



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

2FE446 Företagsekonomi III Internationell affärsstrategi, 7,5 högskolepoäng

2FE446 Business Administration III - International Business Strategy, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2021-06-30

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

Business Administration 60 credits G1N and G1F, of which at least 22.5 credits Marketing and English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- define and account for conceptual frameworks and core concepts in international business strategy
- apply international business strategy theory and models in analysis of strategy, organization and environment of international and multinational companies
- formulate a plan for how to increase or develop the international operations of a company
- communicate gathered information, identified problems and solutions of these both in written and orally

Content

The course contains:

- conceptual foundations and core concepts of international business strategy
- Industrial Organization (IO) view
- Resource-based View (RBV)
- competitiveness of international firms
- functional issues of international firms
- dynamics of entry modes in internationalization
- international strategies of corporate social and environmental responsibility
- analysis of strategy, organization and environment of international and multinational firms

Type of Instruction

The teaching consists of lectures, seminars and case analysis.

Examination

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

The course is examined through an individual digital examination (2 credits), a group project (3 credits) and presentation (2.5 credits).

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

Verbeke, A. *International Business Strategy*. Cambridge: Cambridge University Press. Latest edition. About 600 pages.

Scientific articles. About 40 pages.

Instructions for group project. About 40 pages.