



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1IR596 International Business Studies - Business Development with International Entrepreneurship, 15 högskolepoäng

1IR596 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 2014-11-12

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

Prerequisites

Business administration I, 30 credits or at least 15 credits completed courses from Business administration I and English B/English 6.

Objectives

After completing this course the student should be able to:

- explain processes and practices of international entrepreneurship
- account for basic terms and models within international entrepreneurship
- describe development processes from idea to established businesses
- apply basic terms and models to develop new or current businesses in an international context

Content

The course contains:

- basic terms and theories of entrepreneurship
- international dimensions of entrepreneurship
- opportunity-based business modeling
- models and tools for business development and value creation

- contextualization of business models for sustainable development

Type of Instruction

Teaching consists of lectures, seminar activities and group activities . Obligatory parts are stated in the schedule.

Examination

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

The course is examined through an individual exam, group assignment, workshops and seminars.

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

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 course/courses of which the content fully, or partly, corresponds to the content of this course: 1IR595

Required Reading and Additional Study Material

Required reading

Løwe Nielsen, S., Klyver, K., Rostgard Evald, M., & Bager, T. *Entrepreneurship in theory and practice – paradoxes in play*. Edward Elgar Publishing. Latest edition. About 240 pages.

Scientific articles, about 200 pages.

Reference literature

Osterwalder, A. & Pigneur, Y. *Business Model Generation*. John Wiley & Sons, New Jersey. Latest edition. About 280 pages.