



## Course syllabus

Organisational Committee

Department of Marketing and Tourism Studies

1IR590 International Business Studies I, 15 högskolepoäng

1IR590 International Business Studies I, 15 credits

### **Subject Group**

Other Subjects within Economy and Administration

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2009-12-10

Revised 2022-12-05 by School of Business and Economics. Change of department.  
The course syllabus is valid from spring semester 2023

### **Prerequisites**

General entry requirements for university studies.

## Objectives

SUBCOURSE 1 Doing International Business, 4.5 credits

After completing this course the student should be able to:

- understand relevant concepts within international business
- develop an comprehensive grasp of international business conceptualisation, international strategy and marketing
- reflect on practical business cases “now and then”
- examine comprehensive case studies with individual reflections
- professionally present the case studies

SUBCOURSE 2 Analysing International Political and Economic Systems, 10.5 credits

After completing this course the student should be able to:

- understand the dilemmas of post-communist developments in Central and Eastern Europe, based on historical and contemporary analysis
- identify unique macro and micro economic aspects of emerging economies –

such as Central and Eastern Europe, India, and China – that are important from a business company perspective

- understand the development of the global political economy and its interrelationship with political decisions on national and international levels
- make use of theoretical tools needed for an analysis of international political systems
- compare and differentiate between aspects of political institutional arrangements, and evaluate their strength and weaknesses
- complete a comprehensive written report on political and economic aspects of emerging economies
- professionally present the written report before a group

## Content

The course is based on research findings within the subject area in relation to the context of social sciences.

### SUBCOURSE 1 Doing International Business, 4.5 credits

- International businesses, “now and then”
- International strategies
- Managing across borders with organizational and managerial issues
- Building and developing transnational businesses
- International marketing
- Practical reflections to real business situations and cases

### SUBCOURSE 2 Analysing International Political and Economic Systems, 10.5 credits

- A historical summary of the twentieth century, with focus on regions and countries relevant for the course
- Macro and micro economic aspects in emerging economies
- Comparative analysis of china and india from an economic and political viewpoint
- Comparative analysis of political institutional arrangements in central and eastern europe in an international perspective
- Social and economic barriers in transitional societies
- Dilemmas relating to the minority integration issues in the baltic countries
- Security policy with focus on the baltic region
- The role of the state in international relations and in the global economy
- International actors such as eu, imf, nato, oecd, un, world bank and wto
- Study trip to a country on the eastern seaboard of the baltic region
- Written report on a topic related to political and economic aspects in emerging economies
- Conduct a seminary on the previous mentioned topic

## Type of Instruction

The tuition consists of lectures and seminar exercises. Participation in seminar exercises is obligatory, as is preparation for these. Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 6 weeks after the first examination date. The student will have at least five occasions for written exams.

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.

## SUBCOURSE 1 Doing International Business, 4.5 credits

The students are obligated to examine a practical business case in a project. They should be able to demonstrate a clear analysis and reflection by using the literature and other open data sources. They should present their result in an individual written report.

Apart from the project that is student-driven there will be lectures, seminars and tutoring of the student-projects.

Assessment of the student's performance is carried out through the following methods:

- individual written report
- presentation of the report

## SUBCOURSE 2 Analysing International Political and Economic Systems, 10.5 credits

Assessment of the of the student's performance is carried out by the following methods:

- written report
- presentation of the report
- written examination

## 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, and A-F according to the ECTS scale.

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.

## 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 Doing International Business, 4.5 credits

Hamilton, Leslie och Webster, Philip (2009): The International Business Environment, Oxford University Press, Oxford, ISBN: 978-0-19-921399-3 (Urval, cirka 150 sid)

Articles, about 100 pages.

### **Additional teaching material**

Articles, case materials and other material distributed in class.

### **Suggested Readings**

Collins, J. (latest edition). *Good to GREAT*. London, UK,: Random House Business Books.

Bartlett, C. A. (latest edition). *Managing Across Borders – the transnational solution*. Boston, MA, USA: Harvard Business School Press.

SUBCOURSE 2 Analysing International Political and Economic Systems, 10,5hp (10,5 ECTS)

Nicholson, Michael (2002), *International Relations: A Concise Introduction*, 2nd edition, New York: New York University Press, 242 pages. ISBN 0-8147-5823-1.

Poe, Marshall T. (2003), *The Russian Moment in World History*. Princeton University Press: Princeton. 116 pages. ISBN 0-691-11612-1.  
Swedish edition: *Den ryska tiden i världshistorien*. SNS förlag, Stockholm (2005). 156 sid. ISBN 91-7150-988-7.

Graham, Thomas E. (2002), *Russia's Decline and Uncertain Recovery*, Washington, chapter 2-3, pp.11-44 (may be downloaded from:  
<http://www.carnegieendowment.org/publications/index.cfm?fa=viewid=994&prog=zru>).

### **Additional teaching material**

Articles, case materials and other material distributed in class.

### **Suggested Readings**

Berglund, Sten, Joakim Ekman and Frank H. Aarebrot (2004), *The Handbook of Political Change in Eastern Europe*, 2nd ed., Cheltenham and Northampton: Edward Elgar. 626 pages. ISBN 1-84064-854-6.

Johansen, Lars och Sebastian Stålfors (2005), *Från Sovjetunionen till Europeiska Unionen: De baltiska ländernas framgångssaga*, Kalmar: Handelshögskolan BBS, 85 pages. ISBN 91-974341-6-7.

Lijphart, Arend (1999), *Patterns of Democracy: Government forms and Performance in Thirty-Six Countries*, New Haven: Yale University Press. 351 pages. ISBN 0-300-07893.