



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

2EB011 Internationell utveckling av affärsverksamhet, 30 högskolepoäng

2EB011 International Development of a Business, 30 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by School of Business and Economics 2014-10-01

The course syllabus is valid from autumn semester 2015

### **Prerequisites**

Accepted to Enterprising & Business Development. With approval completed at least 105 credits within the programme or the equivalent.

## Objectives

After completing the course the student is expected to be able to:

- critically discuss the internationalization of business activities
- analyze how globalization affects a company's development
- find new business solutions in collaboration with others in an organization
- timely implement an internationalization project in collaboration with a company
- in oral and written form critically discuss information, problems and solutions in dialogue with different groups
- make evaluations with respect to scientific papers in the subject area
- implement and critically discuss intelligence work
- critically discuss phenomena and issues and discuss a company's ability to internationalization
- give an account of international law
- describe the basic economics trade theories
- describe the foreign exchange market structure and function in society

- implement foreign policy analysis using models of economics
- give an account of the impact of internationalization on logistics processes

## Content

The course is built around a main focus based on an internationalization perspective with the main theme of internationalization of a business. The course content is built up around a theme assignment. This task should handle internationalization projects for the student's partner companies. Course elements will provide a deeper understanding of international conditions of importance to the business and how they can be used for the development of a business. To support this, the students work with study activities concerning business administration, legal science and economics.

The course contains:

Business Administration, 21 credits

Economics, 4.5 credits

Legal Science, 4.5 credits

## Type of Instruction

The teaching is conducted in partnership with the company. The students themselves will develop and shape their education and to take responsibility for teaching different elements as well as their own learning. The student's learning process is supported by study guide, lectures, seminars, reflection sessions, tutorials, and literature use. Obligatory parts are stated in the schedule.

## Examination

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

Examination is carried out through different types of written assignments.

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.

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

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.

## 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: The course overlaps 2EB006 with 100 %.

## **Required Reading and Additional Study Material**

### **Required reading**

Albaum, G. & Duerr, E. *International marketing and export management*. Pearson. Latest edition. 980 pages.

Begg, D. & Ward, D. *Economics for Business*. New York: McGraw-Hill Higher Education. Latest edition. 414 pages.

Jonsson, P. *Logistics and supply chain management*. McGraw-Hill Higher Education. Latest edition. 544 pages.

Ramberg, J. *International Commercial Transactions*. Norstedts Juridik. Latest edition. 629 pages.

### **Literature (focus on scientific articles) for the students to find themselves:**

Business Administration, 450 pages

Legal Science, 150 pages

Economics, 150 pages