



## Course syllabus

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

2EB002 Skapa tillväxt i en affärsverksamhet, 15 högskolepoäng  
Create Growth in a Business, 15 credits

### **Main field of study**

Business Administration, Social Psychology

### **Subject Group**

Other Subjects within Social Science

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by the Board of the School of Business and Economics 2009-12-10

Revised 2012-06-25

The course syllabus is valid from autumn semester 2012

### **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
- Assess cultural factors' importance for business operations
- Master how the work with internationalisation can be carried out through business planning
- Seek new business solutions in cooperation with others in an organisation
- Carry out, within given time frames, an internationalisation project in cooperation with a company
- Present, both verbally and in writing, information, problems and solutions in dialogue with different groups
- Make assessments with regard for scientific articles within the main field of study
- Carry out and critically discuss business intelligence work
- Account for basic national economy trade theories
- Account for the exchange market's structure and function in society

- Carry out exchange-policy analyses with the help of national-economic 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 *Internationalisation of 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, 10,5 Swedish credit points

Law, 1,5 Swedish credit points

Economics, 1,5 Swedish credit points

Information science, 1,5 Swedish credit points

## 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).

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

Examinations are carried out through the presenting of project reports, oral presentations, alternative forms of examination and/or different types of assignments.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5 to 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 by 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

### Required reading

Albaum Gerald & Edwin Duerr, *International marketing and export management*, Pearson, latest edition 1024 pages

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

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

Chaffey, D. Wood, S. *Business Information Management*, New York: Financial Times Prentice Hall (2005), 662 pages

Edelman, L.F., Bresnen, M., Newell, S., Scarborough, 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., Scarborough, 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 (focus on scientific articles) which the students choose themselves:

Informationsvetenskap, 150 pages

Företagsekonomi, 200 pages

Juridik, 200 pages

Nationalekonomi, 200 pages