



## Course syllabus

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

2EB003 Glokalisering - lokala nätverk och kluster för global konkurrenskraft, 7,5 högskolepoäng

Glocalization - Local Networks and Clusters for Global Competitiveness, 7.5 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 2009-09-10

The course syllabus is valid from spring semester 2010

### **Prerequisites**

To be admitted to the course it is required to have completed at least 135 Swedish credit points from previous courses within the programme.

## Expected learning outcomes

Having completed the course the students are expected to have extended knowledge of

- concepts such as clusters and networks from different perspectives
- how information systems may be utilised in order to create and manage glocal business
- how networks and clusters are established and developed

Have elementary skills in

- how to describe and analyse existing conditions based on networks perspectives
- how to examine various approaches for the utilisation of networks and clusters
- how to transmit information through the use of different methods and directed towards different target groups
- how to approach analyses of business opportunities in networks from local and global perspectives

Have understanding of

- the importance of networks and clusters in terms of business development and global competitiveness
- the importance of concept development and -utilisation for analyses and interpretations of complex business situations

## Content

This course originates in a thematic assignment, which entails examining a business network from a local as well as a global perspective and look at its business development opportunities. To aid the students there are study activities concerning business administration, law, social psychology, economics and information science.

This course includes:

Business administration, 4,5 Swedish credit points

Law, 1,5 Swedish credit points

Economics, 1,5 Swedish credit points

## Type of Instruction

Teaching in the form of a collaboration with businesses that have been selected for the programme. Within the course there is also a possibility to collaborate with already established networks. The basic idea of the course is to facilitate the students' individual search for knowledge through various assignments. The learning process of the student is supported via a study guide, lectures, post-reading, seminars, reflection meetings, tutoring and literary studies. Participation at seminars is compulsory. Other elements that may be compulsory are presented further in the schedule. Attendance at examination assignments is always compulsory.

## Examination

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

Examination in the form of written examinations, presentation of project reports, oral presentations and alternative examination assignments that may include various type of home study tasks.

A retest will be offered a few weeks after the original test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

## Course Evaluation

The course is evaluated after completed examination but before the grades has been distributed. The course evaluation is processed and archived by administrators at the department. The course responsible faculty member gives feedback of the result of the course evaluation to the participants.

## Required Reading and Additional Study Material

Normann, R. *När kartan förändrar affärslandskapet*. Malmö, Liber Ekonomi, 200 pages

Gustavsson, B-Å. *Närmiljö som lärmiljö. Beträktelser från Gnosjöregionen*. Växjö, Acta Wexionensia nr 52/2004, Växjö University Press, 100 pages

Berggren, C, Bruhlin, G. *Klistriga kluster eller globala glidare? Den lokala dynamikens paradoxala betydelse i den globaliserade ekonomin*. Stockholm, Nutek

B2002:2, 60 pages

Bernitz, U. *Finna rätt i juristens källmaterial och arbetsmetoder*. Stockholm, Juristförlaget, 200 pages

Malmström, Å, Sigeman, T, Agell, A. *Civilrätt*. Malmö, Liber Förlag, 150 pages

Eklund, K. *Vår ekonomi*. Stockholm, Prisma, 200 pages

Amin, A. & Cohendet, P. *Architectures of knowledge: firms, capabilities, and communities*, Oxford: Oxford University Press. Latest edition.

Ekonomihögskolan, Artikelkompendium:

Företagsekonomi, 600 pages

Juridik, 50 pages

Nationalekonomi, 100 pages