



Course syllabus

School of Business and Economics
Department of Marketing

1IR593 Studier av internationella företagande: Affärsmiljön, 15 högskolepoäng

International Business Studies - The Business Environment, 15 credits

Subject Group

Other Subjects within Economy and Administration

Level of classification

First Level

Progression

GIN

Date of Ratification

Approved by School of Business and Economics 2019-02-07

The course syllabus is valid from autumn semester 2019

Prerequisites

General entry requirements. General entry requirements. English B/6 or the equivalent.

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 following applies to both modules:

The teaching consists of lectures, guest lectures and seminars. Participation in guest lectures and seminars is compulsory, as well as preparation for them. Dates for compulsory elements are stated in the schedule.

Examination

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

Module 1: Introduction to International Business Studies, 4 credits

The module is examined through a group assignment and a presentation.

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

The module is examined through an individual take home exam, a written exam, a group assignment and a presentation.

The following applies to both modules:

****Assessment of the student's performance is carried out through individual written exams, written group reports, oral presentations and active participation in seminars. Course grades are weighted together between the two modules' grades corresponding to the sub-course's share of the course's total points.

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. Students who are close to the passing grade of reports can complement after instructions and time-frame given by 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.

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: IIR591 15 credits and IIR592 15 credits with 100% each.

Required Reading and Additional Study Material

Module 1: Introduction to International Business Studies, 4 credits

Required reading

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

Scientific articles. About 50 pages.

Additional teaching material

Articles, concrete business examples and other material distributed during lectures. About 100 pages.

Reference

Bartlett, C.A. *Managing Across Borders - the transnational solution*. Boston, MA, USA: Harvard Business School Press. Latest edition. About 390 pages.

Collins, J. *Good to GREAT*. London, UK: Random House Business Books. Latest edition. About 300 pages.

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

Required reading

Keir Giles, Philp Hanson, Roderic Lyne, James Nixey, James Sheer, Andrew Wood, *The Russian Challenge*. (Chatham House Report, 2015).

Marshall P. (2006). *The Russian Moment in World History*. Princeton University Press. 150 pages.

Mary Dejevsky, "On the Chatham House Report", Valdai Discussion Club, July 8, 2015.

Nicholson, M. *International Relations: A Concise Introduction*. New York: New York University Press. Latest edition. About 240 pages.

Pinder, J. & Usherwood, S. *The European Union: A very short introduction*. Oxford: Oxford University Press. Latest edition. About 210 pages.

Compendium H Fromlet (latest edition). About 60 pages.

Reference

Berglund, S., Ekman, J. & Aarebrot, F.H. *The Handbook of Political Change in Eastern Europe*. Cheltenham and Northampton: Edward Elgar. Latest edition. About 626 pages.

Lijphart, A. *Patterns of Democracy: Government Forms and Performance in ThirtySix Countries*. New Haven: Yale University Press. Latest edition. About 351 pages.

Philip Hanson, James Nixey, Lilia Shevtsova, Andrew Wood, *Putin Again: Implications for Russia and the West* (Chatham House Report, February 2012).