



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

1IR593 Studier av internationella företagande: Affärsmiljön, 15 högskolepoäng

International Business Studies - The Business Environment, 15 credits

Subject

Other Subjects within Economy and Administration

Level

First cycle

Progression

G1N

Date of Ratification

Approved 2019-02-07.

Revised 2025-12-16. The prerequisite requirement has been supplemented with subjects according to GY25.

The course syllabus is valid from autumn semester 2026.

Prerequisites

General entry requirements

You also need:

English 6

Or:

English level 2

Objectives

Module 1: Introduction to International Business Studies, 4 credits

After completing this module the student should be able to:

- account for and discuss relevant concepts in international business

- analyze the impact of the business environment on the international company

Module 2: Perspectives on the International Business Environment, 11 credits

After completing this module the student should be able to:

- account for and discuss development and challenges in the international business environment, based on historical and contemporary analysis
- account for basic concepts in economics and political science related to analyzing economic and political systems in society
- account for the development of the global political, institutional and historical business context and its organizations in relation to the international company
- present academic results in written as well as oral form

Content

Module 1: Introduction to International Business Studies, 4 credits

The module contains:

- introduction to international business and its surrounding society
- industry-analysis of a company in an international context
- practical reflections on concrete business situations and business projects
- production of a written academic report and the implementation of an oral presentation of its results

Module 2: Perspectives on the International Business Environment, 11 credits

The module contains:

- a historical exhibition focusing on regions and countries relevant to the course
- macro and microeconomic aspects in emerging economies
- security policy, focusing on the Baltic Sea region and the EU's border areas
- the role of the state in international relations and in the global economy including knowledge of the European Union and other international actors such as the IMF, NATO, the OECD, the UN, the World Bank and the WTO *
- production of written and oral academic reports, degrees and presentations

Thoroughgoingly, the course contains academic and business writing and presentations.

IMF = International Monetary Fund, NATO = North Atlantic Treaty Organization, OECD = Organization for Economic Cooperation and Development and WTO = World Trade Organization

Type of Instruction

The teaching consists of lectures, guest lectures and seminars.

Examination

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

Module 1: Introduction to International Business Studies, 4 credits

The module is examined through a written and oral group work 4 credits.

Module 2: Perspectives on the International Business Environment, 11 credits

The module is examined through a written and oral group work 3 credits, an individual written report 2 credits, an individual written examination 4 credits and an individual

assessment academic writing and oral presentation 2 credits.

The following applies to both modules:

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.

The grade of the course is a combined assessment from the grades of the various course modules. The combined assessment is based on the grades and the scope of the course (15 credits). The more extensive a module is, the greater impact it will have on the final grade. Module grades with the grading scale between G-U will not be considered into the combined assessment. However, a G is required for each of the modules in order to receive a final course grade.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:
1IR591 and 1IR592 with 15 credits each.

Required Reading and Additional Study Material

The following applies to all modules:

Required reading

Hamilton, L. & Webster, P. *The International Business Environment*. Oxford: Oxford University Press. Latest edition. Selected chapters. About 150 pages.

Additional study material

Articles, concrete business examples and other material distributed during lectures. About 400 pages.