283 s. ISBN 91-7738-619-1

Berntorp, A. (2001). *Exportofferten: en praktisk handledning*. Stockholm : Sveriges Exportråd Industrilitteratur AB. 106 s. ISBN 91-7548-631-8

Bradley, Frank; (Latest edition). *International Marketing Strategy*. FT Prentice Hall, ISBN 13:978-0-273-68688-0/ 10:0-273-68688-7

Forsberg, P. (1996). *Export; praktisk handbok för företag*. Näsviken; Björn Lundén Information, 158 s. ISBN 91-7027-073-2

Exportstegen; material från Exportrådet.

Material från Exportrådet bland annat utdrag från ”Exporthandboken” med flera publikationer.

Additional teaching material

Articles and additional reference literatur is selected in consultation with the teacher.