



Course syllabus

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

2FE515 Business Administration III - International Business and
Global Marketing, 15 högskolepoäng

Business Administration III - International Business and Global
Marketing, 15 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 2009-05-05

Revised 2012-11-26. Literature list revised

The course syllabus is valid from spring semester 2013

Prerequisites

Business Administration 1-60 ECTS, with at least 22,5 ECTS in Organization, Marketing or the equivalent

Objectives

The course aims to give the student a deeper understanding of international business and global marketing regarding both large multinational corporations (MNCs) and small and medium-sized enterprises (SMEs). Even if the course mainly handles general international business and marketing in global markets, a special focus is the emerging markets of the world, especially in Asia Pacific region and Eastern Europe. The reason is their rapidly increasing importance as markets for Western firms as well as the new international competitors coming out of these countries.

After completing this course the student should be able to:

- analyze, select and evaluate the appropriate conceptual frameworks for management decisions connected with the global marketing process
- understand and apply strategic analysis related to firms, markets and business cultures in emerging markets, especially for the Asia Pacific region
- acquire familiarity with and understand principle concepts, frameworks, and techniques related to the internationalization processes of both MNCs and SMEs

- critically apply such management models on the international marketing and organization of SMEs in a 'real-life' context
- communicate gathered information, identified problems and solutions of these through written assignments and oral presentations

Content

Central topics that this course will cover:

- a decision-oriented view on the internationalization processes of firms, from decision whether to internationalize to implementation and coordination of a global marketing programme
- strategies on international business applied to emerging markets, especially the Asia Pacific region
- the organization of the internationalization process of SMEs including entry strategies particularly in and from emerging country markets
- international business marketing strategy of SMEs

The course involves substantial training in:

- applied analysis – The use of theory models in real business cases
- presentations (in writing as well as orally)
- efficient teamwork

Type of Instruction

The main purpose with the lectures is to provide useful frameworks and tools concerning international business strategies, global marketing and internationalization of firms, and to discuss how they can be applied for decision-making and qualified problem solving in business related situations.

During the course, students will be provided with assignments that are going to be solved by groups of students or individually. These assignments are closely related to the focus topics of SMEs and emerging markets. The assignments will be handed in, in writing, as well as presented orally and discussed during seminars.

Examination

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

Examination on the obligatory literature will be undertaken by a written exam. The grades are based on all activities related to the course, i.e.: the written exam, written group and individual papers, presentation of papers, and class participation.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the institution. The results and possible measures taken are communicated by the course coordinator and presented to 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 insuring continued quality development.

Required Reading and Additional Study Material

Obligatory literature

Hollensen, S., *Global Marketing, A decision-oriented Approach*. FT Prentice Hall.
Latest edition. 300 p.

Lasserre, P., & Schütte, H. *Strategies for Asia Pacific. Meeting new challenges*.
Palgrave, Macmillan. Latest edition. 300 p.

Scientific Articles 200 p.