



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1IR593 Studier av internationella företagande: Affärsmiljön, 15 högskolepoäng

1IR593 International Business Studies - The Business Environment, 15 credits

### **Subject Group**

Other Subjects within Economy and Administration

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2019-02-07

Revised 2023-06-12 by School of Business and Economics. Literature and standard texts revised.

The course syllabus is valid from spring semester 2024

### **Prerequisites**

General entry requirements. General entry requirements. English 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

Thoroughgoing, 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 all modules:**

The teaching consists of lectures, guest lectures and seminars. Participation in guest lectures and seminars is a compulsory component, as well as preparation for them. Dates for compulsory components 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 4 credits.

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

The module is examined through an individual take home exam 2.5 credits, a written exam 5 credits, a group assignment 2 credits and a presentation 1.5 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 (number of 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.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

### **Course Evaluation**

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation are in regular carried out anonymously.

### **Credit 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**

#### **Required reading**

The following applies to all modules:

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.