



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

2EB012 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 2015-06-26

Revised 2018-09-05 by School of Business and Economics. Literature list revised.

The course syllabus is valid from spring semester 2019

### **Prerequisites**

At least 135 credits from previous courses within the Enterprising and Business Development programme or the equivalent.

## Objectives

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

- describe and analyze current business developing conditions from a network perspective
- problematize different approaches in utilizing networks and clusters
- in different ways convey information using different methods and to different groups
- adopt a local and global perspective when analyzing a company's possibilities to make business in a network

## 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, legal science, social psychology, economics and information science.

This course includes:

Business administration, 4.5 credits

Legal Science, 1.5 credits

Economics, 1.5 credits

## 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. Obligatory parts are stated in the schedule.

## Examination

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

The course is examined through paper assignments carried out in groups.

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. Students who are close to the passing grade of reports can complement after instructions and time-frame given by 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.

## Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

## Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 2EB003 with 100 %.

## Required Reading and Additional Study Material

### Required reading

Begg, D. & Ward, D. *Economics for Business*. McGrawHill. Latest edition. About 450 pages.

Ismail, S., Malone, M. S. & Van Geest, Y. *Exponential Organizations. Why New Organizations are Ten Times Better, Faster, and Cheaper Than Yours (and What to Do About it)*. New York: Diversion Books. Latest edition. About 330 pages.

Johnson, S. *Where Good Ideas Come From. The Seven Patterns of Innovation*. London: Penguin Books. Latest edition. About 340 pages.

Ramberg, J. *International Commercial Transactions*. Norstedts Juridik. Latest edition.  
About 630 pages.

Scientific articles. About 600 pages.