



## Course syllabus

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

2FE058 Global Strategic Management, 7,5 högskolepoäng  
Global Strategic Management, 7.5 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

G2F

**Date of Ratification**

Approved by the Board of the School of Business and Economics 2012-03-30

The course syllabus is valid from spring semester 2013

**Prerequisites**

Business Administration 1-60 credits

## Objectives

On completion of the course, the student should be able to:

- Account for the characteristic traits of the process of globalization and the challenges it is associated with
- Account for and critically analyze the strategic management concepts and models for global firms
- Account for and critically analyze the broad issues in globalization such as coming trends or ethical challenges
- Use the acquired knowledge in a critical and ethically conscious approach to analysis and development of strategic management, suitable for the global context.

## Content

This course addresses various aspects of strategic management, related to the context of globalization and the challenges that global firms face. The course examines the impact of globalization as a complex process with a transnational as well as local dimension and how it can be managed strategically. The areas of strategic management, studied in this course, include global marketing and market entry, global organization design and HRM, mergers, acquisitions and strategic alliances, financial management and innovation.

More specifically, the course builds on research –based, critical assessment of:

1. the process of globalization, considerations of market entry and what characterizes a global firm,
2. global management strategies such as global marketing and global HRM,
3. Broad issues in globalization such as questions of business ethics, Human Rights or coming trends and new strong stakeholders in the global market.

## Type of Instruction

The teaching will be carried out through lectures and seminars.

## Examination

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

Course is examined through assessment of written course paper and written individual exam.

Results are graded using one of the terms: Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. Students that do not achieve a satisfactory result in the examination are permitted to make a second attempt approximately 5-8 weeks after the regular examination date. The student will have a minimum of five occasions for written re-examination based on the syllabus to which the student was accepted. Re-examination is usually offered on 3 occasions per academic year.

## Course Evaluation

A written course evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way the teacher, responsible for the course finds the most appropriate. Other types of evaluations, such as continuous evaluation during the course or oral communication with the students, can occur and are encouraged to secure continuous quality improvement.

## Credit Overlap

Credit overlap with the course 2FE041:3 7,5 Credits.

## Required Reading and Additional Study Material

### Required reading

Appadurai Arjun, *Modernity at Large: Cultural Dimensions of Globalization*, 1996, University of Minnesota Press, 219 pages (pocket), latest edition, ISBN 0816627932

Lasserre Phillipe, *Global Strategic Management*, 2007, Palgrave Macmillan, 504 pages, latest edition, ISBN 0230008364

Articles within areas of specific management methods and human rights, 250 pages