



## Course syllabus

School of Business and Economics  
Department of Marketing

11R596 International Business Studies - Business Development with  
International Entrepreneurship, 15 högskolepoäng

International Business Studies - Business Development with  
International Entrepreneurship, 15 credits

### **Subject Group**

Other Subjects within Economy and Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by School of Business and Economics 2014-11-12

The course syllabus is valid from autumn semester 2015

### **Prerequisites**

International Business Studies I, 15 credits or Business Administration I, 30 credits and  
English B/English 6 or the equivalent.

## Objectives

After completing this course the student should be able to:

- account for relevant concepts within international business development
- analyze practical business cases within international business development and international entrepreneurship
- analyze and reflect upon practical business projects
- professionally present the business projects orally and in writing

## Content

The course contains:

- international business development in a historical perspective
- international expansion strategies
- geographic entry modes
- intercultural management and developing international organizations
- building and operating international businesses with the help of the internet
- international entrepreneurship
- practical reflections to real business situations and cases

## Type of Instruction

Teaching consists of lectures, seminars and tutoring. Obligatory parts are stated in the

schedule.

## Examination

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

Assessment of the student's performance is carried out through written exam, written reports and oral presentations. Active participation in seminars is required for a pass grade.

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. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade. Students that do not pass reports can complement according to instructions from the examiner.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course 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.

## Required Reading and Additional Study Material

### Required reading

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

Kumar, V. *International marketing research*. Upper Saddle River, N.J.: Prentice Hall. Latest edition. About 400 p.

Stutely, R. *The definitive business plan: the fast-track to intelligent business planning for executives and entrepreneurs*. FT Press. Latest edition. About 310 p.

Material from the Swedish Trade Council/ Business Sweden. About 100 p.

Vetenskapliga artiklar, about 40 p.

Additional literature will be chosen in consultation with the supervisor.