



## Course syllabus

School of Business and Economics  
Department of Marketing

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 2010-03-11

Revised 2014-05-28 by School of Business and Economics. Literature list and standard texts revised.

The course syllabus is valid from autumn semester 2014

### **Prerequisites**

Business Administration I, 30 credits or at least 15 credits organization and marketing or the equivalent.

## Objectives

MODULE 1 Business Relations, 7.5 credits

After completing this course the student should be able to:

- problematize and analyze the concepts B2B (business markets), networks, business relations, entrepreneurship, and intrapreneurship
- describe and explain characteristics of business markets and how companies relate to each other via a network perspective
- describe and reflect upon networks' part in entrepreneurial processes and in business development
- plan, realize, and evaluate their own, and others, entrepreneurial processes from idea to action
- analyze a real business situation by applying theories
- communicate practical and theoretical understanding of business networks, relations and their role in entrepreneurship.

MODULE 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

MODULE 1 Business Relations, 7.5 credits

The course contains:

- 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

MODULE 2 International Business Practice, Export and Import, 7.5 credits

The course contains:

- 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, group exercises and a sales role play. 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. Obligatory parts are stated in the schedule.

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 course is examined through a written exam, reports, oral presentations and active participation in seminars.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the

grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr ELNU 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. Students that do not pass reports can complement after consultation with the examiner to obtain a pass grade.

## Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

## Credit Overlap

1FE710:1 overlaps 1FE705:1 (Business Relations 7,5 credits)

## Required Reading and Additional Study Material

MODULE 1 Business Relations, 7.5 credits

Burn, P. *Entrepreneurship & small Business. Start-up, growth & maturity*. Hampshire: Palgrave. Latest edition. 516 p.

Ford, D., Gadde, L-E., Håkansson, H. & Snehota, I. *Managing Business Relationships*. Chichester: Wiley. Latest edition. 256 p.

Scientific articles, about 100 pages.

MODULE 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 p.

Berntorp, A. (2001). *Exportofferten: en praktisk handledning*. Stockholm : Sveriges Exportråd Industrilitteratur AB. 106 p.

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

Forsberg, P. (1996). *Export; praktisk handbok för företag*. Näsviken; Björn Lundén Information. 158 p.

Material from Exportrådet and additional study material, app. 150 pages.