



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

2EB001 Internationalisera en affärsverksamhet, 15 högskolepoäng
Internationalisation of a Business, 15 credits

Main field of study

Business Administration, Social Psychology

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by Organisational Committee 2009-12-10

The course syllabus is valid from autumn semester 2010

Prerequisites

For admission to the course, the student must have passed at least 105 Swedish credit points of the Enterprising and Business Development programme

Expected learning outcomes

The student shall have basic knowledge of

- internationalisation of Businesses, particularly regarding a business development perspective
- how internationalisation affects a business development
- international law and economics
- cultural factors consequences for businesses
- how work with internationalisation can be managed through business planning

The student shall be able to

- search for new business solutions in cooperation with others within an organisation
- work over cultural and national borders
- use and develop concepts in order to understand different contexts and situations
- apply different perspectives and shift perspective be able to create a situation that can enhance the understanding for the possibilities to internationalise a business
- act in front of others

The student shall further develop

- his/her understanding for business development
- his/her insights in business intelligence

Content

The course is built around a main focus based on an internationalisation perspective with the main theme internationalisation of a business. The course content is built up around a theme task which is the frame for this course and the course *Create Growth in a Business*. This task is to manage business development and internationalisation within the frame of the student's partner company. The course elements shall give an extended understanding for the significance of international and cultural conditions in business development processes. To support this, the students work with activities concerning business administration, law, behaviour science, economics and information science.

The course corresponds to:

Business Administration, 7,5 Swedish credit points

Legal Science, 3 Swedish credit points

Economics, 3 Swedish credit points

Information Science, 1,5 Swedish credit points

Type of Instruction

The training is conducted in partnership with firms, which has been selected to participate in the education. The fundamental ambition is that the student should, through different sorts of assignments, demand and on by own hand seek needed knowledge. This learning process of the students is supported with a study handbook, lectures, after readings, seminars, reflections meetings, tutoring and use of literature. Participation in seminars is compulsory. Other elements can be compulsory, which is stipulated in the schedule of the course. Participation in exam seminars is always compulsory.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale."

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Begg, D. Ward, D. *Economics for Business*, 2nd ed., New York: McGraw-Hill Higher Education (2007), 414 pages

Bernitz, U. Kjellgren, A. *Europarättens grunder*, Stockholm: Norstedts Juridik AB (2007), 300 pages

Chaffey, D. Wood, S. *Business Information Management*, New York: Financial Times

Prentice Hall (2005), 662 pages

Newell, S. Robertsson, M. Scarborough, H. Swan, J. *Managing Knowledge Work*,
New York: Palgrave (2002). 200 pages

Rugman, A.M. Collinson, S. *International Business*, 5th ed., Harlow: Financial Times
Prentice Hall (2009), 667 pages

Litteratur (fokus på vetenskapliga artiklar) som studenterna söker själva

Informationsvetenskap, 150 pages

Företagsekonomi, 200 pages

Juridik, 200 pages

Nationalekonomi, 200 pages