



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

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 2009-12-10

Revised 2013-05-28 by School of Business and Economics. Revision due to literature and general review of standard texts.

The course syllabus is valid from autumn semester 2013

### **Prerequisites**

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

## Objectives

On completion of the course, students should be able to

- critically discuss internationalisation of business operations, with particular reference to a business development perspective
- analyse how internationalisation influences a company's development
- account for international legal questions
- master how the work with internationalisation can be carried out through business planning
- seek new business solutions in cooperation with others in an organisation
- critically discuss phenomena and issues as well as discuss a company's internationalisation possibilities
- present, both verbally and in writing, information, problems and solutions in dialogue with different groups
- carry out and critically discuss business intelligence work
- account for basic economics trade theories
- account for the exchange market's structure and function in society
- carry out exchange-policy analyses with the help of economics models

## 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 credits  
Legal Science, 3 credits  
Economics, 3 credits  
Information Science, 1.5 credits

### Type of Instruction

Teaching is carried out in partnership with businesses. The basic ambition is for students, through different types of assignments, to question and independently seek knowledge. Students should independently develop and form their education and take responsibility for the various elements of the education as well as their own learning. Students' learning process is supported through the study handbook, lectures, seminars, reflection meetings, supervision and the use of literature. Participation in certain elements is obligatory and is specified in the course schedule.

### Examination

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

Examinations are carried out through project reports and written examinations.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr ELNU 2011/160".

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 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

Albaum, G & Duerr, E., *International marketing and export management*. Pearson. Latest edition. 1024 pages.

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

Brown, J.S. & Duguid, P. (1991). *Organizational learning and communities-of-practice: Toward a unified view of working, learning, and innovation*. *Organization Science*. 2(1): 40-57.

Chaffey, D. & White, G. (2010). *Business information management*. New York: Financial Times Prentice Hall. 688 pages.

Contu, A. & Willmott, H. (2003). *Re-embedding situatedness: The importance of power relations in learning theory*. *Organization Science*. 14(3): 283-296.

Edelman, L.F., Bresnen, M., Newell, S., Scarbrough, H. & Swan, J. (2004). *The Benefits and Pitfalls of Social Capital: Empirical Evidence from Two Organizations in the United Kingdom*. *British Journal of Management*. 15: S59–S69.

March, J. (1991). *Exploration and exploitation in organizational Learning*. *Organization Science*. 2(1): 71-88.

Newell, S., & Tansley, C. (2007). *A Knowledge-based View of Agenda-formation in the Development of Human Resource Information Systems*. *Management Learning*. 38(1): 95-119.

Newell, S., Scarbrough, H., & Swan, J. (2010). *Why don't (or do) organizations learn from projects?* *Management Learning*. 41(3): 325-344.

Nonaka, I. (1994). *A Dynamic Theory of Organizational Knowledge Creation*. *Organization Science*. 5(1): 14-37.

Ramberg International Commercial Transactions, Norstedts juridik. Latest edition.

Senge, P. (1991). *The learning organization made plain*. *Training & Development*. 45(10): 37-44.

Literature the students choose themselves (focus on scientific articles):

Informationsvetenskap, 150 pages.

Företagsekonomi, 200 pages.

Juridik, 200 pages.

Nationalekonomi, 200 pages.